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Since then, search engine optimization (SEO), or the process of flagging a website to be recognized by engines as a credible source of information, continued to evolve and adapt to the online environment it belongs in. Such transformations are primarily triggered by changes in search enginesâ€™ algorithms, by online world expansion, and by changes in consumer behavior.

Although this online marketing strategy is about to face increasing demands and tougher challenges in the coming years, the death of SEO is not going to happen anytime soon. Instead, it will continue to change in shape and movement to suit the existing online environment. SEO will modify its tools and strategies, depending on its target audience and devices, as well as on many other factors related to the worldwide web.

One of the most significant SEO transformations is its complete image evolution. From being a mere IT tool, it has become totally linked to Internet marketing. Before, the goal of search engine optimization involves coding and web development to further organize search engine results by determining ranking. However, today, it is focused on building brand and online reputation to deserve the top spot, making it squarely about online selling.

Nonetheless, that is not the only significant change that happened to SEO. In fact, IT service providers such as the San Diego search engine optimization experts can boast of the best practices that have already been linked to this online marketing strategy. All these transformations can be used to safeguard SEO in the challenges of the coming years.

For one, webmasters employed by San Diego internet marketing companies have allowed local SEO to slowly take over. Meaning, companies and small entrepreneurs can have a great chance to excel in the local market through a more defined target audience and more concentrated optimization focus. Such will also be beneficial since the algorithm of most search engines is already becoming more localized.

Related to this are the socialization and personalization of SEO. Recently, San Diego internet marketing companies have already gone social in their optimization practices. They started to appreciate the role that social sites play in creating successful SEO campaigns. They have also begun to think more of people when optimizing keywords. This is unlike before when the attention of SEO techniques is on the technical and mechanical aspect of computers and the worldwide web. With all these new SEO practices, the online business environment is expected to be more dynamic than ever.

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