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SEO Trends and What They Mean for Small Businesses by Abigayle Soderstrom

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Websites of smaller businesses are beneficiaries of search engine optimization techniques; but if you are a growing business with ambitions to break into the global market, you can no longer piggyback on other names in cyberspace. You must learn how to employ a good SEO strategy that can almost always win for your website a high ranking in web searches. Having a high ranking means more clients visiting your site, and potentials for business opportunities.

Search engine optimization is a continuously growing and evolving process. Search engines like Google change their search algorithms at least once each day, so in order for sites to be visible and relevant in web searches, internet marketers need to keep in step with the constant changes. The following are just some of the trends in SEO that you can apply for your own business:

Social media â€“ Social networks have always been in the forefront of internet marketing trends, and the role they play in SEO is no exception. Having a Facebook, Twitter, or Google+ account gives you a chance to increase your online reputation through sharing and â€œlikesâ€•. Online marketers can also capitalize on the on-site searches social networks have integrated on their own web pages.

Personalized searches â€“ The option of users to personalize their search results can render rankings of websites irrelevant. This presents a challenge for SEO firms to focus their efforts in increasing traffic and conversions rather than on putting more emphasis on how a website ranks.

Mobile search â€“ The growing use of smart phones and tablet computers means more people access the internet while on the go. Soon, more people will conduct their searches through mobile units than on PCs. The challenges and opportunities here for San Diego SEO firms include the optimization of web pages for mobile browsing and putting a greater premium in local searches.

Content optimization â€“ Websites need to have their content updated regularly to stay relevant and searchable. Aside from placing the right keywords, putting some variety in content like adding images, videos, and links can boost search results for the website. Online marketers need to constantly identify effective content in order to provide high quality SEO San Diego websites can get positive results from.

For more information, you can visit searchenginewatch.com and smallbiztrends.com. These websites contain articles that discuss the growing trends in the ever-changing landscape of search engine optimization. If you would like to gain more exposure for your website but donâ€™t know where to start, it would be best to consult with a San Diego SEO specialist to formulate a game plan for your internet marketing needs.

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Abigayle Soderstrom - About Author:
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