

Search engine optimization - Your competitive necessity

Building a website, essentially an online store is the first step to having a successful online presence. It is not the only component but an important one nonetheless. Marketing of the website is another component which commands equal importance. Millions of users utilize search engines to navigate the web and it is therefore imperative that not only does the website appear in search engine results but appear high enough to attract its target audience. Having a website without a search engine marketing strategy is equivalent to having a brick and motor shop in an isolated location. The store will only be able to attract occasional customers without any substantial income. On the other hand having a search engine marketing strategy would be like putting the same shop in the business hub of a city. It is actually a bit better than that – it is like putting the shop in a business hub that only sells products and services similar to that of yours. Keeping other factors constant, the same shop that was doing insignificant business before would now earn a lot more, thanks to the location which made your shop prominently visible to prospective customers

Search engine optimization has tip toed into the mainstream of business marketing strategies and many online businesses are reaping its benefits. However, there are many others who are still ignorant of the inherent benefits that search engine optimization has to offer and still choose to open their shops in a desolate location. They create an online store and wait for a miracle to happen, what they fail to realize is the fact they are leaving too much to chance. Search engine optimization is crucial to any online business and people who turn a blind eye to this fact fail miserably (I am not ruling out exceptions).

There is more to search engine optimization than what is normally perceived. Mentioned below are few of the benefits of search engine optimization:

- **Cost effective customer acquisition:** Search engine optimization is by far the most cost effective means of acquiring customers as compared to other forms of traditional marketing.
- **Increased search engine visibility:** Search engine optimization helps you to gain online visibility, so when users search for things you have to offer they land on your website. The best part is that they are already willing to buy what your selling, which makes the conversion process much easier.
- **Brand Recognition:** High organic search engine rankings in your niche would eventually lead to your brand becoming synonymous with the niche. This substantially increase your brand value and recognition in the online arena.
- **Credibility and legitimacy:** Customers often associate high organic search engine ranking to credibility and legitimacy. Sometimes even the big brand names fail to make it to the top and thus lose out on this crucial aspect.

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- **Higher return on investment:** The cost of search engine optimization is predictable and the ROI metric can be envisioned with a high degree of certainty if not accurately.

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