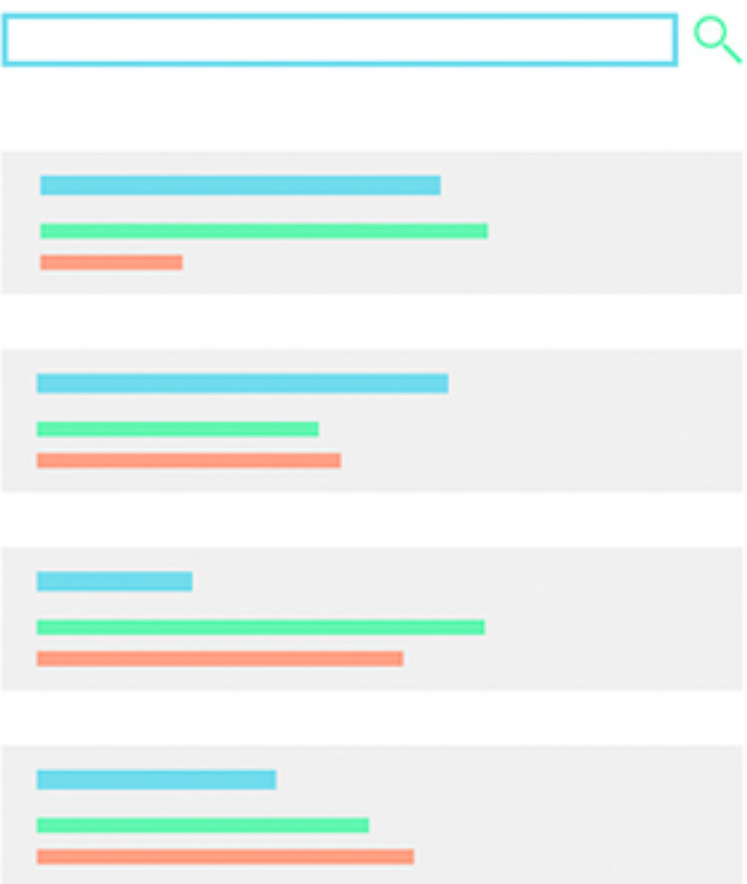


How SEO Helps Businesses



SEO is Good for Business Visibility and Branding

For instance, most searchers don't just simply search once, click on some websites, and be done with it. Instead, they search, click on some websites, edit their search terms, search again, click on some websites, further hone their search terms, search again, and so on.



SEO Provides Your Business Credibility

Searchers make mental notes of the rankings for the terms they enter into Google and other search engines. They may not consciously realize it, but they do. And in the minds of consumers, your ranking is a vote of confidence: "Google says this business is relevant, so that must be the case."



SEO Brings Your Business Traffic

Sure, by itself, traffic is not going to make you any money. But would you rather set up your storefront on a backstreet in Davenport, Iowa or right in the middle of Times Square? All those people walking around in Times Square day and night by themselves aren't going to make you any money, but chances are that quite a few of them will eventually become your customers.



SEO Has One of the Best ROI's in Advertising

SEO rewards your business for its efforts at a higher rate than pretty much all traditional forms of offline advertising — the same can be said for almost all types of internet marketing. The reason for this is because SEO is an inbound marketing strategy; that is, it allows you to market to people when they are looking for the products and services your business provides.



SEO Gives You Unmatched Insight Into Your Customers

Google Analytics is an amazing tool. The data and metrics are valuable because they give you insight into your customers: how they search, how they browse, the language they use, the technology they use, the region they live in, the days they are most active, the times of day they are most active, you name it.



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