

# 8 Reasons Why SEO is Important

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By Dr. Diana Rangaves, PharmD Building your brand is critical to the success of any enterprise. In our digital age, investing in maximum optimal search engine optimization (SEO) is essential. In no particular order, here are eight of the many reasons why SEO is significant.

## Brand Building / Onsite SEO

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Building a brand requires a two-way street. First, the message needs to get across to the consumers for visibility on the web. Second, if a reliable brand, the consumers will want to talk about it. Word of mouth from client communicates that the brand will fit their interests and needs. Keywords drive this by connecting what customers are looking for with what the site offers. Eventually, this builds a relationship with the customer through the target audience. Optimizing the meta description's and page titles / and file names are very important when it comes to rankings on Google's search engine do not over look this. This also effects your keyword density for that page so Google knows what your talking about on that page. Then Google can send the correct traffic to your articles.

## Ads

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Doing a search, people will find two different types of ads. One is where an individual will see a pay-per-click (PPC), which is shown by the "Ad" tag. Here advertisers only pay when

someone clicks on the website link. This is an excellent way to earn money if customers routinely click, but if they go away, so does the revenue. The organic sites, however, are not paying for any ranking that appears in a search. The SEO will modify the advertising, which earns more traffic to the website, which results in higher profits.

## User Experience

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The ultimate goal for Google is to provide the results that are relevant while the user experience is a significant factor for continuous success. The Google algorithm is designed for such a purpose. Therefore, usability, site speed, mobile-friendliness plays a central role in rankings and increase traffic. Traffic will have a meaningful impact on revenue and sales for the long-term. The better your content is the more time onsite you will get. If your site has more then 1.5 minutes for average time on site your pages will rank higher then the average site. The average site has 1.5 minutes per visit time on site. Check your Google analytics to see this.

## User Focus

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The Google algorithm is nearly unpredictable, and the company guards its secrets about new changes. Therefore, it is tough to keep up with the changes. One thing to keep in mind is every modification is done to provide the best results for each user. The company should always keep the user as their primary focus. Making sure the website is easy to navigate, and the written content is relevant and helpful to the user.

## Top Rankings

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For every site to stay alive, they need their rankings to be in top form. The higher the ranking, the more revenue will flow to the website. A fundamental way to drive traffic is using the SEO skillfully. Each site gets user involvement through content descriptions or name. Easily recognizable websites will jump up in the rankings, as they become a user priority. In return, SEO supports increasing web traffic.

## Mobile

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As the world increases its use in smartphones and tablets, websites must translate from desktop to mobile with ease. Speed is also important. The faster a user can get to each section around the website, the higher the reputation the site will get. The site speed increases efficiency and performance, getting better results from SEO. Also creating less hassle creates comfortability for the user driving more customers for the long-term.

## Social Connection

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**Social media** is integrated into almost everyone's life in some form or another. Facebook, Twitter, Instagram, and more get visitors in the millions. Therefore, websites must utilize social media to boost customer contact, and SEO plays a vital role in helping the business get in touch with their clientele. Getting positive reviews drives people to either a company's brick and mortar or website. Social media is also becoming a search engine themselves, meaning more traffic can flow to these sites.

## Images

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Placing images on the website is necessary for optimal SEO. To bring in traffic, the filename of the photo should be listed. This prompts Google to understand an **Image Search** on the Google search page. It also helps users find the images they are looking for. In return, the posted photo will help the website rank up the search results page. By implementing quality and reliable SEO, the website will result in traffic opportunities for the brand. SEO is critical in today's world as competition is fierce, and the search engine optimization will be the difference in being more successful than the competitor. SEO is a powerful move toward leveraging opportunities for brands to be located and shine. Example - make sure you edit/optimize the file names / alt image text of each image so they will pop up in googles search engine better and your keyword density on that page will increase for the keyword your fighting for.

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