



What Are the Benefits of SEO?

Introduction

Should I invest in search engine optimization (SEO)? Does SEO offer real value? Is SEO really an important factor in business growth? Business owners primed to grow their company through a variety of digital marketing channels may weigh the benefits of organic internet searchability.

We explore 10 significant benefits of search engine optimization for businesses intent on increasing visibility and providing value to their target audience

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What Is SEO / Search Engine Optimization?

SEO stands for “search engine optimization.” In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business

Why is SEO important for marketing?

SEO is a fundamental part of digital marketing because people conduct trillions of searches every year, often with commercial intent to find

information about products and services. Search is often the primary source of digital traffic for brands and complements other marketing channels. Greater visibility and ranking higher in search results than your competition can have a material impact on your bottom line.

However, the search results have been [evolving over the past few years](#) to give users more direct answers and information that is more likely to keep users on the results page instead of driving them to other websites.

Also note, features like [rich results](#) and [Knowledge Panels](#) in the search results can increase visibility and provide users more information about your company directly in the results.

In sum, SEO is the foundation of a holistic marketing ecosystem. When you understand what your website users want, you can then implement that knowledge across your campaigns (paid and organic), across your website, across your social media properties, and more.

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1. SEO Increases Organic Discovery & High-Quality Website Traffic benefits of SEO

Organic visibility, leading to increased website traffic, is a monumental benefit of SEO. Search engine optimization is hyper-targeted and customer-centric. An effective SEO strategy will help deliver your web pages to a relevant audience via pertinent search queries.

As the user is already looking for what you have to offer, organic visibility drives high-quality traffic to your website without attempting to entice or persuade the visitor.

2. SEO Offers Impressive ROI

When evaluating digital marketing channels, return on investment (ROI) is often a priority consideration, if not the most important. While SEO results take time, a high-quality strategy eventually delivers impressive ROI.

Search engine leads offer a close rate of 14.6%, nearly 12% greater than traditional marketing - however, if your website ranks at the bottom of page two, three, four, or not at all, leads will likely be non-existent. On the other hand, the first Google listing receives 33% of all search traffic. Search engine visibility directly correlates to boosted web traffic and increased revenue, making ROI one of the most significant SEO benefits for many companies.

3. SEO Improves Credibility & Trust

Ranking on the first page of Google boosts credibility among potential clients. Google ranks websites based on dozens of on-page and off-page signals, such as created content, website speed, and mobile usability. While the majority of consumers probably do not consider these signals, users do expect Google to deliver relevant, valuable content first. Most trust the algorithm implicitly, and 75% of users do not move on to page two. Trust is developed on search engine authority and a high-quality product or service that builds credibility among visitors.

4. SEO Provides 24/7 Promotion

Search engine optimization efforts do not stop after work hours. Content does not disappear after a budget runs out, such as with paid advertising. Rankings achieved through SEO promote your website 24/7, taking absolute advantage of the (at least) 60,000 Google searches occurring every second. Once more, SEO is unique because it allows your company to reach users while they're searching for you - not on a billboard spotted on the way out of town.

5. SEO Targets the Entire Marketing Funnel

Content marketing, driven by SEO, includes a variety of content types targeting every stage of the marketing funnel. While a top-of-the-funnel or middle-of-the-funnel blog post won't convert initially, content such as this builds brand loyalty and awareness - traits that lead to conversions.

6. SEO Reaches Your Entire Target Audience

SEO is not only for organizations with a single target audience. Search engine optimization is equally effective for companies targeting various audiences, perhaps with the same service.

For example, a pool installation company may service homeowners and commercial customers, two separate audiences. SEO allows organizations to reach each audience via intent-driven keyword research. To reach both audiences, separate service pages could be created, one targeting the keyword phrase "residential pool installation services" and the other

targeting “commercial pool installation services.”

7. SEO Optimizes User Experience

User experience is a critical component of SEO and a significant Google ranking factor. Search Engine Journal explains, “Google has learned how to interpret a favorable or unfavorable user experience, and a positive user experience has become a pivotal element to a website’s success.”

A Google user expects to have his or her query answered in moments. A visitor who clicks into a website and is met with a poor user experience - such as mobile incompatibility or a barrage of popups - will likely leave within seconds. High bounce rates tell Google that the web page is not valuable for the user, often resulting in lower rankings.

8. SEO Enhances PPC Success

Paid search engine advertising (PPC) and SEO work well together. Website rankings at the top of paid search results and among first-page organic rankings provide consumers additional opportunities to visit your website and bolster brand credibility. Additionally, SEO data can be utilized to inform and optimize your PPC strategy.

9. SEO is a Long-Term Marketing Strategy

While quality SEO often delivers significant business impact with the first year, SEO efforts will compound over time, leading to increased results for several years. In fact, the magnitude of SEO results and ROI correspond to the budget, effort, and time committed to it. If an SEO company promises instantaneous results, be wary. Implementing thoughtful SEO strategy - such as content creation and on-page optimization - and mastering Google’s algorithm take dedicated time. To see the best results of incorporating SEO into your digital marketing strategy, be prepared to view SEO as an investment with remarkable long-term return.

10. SEO is Key to Search Visibility

We live in an undeniably digital era. Organizations intent on creating an influential brand presence should be visible on the web. However, if you’re not on page one, you’re likely not winning clicks or promoting your brand to anyone. Today, search engine optimization is critical to a thriving brand identity.

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