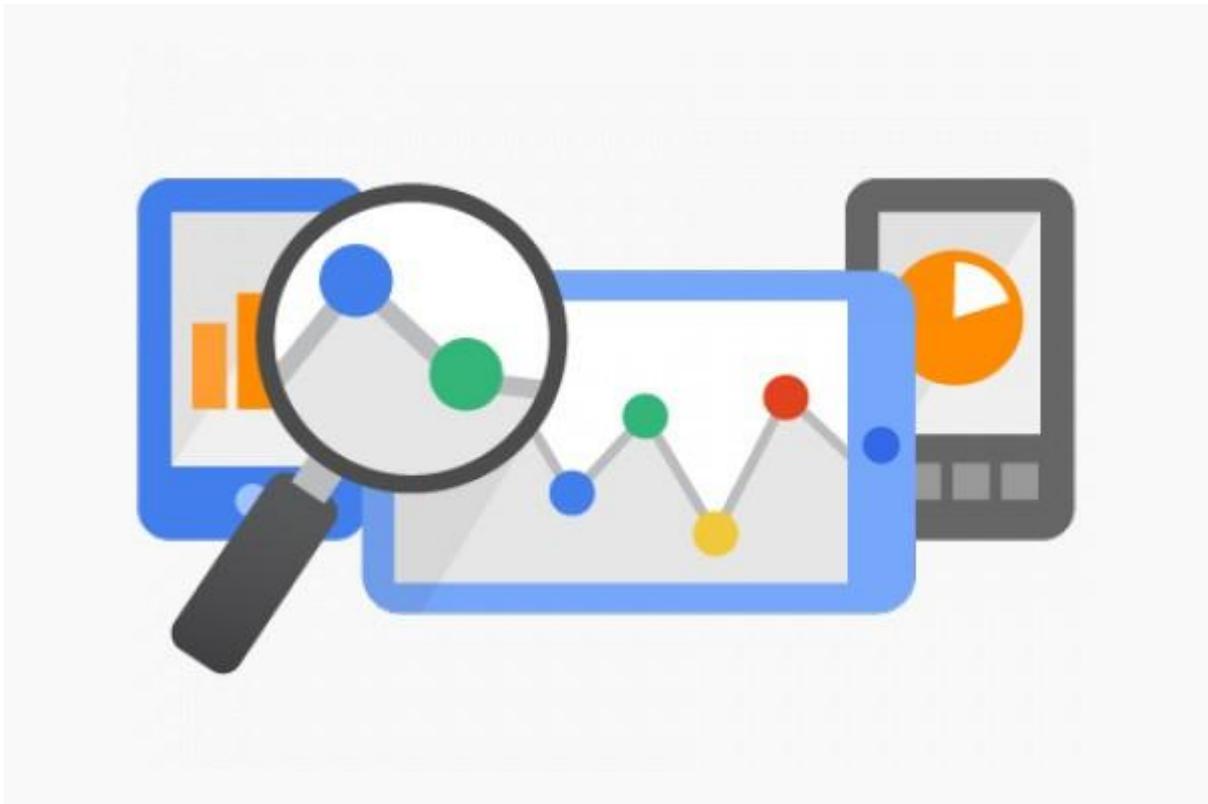


SEO is known to boost your website referrals and you will be able to get higher number of website referrals from the search engines. Also, those who visit your website might refer it to their friends. If your page is optimized on a search engine then people will see your brand name more easily. If people are seeing your brand name more easily, will be more likely to click on your link. There are a limited number of search results available on the first page of Google. This means that by ranking higher than any other site, you're grabbing all these people searching for targeted keywords.



What Good Technical SEO Looks Like

Gaz Hall, one of the UK's leading SEO Consultants, says: Technical SEO issues can be barriers to entry, but technical SEO considerations typically offer little or no direct, competitive SEO value. Technical SEO work may help you go from no rankings to ranking on page 5, but it will usually not help you earn a highly valued page 1 or top 3 position. Technical SEO, excluding content optimization and link building, relates to all SEO activities. Technical issues vary. At best, technical issues result in missed opportunities to communicate information to customers and search engines. At worst, technical issues make your site completely inaccessible to search engines, invisible to customers, or both. Go through any 4xx and 5xx error pages to figure out where you want to redirect them to.

Unless you want to become a [SEO Consultant](#) yourself, there is no point in spending your time trying to keep up with Google's changes.

Content Is King

One of the biggest challenges that bloggers and content marketers face is writing content that's optimized for search engines, yet will also appeal to people. Great blog posts rely on great structure, and good SEO does, too. With this in mind, consider mapping or outlining your blog posts before you write them. For any content you write, use paragraphs, bullet points, headers, numbers – anything to boost your content on the readability scale. We are naturally programmed to digest smaller pieces of information and if it's visually appealing, organized, and evenly spaced out, all the better. Google has laid out some tips and guidance on how to write SEO optimized content. These tips will help you make sure you're on the right track and they're the best place to start. A [SEO Consultancy](#) knows that content quality and user experience are the most important elements of search engine optimization.

Research The Competitive Landscape

You can't see how you stack up against your competition without establishing touchstones for comparison. New product categories are popping up every day and the lines between traditional categories and labels are starting to matter less and less to customers who just have a problem to solve. Now that customers can choose from more options than ever, it's become much more difficult to eke out a sustainable competitive advantage. By running an SEO competitive analysis, you can take a step back and focus on the overall market area. By doing so, you'll manage to see where you stand compared to your competitors, but you'll also figure out which crucial keywords will bring you better organic traffic. SEO competitor analysis (AKA competitive analysis) works as a powerful research strategy in helping you to rank higher, get more traffic, and earn more conversions. Its magic happens by uncovering SEO opportunities you may not have seen otherwise. A [B2B SEO Agency](#) will ensure high visibility and growth of your business across your desired location.

The Keyword Discovery Phase

The words typed into search engines are “keywords.” Some keywords are searched for lots, others are not. Some keywords are easier to rank for than others. The keywords you think your customers use to find you may be very different in reality, never make assumptions. When searching online, most people don't type lengthy or detailed queries. Instead, the majority of people just type certain keywords that are related to their questions to get more results and options to choose from. Keyword research is the process of researching popular keywords on Google and other search engines to find the ones that are most relevant to

your site and have the highest potential for traffic. Such keywords will be used further to optimize existing pages on the site or create new ones. This way, you can beat your competitors in SERPs. Every website owner wants to rank well in Google search. Preferably on the first page and somewhere in the top 10 results. Keyword planning & research is an essential part of any good SEO strategy and makes the difference between making a few sales here and there and running a successful online business making 6 figures or more. An experienced [Professional SEO Service](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

Eye-popping SEO Stats

Let's look at some interesting SEO statistics to understand what to expect from SEO in the foreseeable future.

- *The average reading level of a voice search result is 9th grade.*
- *The top-ranking page gets the most search traffic only 49% of the time.*
- *71% of B2B marketers use content marketing to generate leads.*
- *25.02% of top-ranking pages don't have a meta description.*
- *74.71% of SEOs charge a monthly retainer fee for their clients.*
- *76% of people who search on their smartphones for something nearby visit a business within a day.*

SEO is a very competitive industry, and the work quality of a professional [SEO Agency Yorkshire](#) is essential.