

What We Do
Case Studies
Blog
Who We Are
Careers
Contact Us
SEO

Ongoing SEO: Why it's Critical for Business Growth

Seeing success from your organic efforts? Keep it going! Here's why it's important to consistently fuel your ongoing SEO strategy.

Mark Aspillera, Senior SEO Strategist
5 min read
1/23/2024

SEO is an essential tool for any business to improve its online presence. But it's not "set it and forget it," it requires ongoing effort and regular updates to stay current with the latest search engine algorithms and user behavior trends.

Here's why it's important to continuously invest in SEO and how it complements other marketing strategies to drive down the overall cost of lead generation and sales.

Search Engines are Constantly Changing

You put a ton of work into your SEO strategy...don't lose your search engine rankings and negatively impact your website's visibility and traffic by ignoring search engines' algorithm updates!

Google, Bing, Amazon, and other search engines/shopping websites are continually changing their algorithms to improve the quality of search results. Every time search engines change something within their algorithms, it can impact your website's ranking.

Staying current on these changes and updates regularly (or leaving that to your agency) helps you know what updates you can make to tune your SEO efforts to the latest search engine algorithms.

Competition is Always Increasing

The competition for online visibility is constantly increasing and it's becoming more challenging to stand out from the crowd. Creating unique and valuable content can help, but investing in ongoing SEO efforts is even better.

By doing so, you can keep your rankings trending upward, improve your domain authority, and secure higher rankings, which will make it easier for potential customers to find your website.

SEO is A Long-Term Strategy

Another one you're likely well aware of is that it takes time to see results from SEO. While some SEO efforts may produce quick wins, such as optimizing a website's metadata or fixing broken links, other efforts take longer.

For example, creating high-quality content and building backlinks can take months or even years to produce results. By making SEO an evergreen

effort, you can ensure that you continually work and take multiple steps toward improving your website's visibility and attracting organic traffic.

Related: [The Four Basic Pillars of Search Engine Optimization](#)

User Behavior is Constantly Changing

User behavior on the internet is constantly changing. First, mobile devices have changed the way we search for stuff online.

Then, chat and virtual assistants such as Google Home and Siri changed it all again.

Now, we're seeing even more changes thanks to generative AI. All these changes have a big effect on our SEO tactics, so keep adapting your SEO strategy on an ongoing basis to the latest user behavior trends.

SEO Complements Other Marketing Efforts

SEO is not a standalone marketing strategy. It complements other marketing efforts such as paid social, paid search, and offline channels like radio and Out of Home.

Keeping your SEO consistently strong helps customers find you after seeing or hearing your ads and helps move customers through the funnel.

In Fact, Organic Helps Make your Brand's Overall Digital Marketing Efforts More Cost Effective

Since Organic is essentially "free" traffic, if you can build an effective pipeline from drawing people in from search engines to converting into new business for your brand, that pipeline can drive down your brand's overall Cost Per Lead/Sales, sometimes dramatically.

Get in touch

[Blog home](#)

Get performance marketing insights directly in your inbox.

Subscribe to the BMG360 blog.

Work Email*

Related Posts

SEO

News & Updates

[Google's Leak Reveals How Websites are Ranked in Search Listings: Here's What This Means for SEO](#)

Nate Appleby, Director of SEO10 min read5/30/2024

SEO

[Guide to SEO for Blog Post Writing](#)

Reggie Suddoth II, Director of SEO10 min read4/22/2024

SEO

[A Beginner's Guide to a Strong Top-of-Funnel SEO Strategy](#)

Mark Aspillera, Senior SEO Strategist5 min read1/31/2024

Spark your business growth.

Services

Performance Creative

CTV/OTT
Television
Radio
Digital Audio
Programmatic
Paid Search
Paid Social
Direct Mail
Sponsored Content
CRO
Out of Home
SEO
Data powered by OneSource™
Company
Case Studies
Blog
Who We Are
Careers
Contact Us
Resources
Privacy Policy
Terms and Conditions
Accessibility

©BMG360 2024

Get performance marketing insights directly in your inbox.

Subscribe to the BMG360 blog.

Work Email*