What is SEO?

SEO, also known as search engine optimization, is the name given to the work done to ensure that the pages of your website rank higher in the search engine. In response to the questions of what SEO means, they can quickly access the information, product or service with the organic keywords that users will search for, thanks to search engines. For this reason, thanks to SEO Work, it has gained great importance in reaching the highest number of visitors in every sector.

Why Do You Need SEO?

Companies have to deliver the products and services they list on their websites to their potential customers and target audiences. The more users they deliver their website, the more they will directly increase their sales. Optimizing small but important details for SEO on websites and keyword optimizations, even in a short period of 1-2 months, increase their total traffic by 2-3 times, thus increasing sales by 2-3 times, it is quite possible with SEO studies.

How is SEO Work Done?

Setting Goals

Before starting SEO studies, it is very critical to set goals. Contrary to what most people think, SEO is not just used to rank high on Google and get as many people to visit your site as possible.

Keyword Research

Keyword Research, also known as keyword research, is the first step after the targets are set. In this step, determining your target keywords, their variations and search volumes allows you to collect the data you need most when creating a content strategy.

Industry and Competitor Analysis

In your SEO work, you actually compete with your competitors, not with Google. For this reason, determining which strategies and innovations your competitors in your industry are implementing can only be achieved through industry and competitor analysis.

What are the Importance and Benefits of SEO?

The importance of SEO; It increases the awareness of your project in the digital world and creates more potential customer opportunities for you. If you don't do search engine optimization, you will have to constantly advertise and pay per click to rank high in the digital world. By doing SEO or having it done, you will be included in the search results without paying per click. No matter what time users search 24/7, you can come across them organically.

How Does SEO Benefit Your Company?

Search engine optimization work is planned in line with your company's needs and tailored for your brand. As a result of the success of the keyword targeting analyzed for your website;

Organic Traffic: Search visibility

Conversion Rate: Conversion optimization

Brand Awareness: Increased brand search

Interaction with Users: Understanding the target audience

It increases their status.