



Importance Of SEO & Marketing

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Importance Of SEO

- ✓ Search Engine Optimization is an important factor for any website in Google Search Engine Ranking. Domain Name, URLs and Other Data can be categorized as per the Search Engine Optimization rules and regulations.
- ✓ Marketing is an important activity for any business when you have Web Presence for your own business.
- ✓ The majority of search engines users are more likely to click on one of the top 5 suggestions in the results pages (SERPS), so to take advantage of this and gain visitors to your web site or customers to your online store you need to be in the top positions.
- ✓ SEO is not only about search engines but good SEO practices improve the user experience and usability of a web site.
- ✓ Users trust search engines and having a presence in the top positions for the keywords the user is searching, increases the web site's trust.
- ✓ SEO is good for the social promotion of your web site. People who find your web site by searching Google or Yahoo are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.

Importance Of Marketing

- ✓ To increase the visibility of your business: These days everything can be done online from buying movie tickets to buying furniture for home. Internet has brought tremendous changes in our life style.
- ✓ To connect with the customers: Social media marketing allows you to connect with your potential and returning customers. Update your customers with the new or latest features of your business.
- ✓ To cope up with the competition: These days people are able to access and purchase a wide range of goods from online with the help of internet.
- ✓ It is good for research and development: You can research good keywords which suits your business. You can make use of these keywords in your business to place your site on the top of the search engine results.
- ✓ Legitimate yourself: By establishing and maintaining the presence online, business can show their customers that their business is active, dynamic and working to improve and is trying to grow.

Thank You !!!

