

Why SEO is so useful for companies that have a presence online

 [By On Yavin](#)

6 Apr 2016

You may know that using search engine optimisation, or SEO, for your online business is a great idea. But, why is this the case? In this article we will detail why this is true for every company in every industry so you can get a better understanding of why you need to optimise your website right away.

What is SEO all about?

The basic idea of SEO is that you need to optimise your website so that you can get a higher ranking among search engine results. This means that more people will see your website when they search for certain terms, and as a result you will enjoy a large increase in traffic. Without SEO, people are not going to be able to find your website unless you buy online ads somewhere. SEO may cost you money if you work with a professional, but it's not that expensive and gives you great results.

An increase in traffic on a website means that you are likely to get more business from customers. You can easily lead potential customers to your product or service pages where they can then decide on buying from you. Make sure that you focus on creating quality landing pages in order to establish a professional look and feel to your website. This will make spending money on what you have to offer seem like a good idea to the customer. You can generally hire experts to help you create content that will interest customers in what you have to offer. The best way to do so is to give people information about the service or product and tell them a few ways it could improve their lives.

How can you make sure this will work?

It should be noted that it takes time to ensure that SEO will work for your website. You cannot just work on your website's SEO yourself or hire someone to do it and expect the results to show up in a day or two. It takes an extended period of time and you have to make sure you let a search engine know that your page exists. This is easily done by creating a sitemap and then submitting it to the search engines that you want to have your page hosted on.

Hiring someone to help you with SEO can get you up and running a lot faster. As you know, time is money in business. A lot of people tend to think they can master something like SEO quickly, and that's not the case. It takes a lot of training, testing, and you also have to deal with the fact that search engines change how they rank results on a regular basis. If you are not willing or able to dedicate a large amount of time to researching everything you can about search engines and how they rank websites, you can still benefit from SEO by hiring a professional.

The best SEO services will drive traffic to your online business' website, resulting in an increased likelihood that people are going to purchase products or services from you. It's important that you deal with this cautiously and get the right assistance with SEO if you want to make sure you come out on top.

ABOUT ON YAVIN

On Yavin is the founder and CEO of Online Performance, a company specializing in SEO services. He is an expert in search engine optimization (SEO) with years of experience in Web and mobile marketing.

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