

*With high-quality traffic and better chances of converting them into paying customers, revenue follows as it is one of the most critical gains from SEO. Search engine optimisation (SEO) has become such an important focus in PR and marketing that everyone from hobbyist website owners to web teams for the largest media groups spend a lot of time focusing on how Google will view their content. The better Google ranks your website or page, the more that your website will be perceived as credible by people. Google is a highly reputable company and search engine. To be ranked highly by them will bring you several benefits.*



## **Optimize Your Website Infrastructure With Technical SEO**

*As said by Gaz Hall, a leading London SEO Consultant: Duplicate meta descriptions occur when similar products or pages simply have content copied and pasted into the meta descriptions field. Many digital marketers are unsure about the technical health of their sites. Worse yet, they aren't sure how to tell the difference between what technical SEO tasks are really important and which are a waste of resources. Keep the website free of errors that commonly occur when users follow a broken link or incorrect redirection, such as 404 'not found.' Inline links are those links most often contained within the body of some element of your site content, such as articles and blogs. These links can either be proper names or descriptors that are relevant to the pages being linked to. It is the experience of working as a [SEO Consultant](#) that determines success.*

## **Original Content Is Important For SEO**

Good content keeps people on your page longer, which sends a positive signal to Google that your page is valuable and informative. Google will boost your ranking to help more people find your helpful information. Copywriting for SEO (search engine optimization) is the process of creating search engine-friendly content that—most importantly—caters to users and their questions. When done right, SEO copywriting can help boost your rankings and satisfy your users at the same time. Original SEO content doesn't necessarily mean brand new content. Of course, if your story is completely new, that'll automatically mean it's original. However, giving your (professional) opinion on a particular topic also counts as original content. From the very start of content creation — even before you've nailed down definite content topics — you should be considering SEO. Two ways you can do that are by looking into which subjects you should cover based on what your audience is searching for and researching potential publications you might want to target. With a tech-savvy [SEO Agency Yorkshire](#) who has marketing experience and knows the technical side, you can easily meet your marketing goals and get a better return on investment.

## **Understanding Your Digital Competitors**

The process of competitive analysis can save you a lot of time and resources, allowing you to build on their existing work and research. Of course, you can expect that your competitors are doing the same to you, iterating on your SEO strategy. Ask any business consultant and they will rank competitive analysis as one of the key activities that any business must perform relentlessly. Given the easy availability of sophisticated business tools and data assimilation processes through Artificial Intelligence, competitive analysis is no longer as complicated and time-consuming as it was in the past. The process of competitive research can help you analyze a handful of competitors at one time and how to better approach your target customers. 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. A professional [SEO Consultancy](#) will keep themselves updated with the latest trends and techniques which are working well in the market.

## **Why Keyword Phrases Are Still So Very Valuable For SEO**

Visiting forums related to your niche is a good place to start keyword research. A quick glance down a forum or discussion board will reveal what real people are talking about. Visiting Reddit can be similarly illuminating. Threads related to your particular field on the popular site are can be a gold mine for potential topics. Long tail keywords are so important. As the longer tail keywords actually add up to close to what the main keyword gets in search volume. Don't just stop at the one keyword. You can work all these keywords naturally into your piece of content. Google Ads provides ample keyword information and variations of keywords that may be relevant for you. As previously stated, you aren't going to get good

*data unless you're using a Google Ads account that spends a reasonable amount of money. Competitor keyword research is one of the most valuable features of keyword tools. Why? Because it is tedious to find your competitor's keywords manually. You would literally have to go page by page and guess the keywords your competitors focus on. Unless you want to become a [Rocking Horse Restoration](#) yourself, there is no point in spending your time trying to keep up with Googles changes.*

## **SEO Statistics To Improve Your Ranking**

*How can you maximize the impact of search engine optimization on your company's growth and revenue, though? Or, convince company decision-makers that it's the right strategy for your business? With research-backed facts that demonstrate why and how businesses should use search engine optimization.*

- *74.71% of SEOs charge a monthly retainer fee for their clients.*
- *SEO drives 1000%+ more traffic than organic social media.*
- *The average top-ranking page also ranks in the top 10 search results for nearly 1,000 other relevant keywords.*
- *The average page in the top 10 is 2+ years old.*
- *90.63% of pages get no organic search traffic from Google.*
- *When asked what methods they use to find local businesses, products, and services, 65% of consumers mention desktop search*

*Working with a [SEO Specialist](#) can be extremely beneficial to your business.*