

# SEO Is The Lifeline Of Your Business, So You Must Not Overlook It

---

## Your business needs the best strategy of S.E.O

Gone are the days when we used to stick to the traditional ways of doing business and now almost every single industry has evolved and found some effective ways to grow and in this regard S.E.O tools are what which have helped businesses of all kinds a lot. Since the businesses all across the world, started acquiring the services of S.E.O so that brought businesses on the right direction most specifically when it comes to marketing phase. Trust me brands all over the world prefer to opt for the latest tools of S.E.O to accomplish effective marketing. Followings are some effective tips to sustain your S.E.O ranking so go through them thoroughly.

### 1. Keep updating your website

Although that sounds intuitive, but it happens to be the biggest mistake we witness in the internet marketing niche. You must remember that Google highly focuses on both content standard and its freshness when it comes to its ranking algorithm. So you must update your site in order to maintain your position.

### 2. You must speed up your website

It is true that site speed has always been a ranking factor in Google search, but sad to say that many websites do not bother about it and when customer tries to load it so it takes enough time. That all goes against of any website, so make sure that your site is responsive for customers.

### 3. Improve the link building

According to some tech experts, many marketers focus on the quantity rather than fully focusing on the quality of backlinks and really it affects the website in various ways. As anyone has ranked for a particular keyword so there is really no need for building up an excessive backlinks to that specific page. You must remember that Google can really find if any website happens to gain links with highly unreasonable speed.

### 4. You must have your social media presence

Do not overlook social media as it has the effective role to play in order to sustain your S.E.O ranking and for your information search engines happen to view each famous social media platform being an authority brand. Social media platforms such as Facebook, Twitter and LinkedIn do have the high PageRank on Google.

### 5. Let's find out about Outbound and Internal Links

According to online marketing experts, links in one's site may be just as important as backlinks to his/her site and sending outbound links to authority brands in his/her niche actually makes Google able to confirm the relevancy of his/her website.

## Conclusion

Instead of seeing your site losing its high S.E.O ranking, you must try above mentioned tips and trust me if you follow them so that will help your business go to the next high level. All these tips has been brought out for you to ensure the high and effective traffic for your website and yes that is the ultimate goal you have to achieve because valuable traffic is what that turns out to be the loyal customer.

## Author Bio

Mitchell Ryan is a academic consultant at [Dissertation Writing Service](http://Dissertation Writing Service). She is also a blogger who regularly shares posts related to SEO tactics, current trends, Google updates and future of SEO.

---

Author: mitchellryan

Article downloaded from page [eioba.com](http://eioba.com)