



SEOguru

We bring new business for you.

5 reasons why SEO should be a yearly activity for your business and "not" a one-time investment

Staying at the top does matter...

You have hired a SEO company, they optimized your site, your site got a good rank at the search engines, and you are getting increased traffic to your site, but then what? Have you ever considered that the search engine rank that you are holding now, was previously held by another site? So, it is quite likely that your site will be eventually replaced by another site in course of time. It is a natural process. But this is something that you wouldn't like to happen to you. After all what is more important than getting at the top is to stay at the top. If you want to benefit from staying at the top result pages of the search engines, you need to continuously work on the SEO front.

The table below shows how our SEO campaign increased the traffic to the site over a period of time.

Time Period	Visits	PageViews	Total Organic Visits	Organic Visits from www.Google.com
11/01/06 – 11/30/06*	43560	492964	1286	1100
12/01/06 – 12/31/06	45831	504956	1992	1787
12/01/06 – 01/31/07	86943	964114	4911	4443
02/01/07 – 03/31/07	124928	1260506	23219	22510
04/01/07 – 05/21/07	98695	993769	29791	28988

Keep pace with the Search Engines...

Apart from the natural degradation of the search engine ranking, there is another factor that radically changes the search engine results. Search Engines rank the websites based on some specific criteria that are unique to search engines. These parameters are called search engine algorithm and this is not a constant thing. From time to time search engines make changes to these parameters and whenever this type of changes are made, there is a radical change in the search engine ranking. To overcome this problem, you need to hire a professional SEO company, who will keep a watchful eye on the recent trends of the search engines and do regular changes to sustain the search engine rank.

Marketing is a continuous process...

If you want to make profit from your online venture, staying alive in the mind of your customers is very important. A top rank at the search engine will take your business to potential customers. When your site stays at the top rank, you get repeat customers and that is crucial to make a long lasting relationship with them. It will effectively increase traffic your site and build brand equity for your business. To do that you need to keep the rank of your website constant and without a continuous SEO process you can never attain that steady rank at the search engines.

The following table shows significant increase in the number of new as well as repeat visitors after we started the SEO campaign for our client.

Month	Number of visits	Unique visitors	Repeat Visitor	Hits
September	14681	11046	3635	979716
October	25983	17717	8266	1665434
November	30158	20518	9640	1887770
December	31282	21987	9295	2021265
January	38660	26073	12587	2398544



Stay ahead of time...

There is no doubt that the business practices are fast changing throughout the world and when it comes to online business or e-commerce the rate of change is faster. It is therefore, important to keep yourself up to date with the changing time. This is also true for your SEO campaign, you need to keep a watchful eye in the changing practices of the online businesses and search engine trends. Therefore, it is important that you get year round SEO solution to keep your website at par with the industry.

Growth is the ultimate success mantra for any business...

Who knows this better than you? In today's business, either you grow or you vanish. You need to keep on thinking about new avenues, new products and new services. Even if, you cannot launch an all-new product, putting the old wine in the new bottle is very important. Repackaging and making changes in the ways you present yourself, need to be changed and search engine optimization is the best tool you have got to let your customers know that you are growing, you are changing and most importantly, you always have something new to offer. With one time SEO campaign you are surely not going to benefit in this regard, you need a continuous SEO process to support your growth initiatives.