

## How can the success of a SEO campaign be determined?

Everyone seems to be talking SEO these days. With the fierce competition amongst the rival websites, the coveted top 10 ranks at the leading search engines, like Google, Yahoo and MSN (necessarily in this order, if you consider the market share of the search engines), is all, the webmasters can think for their websites. Search engine optimization is surely the most trusted and methodical way of achieving this target.

If we go by the definition of SEO, the only objective of any search engine optimization campaign seems to be attaining the top 10 ranking at the search engines, but that can not be the only yardstick for measuring the success of a SEO campaign. As the desired effect of the SEO campaign is much more far sighted, there are so many other factors that are also considered to be the parameters for measuring the achievements of a SEO campaign.

These factors that are indicative of the success of a SEO process can be broadly divided in two categories, Traffic Generation and Conversions. Traffic generation is possibly the most prominent and direct impact of SEO and conversion is essentially the end result or combination of results that the website gets from the SEO process.

**Increase in the website traffic** – Let's start with the first thing first. Increase in the website traffic, or to put it simply as increase in the number of visitors to a site, is the obvious result of a successful SEO campaign. If you want to know the reason behind this, just try to remember the first site you visited when you last bought something online. Most likely it was Google.com. That is the way people search for what they need. Search engine is the second most used internet service (after E-mail) and it usually is the number one source of visitors to a site

**Absolute Unique Visitor** - Absolute unique visitors to a website (a first time visitor to a website) is another parameter for measuring the success rate of a SEO campaign. When a site is there at the top 5 or top 10 ranking for a significant period of time, it is most likely that the number of unique visitors to the site will increase.





Conversions are the effects of the increase in the number of visitor to a site. Conversions can be of different types depending on the business and the objective of the site. For example, if purchase is a type of successful conversation for an online store, making a donation through online payment option at the website of NGO is also an equally successful conversation.

**Signing up for newsletter** – When a visitor signs up for newsletter of a company, it surely shows that the SEO campaign has successfully took the website to its target audience.

**Tracking a Particular Phone Call** – If the website aims to generate sales leads through phone calls and wants its visitors to call up a particular number, it can be done by SEO as well. And success in this will prove an overwhelming SEO campaign as it would mean the campaign has resulted in such interests that people have actually picked up the phone to call up a number.

**Request for Price Quote** – When a webmaster is flooded with price quote requests you know you have hit the right cord in the buyers' mind. And if it is the result of SEO campaign, there is no other way than to admit the SEO guys have done it for you. Now the ball is in the court of your sales team. Know more at <http://www.searchengine-optimization-guru.com/seo-services.html>

**Online Sales Increase** – Sales increase is surely the bottom line for any marketing campaign and SEO is no exception to this rule. In whatever way you do it, whether by attaining top 5 or by top 10 rank at all of the major search engine, or by generating huge number of new visitors – increase in the sales is the ultimate result that shows the mettle of a SEO campaign.

All said and done, SEO remains the only viable solution to reign in the organic search engine result pages. Whatever be the goal, the success of the SEO campaign should not be measured by any one of these above mentioned factors. A successful SEO process will produce an end result that will ideally be the combination of all these.