

FOCUS ON IT / TECHNOLOGY

How Digital Marketing Companies Fill in the Gaps and Help You Focus on Your Core Competency



By Randy Rowe, Hureka Technologies, Inc.

The buzz around increasing organic traffic is sufficient to let everyone know why it's important. **But are you aware that it plays a major role in the success of any business?**

The entire SEO industry is built around organic search traffic to improve the organic ranking of the websites the SEO company has been entrusted. In fact, research shows that organic traffic represents more than 60% of the total traffic on any website.

This is one of the main reasons why organic traffic is important and can't be neglected, especially when there are over 1.8 billion websites and rising...

It's difficult to even imagine the competition you face daily. Most of these sites are jostling to be on Page 1 in the Search Engine Results Page (SERP), because unless a website appears in the first few pages, it's unlike-

ly to be seen by even a determined inquirer, so building organic traffic is the best option.

Genuine Human Traffic

Not all paid traffic is bad, however, there will be times when your website will receive clicks from other sources like automated tools or bots.

As an example, in Pay-Per-Click (PPC), some people use certain software just to increase their clicks thereby triggering alerts of some companies to contact said 'influencer' offering to run ads on their social media pages. The power of electronic ink is too strong to name names... but, there is a

couple of women from California who have earned millions that otherwise would have remained anonymous and obscure were it not for automated bots.

For legitimate businesses that work and produce tangible goods and services that kind of traffic will generate no conversions whatsoever, so, putting your energy and effort into earning organic traffic ensures your site gets real visitors from real humans.

Permanent Ranking – focusing on permanent ranking and the benefits.

Investing time and energy to raise organic traffic offers an edge over competitors. This happens because as one labors to create quality content new ip addresses find highly ranked sites, (read: new eyeballs). The new ip addresses finding the highly ranked site is taken into account by search engine algorithms. The algorithms measure how long people stayed in the website, pages they looked at etc, this in turn solidifies the rank of the website in this scenario because of relevance, how long people stayed on the site etc., which in turn delivers more views from new ip addresses in the market for a given service and so on.

The number of visitors coming from paid traffic will dry up eventually. And let's face it; most people don't have the budget to get paid traffic every day. Without consistency in paid traffic, turning on and turning off PPC campaigns, visitors to your site rise and fall with the daily PPC budget. And as long as you're providing relevant information that meets user needs, your website will remain evergreen and relevant to the search engines.

Create a Local SEO Strategy

You need to ensure that your customers are able to find you easily, plus you need to own all your online real estate, which includes citations across directories. Most are free and it will help you boost your visibility. That said, local SEO requires a number of strategies. Here are a few that can benefit your local SEO marketing efforts.

NAP Citations

The very first thing that you need to ensure is that your business' Name, Address and Phone number (NAP) is the same across all your online assets like social profiles, website, Google My Business (GMB) and Bing listings.

Local Directory Listings

You also need to claim and verify all your listings on local directories like Yelp, Yellowpages, Foursquare, Superpages and so on.

Reviews

Perhaps one of the most important aspects in local SEO is reviews. You need to solicit reviews and concentrate on review-building tactics on social platforms. You can even directly talk to your walk-in customers and ask them to rate your products or services.

Localized Content

You also need to create relevant content on your website. This means you need to create unique geo-targeted service pages, specify the locations where you offer your services, maps with your location on it, and so on.

Schema Markup

This is something that your web developer can help you with. They can implement local business schema on your website. This gives the search engines a clearer supply of all the information about your business.



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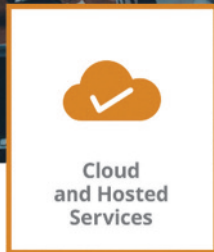
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How can Social Media Marketing Help?

In addition to creating local SEO strategy, you also need to concentrate on being visible on all the social media platforms. This is a generation of selfies and stories, and mobile-focused platforms like Snapchat and Instagram which are the most used platforms around the world.

Businesses are thronging to Facebook, LinkedIn as well as Twitter to make themselves visible to their target audience. This is because such platforms give them a voice and a way to communicate with their peers, customers as well as potential customers.

It's a great way to build your brand reputation and spread your message in a relaxed and informal kind of environment. You'd be surprised to know that it's not just small to medium-sized business owners who are making use of social media platforms. But big names like BMW, Dunkin Donuts and even Absolut Vodka are using social media marketing strategies successfully to their advantage.

Increases Inbound Traffic

In the absence of social media sites, you can expect inbound traffic from people who're searching using keywords that you've ranked for or people who already know that you exist. But the more social media profiles you add to your business, you end up creating that many more paths to your website.

Reduces Marketing Costs

Agreed, you can buy ads on Facebook or Instagram to boost your visibility. But it's not as expensive as you think it is. That said, you don't need to buy ads if you don't want to.

Marketing online is certainly cheaper than offline. Plus you can very easily create or source content within a few hours. With more and more people depending on their mobiles for everything, you also need to ensure that your website is responsive and loads well on the smartphones.

There was a time when websites were designed keeping only desktops in mind. But that's long gone. Not having a responsive website made for mobile devices in this day and age is like committing SEO suicide.

As a business owner, this will be very overwhelming for you! It's not an easy task and something that can be worked on and forgotten. SEO, social media marketing as well as mobile marketing is a continuous process. The marketing strategies need to be tried, tested and reworked based on the response that you get.

Fortunately for you, digital marketing companies like Hureka Technologies understand the need of the hour and strive to make it easier for SMBs and large corporations alike.

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