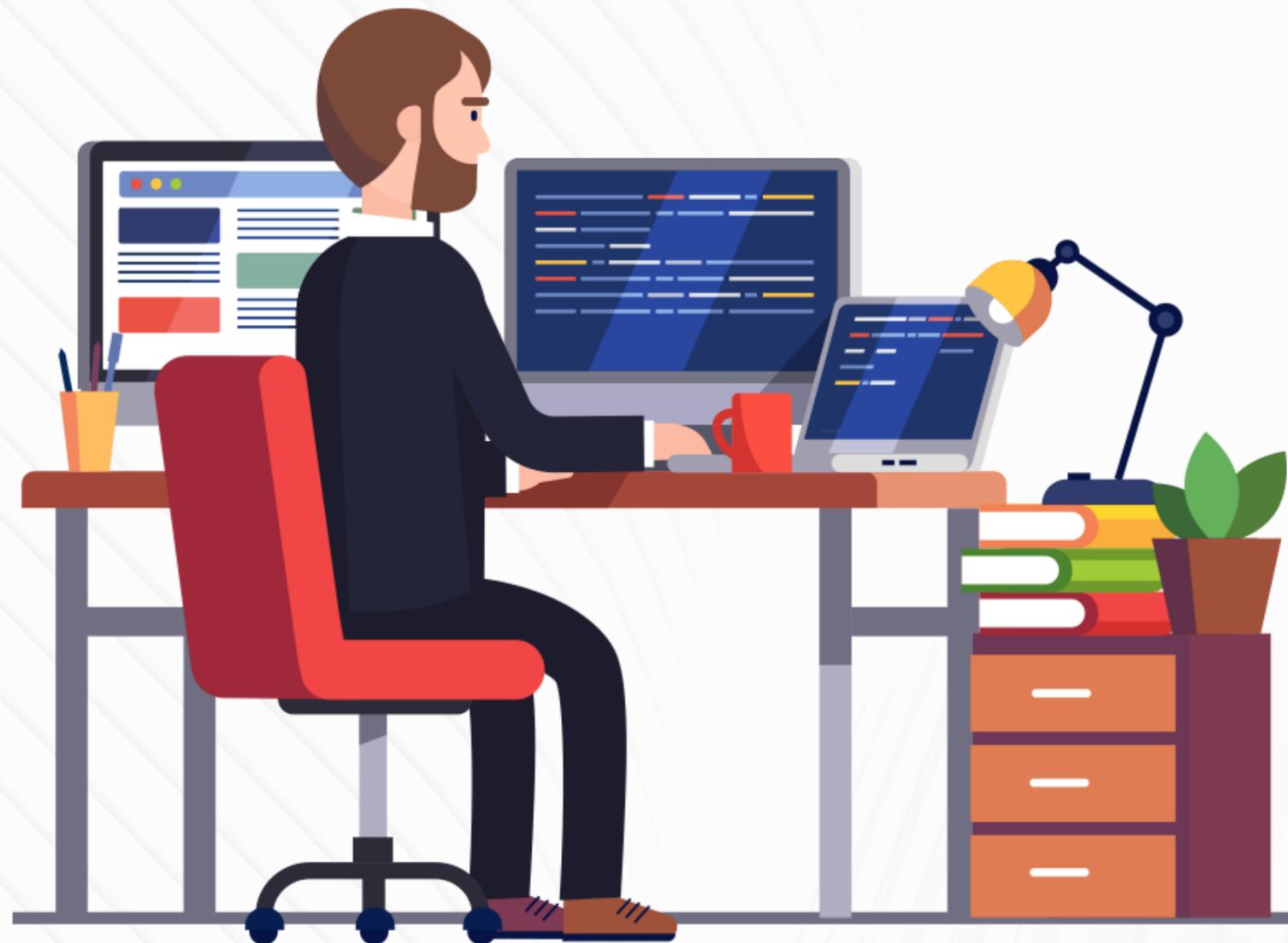


# WHAT IS SEO AND WHY DO I NEED IT



By TECHNO DATA GROUP

Though more and more business owners are becoming aware of the meaning and importance of Search Engine Optimization (SEO). There are still many people who can't quite wrap their heads around the concept and why it is so crucial for their business. This is especially true of brick-and-mortar stores that have historically relied on either word-of-mouth, their location relative to their customers, and/or a superior product to get more business and outperform their competitors.



However, even the local enterprises in cross-industries are experiencing a slip in their sales in recent times. These companies resort to the internet to figure out how they are losing out on their competitive advantages owing to changing the business landscape. Those who only dabble in the online world are shocked to find that people are relying on Google's search algorithm to get information on everything in the local community. If they haven't been tailoring their business to fit Google's needs, they miss the brand visibility on the Internet.

# WHY AM I NOT ON THE FIRST PAGE OF GOOGLE YET??



If you are creating a brand new website, you aren't going to instantly rank first even if you have received over tons of traffic for your well-established business. If your website is not seen on the first page of Google - don't panic. The fact is that SEO does not give instant results as it takes time for Google bots to recognize the new website or keywords and drop the old one. After Google recognizes or "indexes" your new site, it crawls your website based on some of the factors listed below:

- ü Do people really like your site?
- ü Are the visitors are sharing your site with others?

So, if your website has not come to the first page in Google SERP, give it at least a month. If it still doesn't show up, either change the content or consult a professional.



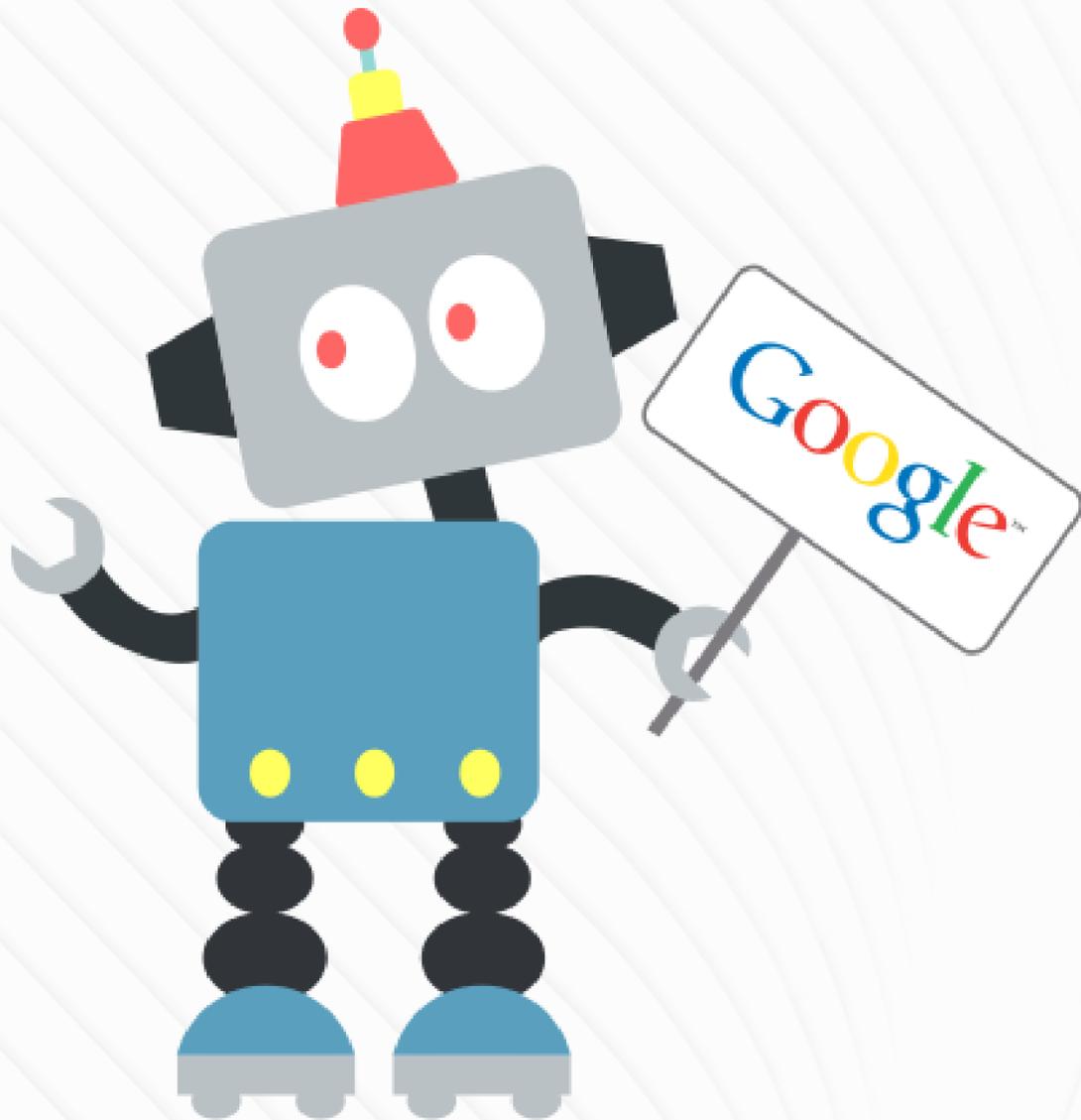
# **WHEN WRITING THE TEXT FOR YOUR SITE, KEEP THE AVERAGE WEB USER (LIKE YOURSELF) IN MIND**

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When you create your website independently or getting it done, your web content needs optimization for search engines. What this means is that the text includes keywords that people are searching on Google in order to find content just like yours. It should also be easy enough to read to where people and robots (yes, robots) can tell what it is you are talking about or trying to sell.



# Google's robot is also a Googlebot



The Googlebot scans your site's text and determines the keyword readability & relevance. For example, you own a massage center. You tell Google messages are your main keyword. But if you do not mention it anywhere, Google bots do not show your website on the first page. (Google treats the words message & massages as different terminologies).

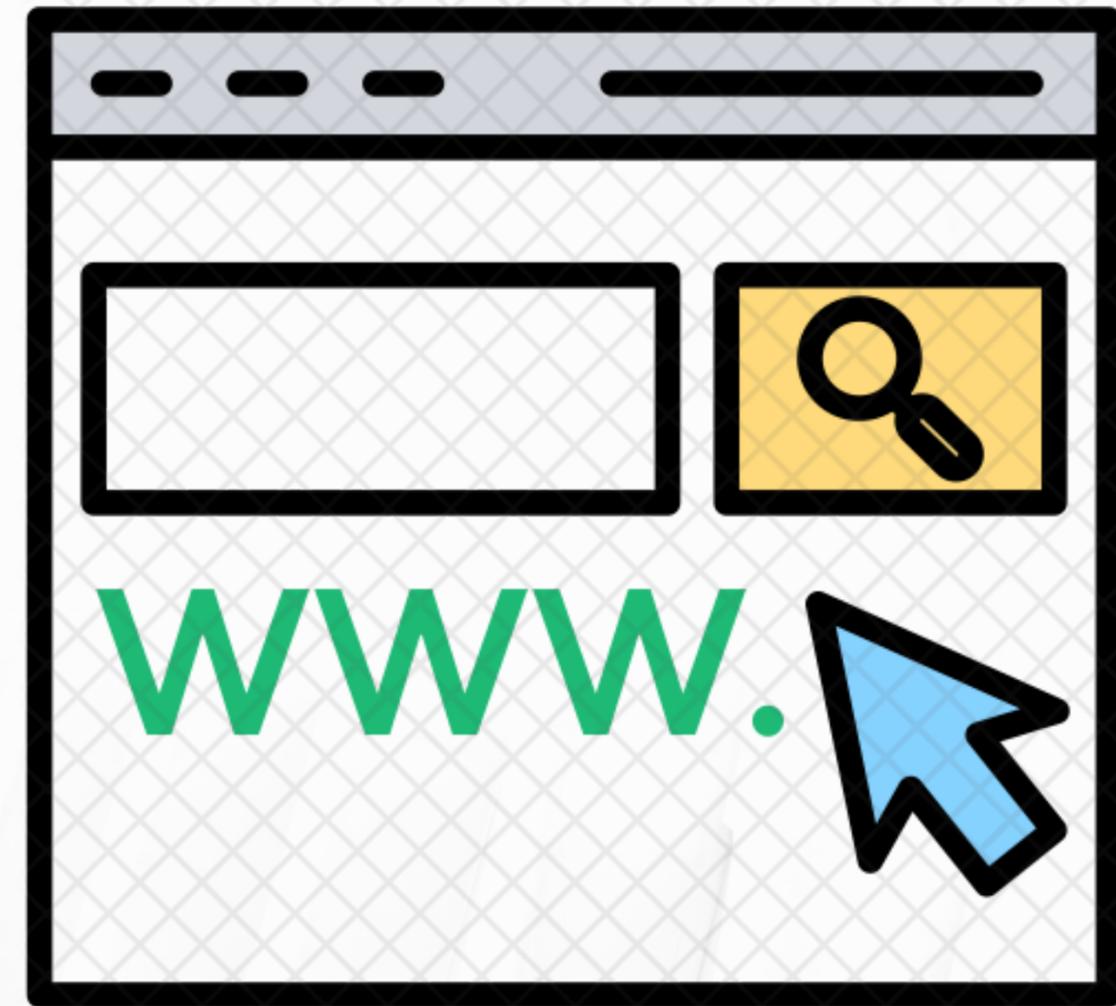
When creating your website or having it designed for you, it is best to make sure that the copy or text in your site is optimized for search engines. What this means is that the text includes keywords that people are searching on Google in order to find content just like yours. It should also be easy enough to read to where people and robots (yes, robots) can tell what it is you are talking about or trying to sell.

# SHARE YOUR WEBSITE URL WHEREVER YOU CAN (WITHOUT BEING ANNOYING OR SPAMMY)

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Search engines can't do all of the work for you when it comes to spreading the word about your site. This is especially true during the beginning stages of your site, as search engines like Google still don't really know you exist. You will want to get your new web address or link out to as many people as possible on your own in order to drive up web traffic.

You also want people to share your link to prove to Google you are a great site. This means you should post the link anywhere you can, including on social media accounts and forums (i.e. Reddit and Squidoo) that relate to the main topic of your website or the industry you are doing business in.



By posting your website link on pages that have communities of online users, you are increasing your chances of someone reposting that link. The more shareable content you have on your site, the more likely people are to actually share your site to their peers, fellow professionals, or whomever their audience may be. Who knows, maybe someone with a really popular twitter account will retweet a link to your blog page!





# **PUT TIME AND EFFORT INTO YOUR MARKETING**



If you take your website & business seriously, Google will take you seriously. You also have to give some time to it. It is understandable that some business owners may not have the required time to grow their business and website into an entire community. In such cases, they need to hire a marketing professional to handle your website & SEO rankings. They can either create the content for you or can advise you on what content to release next in order to keep your site fresh and engaging.

A full-scale marketing company can also manage your social media accounts like Facebook, Twitter, LinkedIn, and Pinterest to make sure you are always putting out content that promotes your business and spreads the word about your website.

# **ABOUT US:**

Techno Data Group is a well-known b2b database provider in the global economy. We have helped our customers to achieve their business goals via customized marketing plans. Our database connects with interested prospects. We provide marketers who are seeking information to proceed with their buying process. We shorten the time it takes to spot the right set of opportunities. You connect with the sales team to close the next deal and generate more revenue. We provide complete & actionable information about your targeted companies and the key competitors for all high-profile companies.

We implement new lead gen ideas and strategies for generating more leads and targeting the right leads and accounts. Your services are designed for all types of organizations, be they small and medium companies or large firms.



We cater the solutions based on industry needs that span across Automotive and Healthcare to Travel and Telecommunications. We provide services to multiple clients across industry segments and verticals.

We have a unique cross-industry experience that helps us provide the right lead generation solutions worldwide. We provide technology intelligence to easily identify the right technology key decision-makers. We help you to engage more individuals through multichannel marketing & turn them into regular customers. We also help through customized databases that give you an in-depth marketing information on your prospects. Our database helps you to engage qualified sales leads by phone, email, direct mail, and social media. We apply our skills to connect better with your buyer, build relationships that promote your business.



**We have helped 500+  
companies to  
succeed.**



**You can be next!**  
**Lets Reward Your Scrolling.**

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