



# How SEO works for business?

All that a business owner needs to know!



Presented by iTrobes Technologies



# What is SEO?

Let's learn first things first.

SEO is short for search engine optimization which is the most important [digital marketing](#) strategy. It focuses on improving your website's presence on search engines such as Google, Bing, and Yahoo.

# How does SEO works in a business?



- Let us go through how optimizing a website for search engines actually works and benefits a business in the following slides one by one.

# First-page Ranking

With SEO in mind, the goal of any business is to rank as high as possible in SERPs. To obtain top ranks, you need the help of keywords. If you provide valuable information on the targeted keywords and make it easy for search engines to find and organize them by optimizing your page, they will reward you with higher rankings.





# Increased Traffic

[Search engine optimization](#) helps to bring more meaningful traffic to your website. Because it brings in people who are actively looking to find information on a product or a service that you provide!

# Better Conversion Rates

Ranking higher on Google leads to more in-store traffic. Because, when people are searching for specific keywords those who have a high interest in your products or services are farther down the purchase funnel. And they're more likely to become your clients, and returning visitors.



# Brand Awareness

Getting higher rankings on the SERPs will surely help to improve your brand awareness. When your site appears on the first page of search engines, your potential customers are more likely to trust your brand rather than other brands that don't have a strong online presence.



# Bypass Competition

Once you have built your brand awareness and earned trust among people, the sales will start to kick off. Hiring [SEO services](#) to effectively communicate to your customers about the importance of the solutions you offer to them will be a game-changer in your marketing plan. With the right SEO strategy, you can always stand one step ahead of competitors in the market.







## A little bit about us!

We are iTrobes Technologies, a leading [SEO company](#) in India.

We have been in this fascinating field for quite a long time now, have extensive experience in providing SEO and other digital marketing services to clients from different niches.

# Our services!

- ★ [Search Engine Optimization](#)
- ★ [Digital Marketing](#)
- ★ [Search Engine Marketing](#)
- ★ [Social Media Marketing](#)
- ★ [Pay Per Click Management](#)
- ★ [Content Writing](#)
- ★ [Email Marketing](#)





## Our products!

- ★ [Accounting Software](#)
- ★ [HRMS Software](#)
- ★ [Procurement Software](#)
- ★ [Sales Software](#)
- ★ [Customer Management System](#)

# Thanks!

Got any questions?

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