

# What is



## Is SEO necessary to make your mark in this very competitive marketplace?

# 5

This is one of those questions that people have been asking for quite a while, and the answer is a resounding **YES** folks! SEO are meant to draw the attention of not only the search engine crawlers and those readers that you really want to reach.

### reasons why you should be using search engine optimization on your website.

#### 1. Increase Website Traffic

Increasing your web site traffic may increase your online and offline sales. SEO helps place your product(s) or services in front of eager consumers, as well as gain a wider audience.

#### 2. Increase Sales & Revenue

Search Engine Optimization and marketing helps drive targeted traffic to your website while maximizing your ROI and increase online sales. Through efficient search engine marketing strategies a search engine optimizer can help develop a steady stream of qualified traffic to your website.

#### 3. Build Brand Awareness

Search engine marketing provides an effective way to promote your company's brand identity. A custom search engine marketing plan is your way of

communicating your corporate or personal image, including your products, services or logo/brand in a positive way.

#### 4. Your Competitors Use SEO Already

Every day more and more businesses are hiring web designers to bring them into the online marketplace. This constant influx of new websites means that there is new online competition.

#### 5. Generate New Leads & Customers

In 1993 there was a mythical saying "if you build it they will come", and many business owners spent boat loads of money on building websites with no strategies in place to drive targeted traffic to their websites. With over 2 billion more websites to compete with now, a successful website will require a more effective Internet marketing strategy.

**skylur**media  
An ANLON GROUP company

### Skylur Media Pvt. Ltd.

No. 824, 3rd A cross, 9th Main, 1st Block  
HRBR Layout, Kalyana Nagar  
Bangalore 560 043  
Tel : +91 80 40908810 / 25458286

Mobile: + 91 99163 50609  
Email: [info@skylurmedia.com](mailto:info@skylurmedia.com)  
Web: [www.skylurmedia.com](http://www.skylurmedia.com)