

What Makes SEO the New Content Marketing?

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June 22, 2018

Why SEO is Actually All about Content Marketing?

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Is SEO Precisely About Content Marketing in a Nutshell? An Analytical Overview



What is the most common term that comes to your mind when SEO driven content marketing is the primary concern? Isn't it the "keyword"? No wonder it is! The entire concept of content marketing is based on keywords and SEO driven technicalities.

Do you know **73% marketers** think successful SEO tactic is all about content relevance or **93%** of the entire web traffic comes from the search engine or **80-90 percent** of buyers go through online product reviews before making a purchase?

Without implementing the right keyword and strategizing your content according to the client requirement, you won't be able to generate saleable content. Well, here is a well-explained and in-depth list of certain aspects that establish the notion of content marketing being the driving factor for every SEO technicality and tactic.



1. Search Engine Optimization is of no good use without content

Wondering why most of the SEO technicalities revolves around content marketing? You got an answer to it. SEO without content is somewhat vague and probably doesn't exist. What will you work on and optimize if you have no content to consider?

From blogs to articles; phrases to banner texts, sales-driven primary keywords to LSIs, everything is content and how you manage to arrange and design them according to your trade is what SEO essentially answers. Thus, there's no doubt in deducing that for SEO, content marketing is the primary component, imperative for ensuring success by meeting all primary requirements concerning e-commerce.

2. SEO puts together the webpage and content for generating traffic juice

One of the primary roles of Search Engine Optimization is to put web content and the targeted keywords together in symmetry so that it can fetch the desired traffic in the long run. While traffic generation with the help of paid ads and sponsorship may come with the pocket pinch, however, an SEO driven traffic comes for free.

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Since, generating sufficient web traffic in a page is the key to success for every online marketer; one simply cannot deny the benefits of SEO techniques that arrange the webpage or any particular content in a way that can drive maximum traffic. The idea is simple; if you want your content to sell, ignoring SEO would rather be a risky venture. Thus, quality content successfully fills in the void and compliments all SEO tactics rightfully.

3. SEO keeps online businesses ahead of the competition with saleable content

What is the most important factor behind a prosperous online trade? It's the saleable content and client-driven product descriptions allowing the service to stand out of the crowds. Now how will that be possible without a good SEO work?

In a world of competition and an intense race to stay ahead of everything, you won't stand a chance to outshine with your web content if it isn't a search engine optimized one. Ranking matters big time after all. SEO technicalities adopted these days are designed for fetching websites desired search engine rankings at the end of the day.

4. Inbound links are important for SEO, and a good content ensures the same

Without generating top-notch quality content, you cannot expect your site to rope in enough backlinks that can indicate a good website health and visibility.

Since backlink is undoubtedly one vital component of Search Engine Optimization, and without creating superior quality content, you cannot expect enough inbound links directed to your website. There's no doubt that SEO controls content marketing to a significant extent. Thus, the idea of backlinking can only be implemented successfully if the aspect of quality content generation is taken care of.

5. SEO depends on social responses too; quality content brings in social recognition

We all know that different SMEs and online traders focus on ensuring social recognition and brand recall values among their target customers. Opting for SEO driven techniques is an effort made by them to market websites and the contents added within. Now, what do you think is the parameter or the secret to ensuring utmost social recognition through web content generation?

It's nothing but impressive content. Once your readers are impressed and attracted towards the content, advantages like word-of-mouth and social media trending would soon be directed towards your way, thus, benefitting the online business substantially.

6. Substantial content opens up opportunities to implement enough SEO-driven keywords

What Google or most of the search engine giants prefer is lengthy content. This actually opens up enough opportunity for the SEO guys to strategize sufficient keyword implementation, imperative for content visibility and ranking. More content you generate, better will be the chances of perfecting keyword usage.

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At times, it is not only about stuffing your content with keywords. Rather, in order to use keyword meaningfully, you need to work on it and distribute the same all over the content. This is exactly what you would get to do when the content is substantially drafted with enough scope for ensuring keyword uniformity.

7. **Good SEO is all about good content layout and design**

The key to good SEO work is often a good content layout and design. Thus, without being a good content marketer or developing a thorough knowledge of the various aspects of content strategies and marketing tricks, quality SEO work won't be possible. If the content design is engaging and catchy, then the users are more likely to spend time navigating through it.

In addition to it, bringing in variations and producing contents that are result-driven in terms of user experience is basically what marks the functionality of all search engine optimization tactics. Thus, for a seamless SEO workflow, content designing and layout equally play a crucial role, complimenting each other in yet another notable way.

8. **Optimizing title tags is a crucial SEO functionality – this is again related to the content**

SEO-driven websites reflect title tag optimization as well. This, as a result, again calls for content implementation, necessary for creating impressive and relevant title tags. Since the title tags are the ones that get highlighted in the search engine result, coming up with eye-catching taglines or titles in this matter is again a task to be taken sincerely.

So, don't you think content marketing or the very concept of content creation has entered the realm of SEO functionality in full swing?

With the essential factors discussed above, it is pretty evident that SEO is mostly about content marketing strategy. Thus, it is likely that in the near future, in the field of online business, good content marketers will make good SEO strategists with a well-balanced knowledge on content creation and SEO tricks applicable for an appropriate exposure of the content.

To be precise, SEO and the concept of content marketing are two sides of the same coin, utilized by marketers and e-business tycoons across the globe, and can bring forth some impeccable performance-driven outcomes, if merged together in one single unit. 😊