

Why You Need SEO Experts – Ocean One SEO

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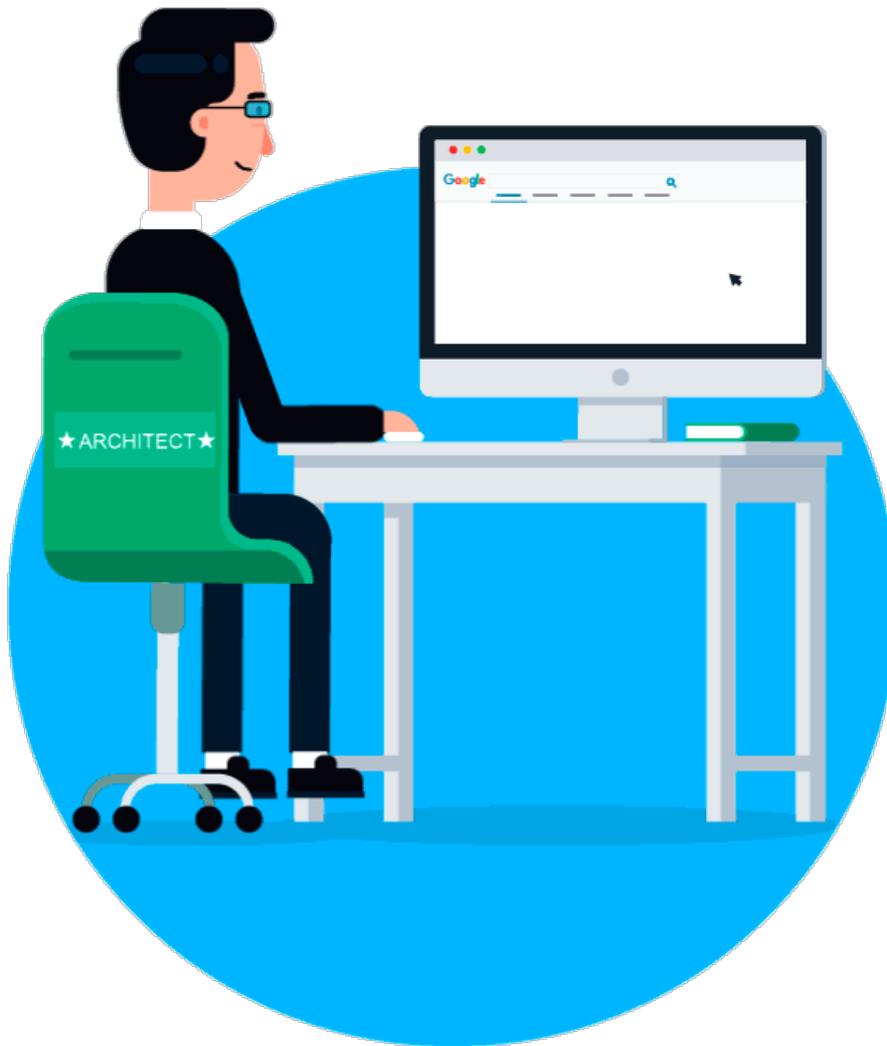
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(90%) Votes



In the age we live in today, doing any kind of business without having an online presence is like starting a business with failure as your goal. 😞

However, to have an online presence and not be bothered about SEO is like going fishing with your bait but no hook.

All of the scenario listed above point to the same thing – failure. SEO is a key component needed for success in today's business reality. If you have been wondering why there appears to be so much talk on this subject, then this is the reason.



What is SEO?

This is an acronym for Search Engine Optimization which are a set of practices that are employed to make your website attractive to search engines. Search engines want to provide valuable content to users of their search engines so they try to develop algorithms that will help determine the sites that offer the best answers to whatever queries that a searcher inputs. Read more about it [here](#).

Sadly, because these algorithms are just that – algorithms, regardless of how developed they are, you may have very wonderful content on your site but not have any traffic because the search engines do not know that your site offers these great content.

Related articles: [SEO Audit: Knowing How SEO Optimized Your Site Is](#)

It is therefore with search engine optimization that you help the search engines understand the value your site offers for the chosen keywords. Without proper SEO, your site is simply occupying a small portion of the cyberspace with no impact.

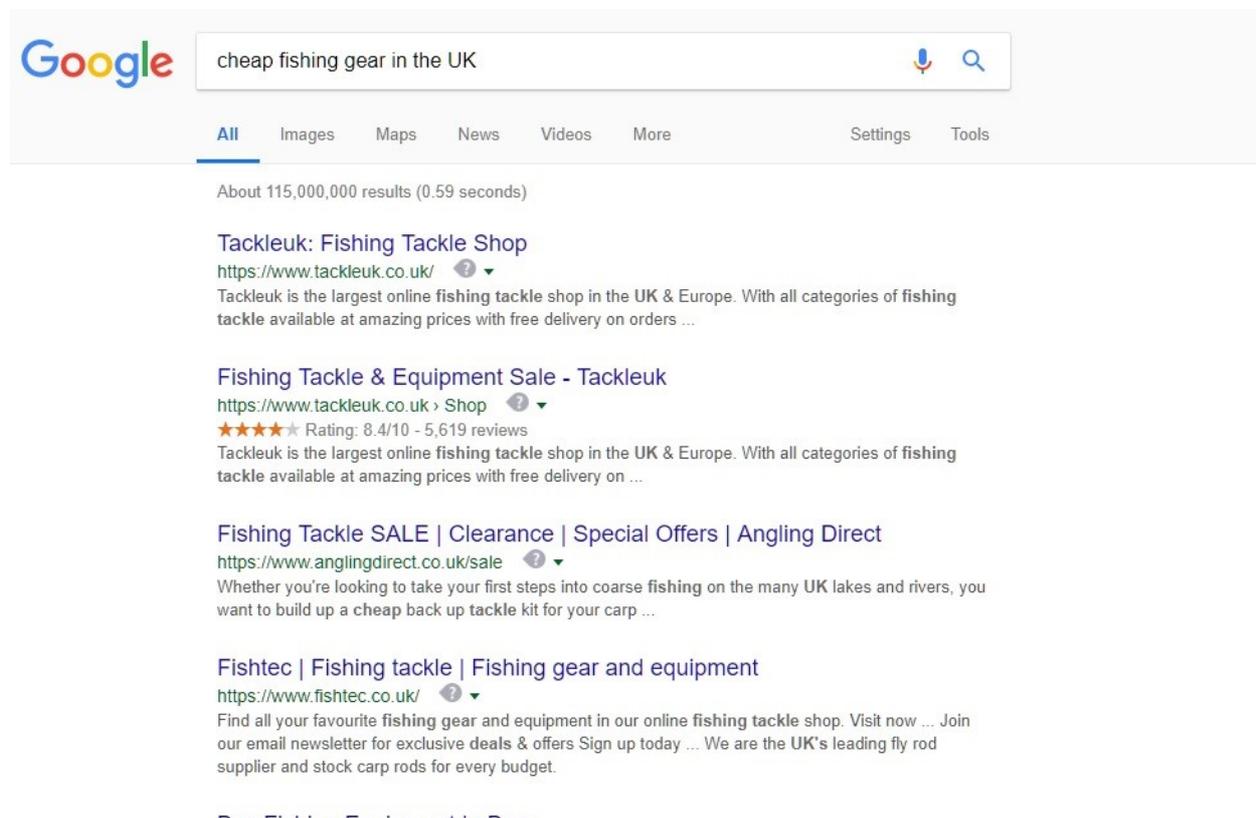
Why You Need SEO Experts

Remember how we said that you need to do some things to ensure that search engines pickup your site and directs traffic to it? Well, here is another thing you should know. There are currently about 2 billion websites online. You can check the details for yourself here: <http://www.internetlivestats.com/total-number-of-websites/>.

Just the same way you want to be on the first page (that can only have about 10 sites), the other 1.9 billion websites also want to be on that first page. Despite the fact that we are all not competing for the same keywords, there are at least a few million websites competing for most keywords.

Let's look at a practical example.

Let's say you have a website that sells fishing gear and you are focused on the UK market. If you want to rank for the keyword "cheap fishing gear in the UK" then you will be competing with about 115, 000 000 other websites. That's 115 million other websites. See the image below:



So how do you beat 114, 999,990 other sites to the first page? Simple, you need expert guidance.

You can decide to take the time (which you likely don't have) to study everything there is to know about search engine optimization, covering both on-page and off-page optimization best practices. After studying and knowing these practices, you will then need to begin to execute them.

Related articles: [SEO Tips: How to Make a Killer SEO Campaign That Really Works](#)

A simpler and more effective option will be to get experts to handle the entire project on your behalf so you can focus fully on the running of your business. Aside from this, an agency will likely have full time staff handling different aspects of the on-page and off-page

optimization efforts. It's not likely that you will be able to deliver with the level of efficiency these one will.

The Ocean One SEO Company published a case study where an SEO expert was contracted to handle the optimization of a client's website for a few keywords. At the expiration of the 12 month period, the company not only ranked first for all the keywords earmarked, but also for other related keywords.

Because of the solid white hat SEO work done, the result was long lasting and the website continued to maintain its number 1 position even as competition for those keywords increased.

To give you an idea of what it means to rank number one for a keyword, let's look at some statistics. The following table shows the percentage of traffic that goes to sites in positions 1 to 5 on a search page.

Site Position	Percentage of Search Traffic
1	33%
2	18%
3	11%
4	8%
5	6%

From the above, if 1000 persons search for a phrase and your site ranks first in the search result, you will be looking at about 333 visitors to your site. Of course other factors like the effectiveness of your meta description will also affect this.

Working with an expert will help you attain this envious position while also developing a page or pages with very high conversion rate. After all, what's the use of having serious traffic but very low conversion? 😊