



If a marketer linked to digital marketing will be asked about search engine optimization (SEO), their answer will be ‘SEO is an integral part of digital marketing’. The reason is its ability to improve a website’s rankings on search engines, get online traffic and effective ROI. But digital marketing has various other kinds of strategies which are well-known for their success rate and easy implementation, then why SEO is so important?

According to SEO experts, it is an effective technique which can give lots of website traffic and improve results over the search engines if applied in an accurate way. There are other reasons too, and they are:

### **On-page, Off-page Optimization**

SEO allows online promotion of a brand or its services in a manner that traffic is generated in both direct and indirect way. On-page optimization consists of methods to make a website user-friendly to gain attention, while indirect methods like link building and website



promotion is used in Off-page optimization. Both are beneficial in their own way.

### **Device-friendly**

Almost every kind of SEO trick can be applied in any way using any kind of digital device with the Internet connectivity.

### **More ROI**





SEO is the best marketing tool when it is about getting more ROI. Here, search engine ranking is considered and improved, which further results in conversion rate and ROI.

### **Usability**

SEO increases usability and improves user-experience of a website.

Although SEO is an easy-to-use and effective digital marketing tool, it should be applied using the right tactics to avail its benefits. Creative Digital Marketing Company India can help in using the best of SEO and implement it in the right way, so that favorable results and improved website rankings with lots of traffic can be received over the Internet.

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