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Proper Website Analysis for Attaining Organic Search Engine Ranking by [Mr. Joe](#)

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An SEO campaign can only become successful if it is backed by proper research data and knowledge about the latest web trends. The SEO trends often change with time and therefore, reanalysis is required to identify the gaps in the SEO strategy. Therefore, businesses rely on SEO companies that work for the website to sustain its rankings on major search engines.

While you are hiring an SEO firm, you must ensure that the company will analyze the site on the following factors:

1. **Website Performance:** No campaign can be designed without proper analysis of the website. The SEO experts conduct thorough website analysis wherein they analyze the competitors, latest market trends as well as user behavior. This helps to identify the percentage of total visitors, broken or dead links, competitors'™ strategy, mostly used words to search the data and other critical information related to the site. Once the entire information is available, the SEO strategy is formed that can drive maximum traffic towards the site as well as improve its online visibility.
2. **SEO Web Design:** Only the SEO techniques can't™t drive traffic towards the site. Therefore, you must ensure that the website design is also SEO friendly. If the site is SEO friendly and user friendly, it will automatically help the user to land on the website and will lead them to take the desired action. The SEO experts will also optimize the images to make the loading time faster.
3. **Link Building:** The link analysis by the SEO experts will identify the linking of a web page with other sites. It may be linked with web directories, search engine directories, social bookmarking sites and other sites that enable viral sharing and popularity of the website. They also develop a company blog where the website can obtain links and can also obtain user's™ feedback for improving the service.

You must remember that SEO is an on-going process and one-time investment will not serve purpose to outperform the competitors. It is essential to stay updated with the latest search engine updates so as to maintain the rankings and the traffic on the site. The SEO professionals will provide timely updates by making changes to the SEO strategy to enhance sales opportunities of the business.

Therefore, take custom-made monthly SEO plan that will not only help in analyzing the website but will also help in generating higher sales leads and sales conversions.

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