

# What Does an SEO Consultant Do?

Written by News Co

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You are a business owner, and you know that having a web presence is even more crucial than it ever has been. The problem is that you do not understand all the little nuances of getting traffic to your website and you need help. This is where an [SEO consultant](#) comes in. This is an expert on the topic of SEO and understands how to get your website seen, get it higher in the rankings and send traffic to it that is highly targeted so the likelihood of those visitors making a purchase is increased. There are many facets to SEO and a Consultant understands them all. Here are a few of the more important things that they can do for you:

**On Page SEO** – Your website needs to be set up to be “search engine friendly” so that it can be crawled by the search engines, indexed and ranked. This includes ensuring that title tags, description tags and meta tags are all in place and that your site has plenty of quality content that is readable and not just stuffed with keywords. [See more](#) .

**Keyword Density** – if you stuff keywords your website will be penalized, not commended. A good SEO Consultant will be able to get you the right mix of keywords so that your site attracts the right people to your site.

**Latent Semantic Indexing** – the basics of LSI is that content is crawled by Google and other search engines where the keywords for each page are identified. This is a combination of the most common words and phrases and related words. Search engines expect to find content that is related to the topic of your website, so if you are selling car engine parts, you should not start to sell candy or diet aids for example. Keep your site laser focused.

**Site Structure** – Have your pages been structured so that they support listings? Is it easy for the search engines to crawl your site? Have you dealt with duplicate content issues correctly? Is your site’s design SEO friendly?

**Speed of your site** – does your site load slowly and clunky? If so, your visitors will not stay. People are looking for and expect a website to load quickly or they will move on to something else.

**Mobile Friendly** – Your site is going to look very different on a phone than it does on a computer. As the world moves towards mobile web access it is increasingly important to make certain that your webpage will load quickly on a cell phone and be able to be viewed completely.

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**Headers** – have you used the correct HTML tags and keywords in your headings and sub-headings throughout your page?

**Structured data** – this allows search engines to understand your website which increases your SEO.

Off Site SEO is equally important. You want to hire an SEO Consultant who is great at optimizing your website or helping you so that you can do it yourself. The reason you hire a consultant is because they are very knowledgeable about everything to do with optimizing your website. The importance of off-site SEO is just as crucial as on-site SEO. Here are a few of the things that need to be done for off-site SEO:

**Social Media** – this has rapidly grown as an important part of ranking and is now one of the most important factors. You want to post your content on social networks where it will be shared, thus making your site and brand more trusted and respected. The more attention your content gets with likes, tweets, pins, upvotes, shares, etc., the higher the chance that it will direct more traffic to your site and boost your business.

**Link Building** – one of the most crucial aspects of SEO is to build links and ensure that it is done right. If you link to the wrong sites or do it incorrectly, it can be detrimental to your website and rank. The importance link building being done correctly is extremely important.

**Videos** – Videos are an important part of the internet and are shaping the future of SEO. YouTube is the second most visited website in the world and the #2 search engine in the world, also owned by Google. Correctly optimized videos rank well and reach a top rank more quickly than a regular website. They are useful for providing links, exposure and for branding. They are often shared and reposted more often than written copy.

**Content Marketing** – people tend to ignore advertising because it is constantly being pushed into their faces. They ignore banners, flip past TV commercials, do not read billboards and tend to turn out advertising with on demand content and streaming music. They are starting to recognize the difference between organic listings and ads and do not read emails that are related to promotions. Traditional marketing is quickly being extinguished offline and online.

This means that content is the way to market online and the content must be good to attract more eyes. You cannot market effectively on the internet without quality content and this means that SEO must be done well too. An experienced SEO consultant understands that you need to understand how to create free content that is useful to people and then share it so that it helps to attract more traffic to your webpage. The visitors that arrive on your site should become prospects and eventually buyers. If your content is good enough, it will continue to attract people and then can turn them into repeat customers.

There is a wide range of strategies utilized in internet marketing and that includes all the things itemized here. This is only the start of what is involved. There is so much more to the process which is ever evolving. A good SEO consultant understands using a combination of these important tactics and ensuring that they constantly change things up to keep your website

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interesting and attracting more buyers. You only get one chance to get your site indexed correctly, so why not hire an expert to ensure it is done right the first time?