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Have you been working on building backlinks and optimizing your site for the search engines but you are still not where you want to be? Although most people are aware of how important SEO is, very few are familiar with all of the components that go into it.

You might be interested to know that there are methods of SEO improvement that have more to do with sales you are generating than everything else. If you would like to get your site ranked well in the search engines, follow this article and discover some principles most online business owners are usually missing out.

Firstly, see how much time a visitor spends on your website. There are some reasons you can't get to the first page of search, even you generate a lot of traffic, have quality backlinks and your meta tags are done correctly.

Actually, Google tracks the amount of time people spend going through your website. If this time is too short and visitors leave your website really quickly, Google will not rank it well, as it will not be considered useful.

The major idea of Google is to provide the audience with the information they search for, with the most relevant information on the topic, this is why you need to find the ways of making people stay longer on your website. Look at the average time people stay at your website and try to improve it by making your content more compelling and useful.

Second, the amount of action your visitors are taking when they go to your site makes a difference in your SEO. If people are going to your home page and are not clicking through to the next page, then you are going to have a high bounce rate. Google and the other search engines are able to track this and obviously a high bounce rate means that people do not like what they see when they come to your site. This is why there has to be something interesting and engaging that encourages your visitors to take action.

The third principle most people do not apply to practice is specificity. Being more targeted boosts the relevancy. In every type of business you will face a very strong competition, and you can't allow yourself being general and vague. Instead, try to attract the traffic with broader search terms.

However, the more targeted you are, the better chance you have of being on top of one specific topic. Look at your site and your meta tags and see whether you are being specific enough in your content and offers. If you can get any more focused, you are better off doing so and weeding out the visitors who may affect your conversion rates.

So, take some time to look through your site and see if you lack any of these principles. Then apply them step by step and soon you will improve your SEO status and alongside increase your profits.

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