

# Why is SEO important in 2021?

Search Engine Optimization is abbreviated as SEO and is a special technique in Internet Marketing to help increase website traffic. Learn more about SEO trends 2021 quickly and conveniently!

SEO (search engine optimization) has been used for attracting more organic traffic to the websites for fifteen years now. Professionals in various business spheres finally understood that high-quality content is more important than ever.

SEO in 2021 became especially popular because almost every business has a website due to the quarantine and new reality we are learning to live in. So, why exactly does SEO become essential, and what are the trends all of us need to know to see the results? Let's learn more in the article.

Picture 1 of Why is SEO important in 2021?

## How can SEO help in search engine ranking (Google search)?

The main task of every SEO strategy is to drive organic traffic to the website, make the user experience better, and, as a result, increase revenue. Besides, due to the growth in using mobile devices, the possibility of using SEO strategies for increasing organic search only increased. But how exactly can you promote your brand with its help?

1. You may expect long-term results and success. Optimization of search engines dominates most online platforms. It is cost-effective and guarantees a positive tendency in Google ranking for months and years after starting using it. Some of those who don't know how to influence search queries and write the right call to action often use the services of SEO experts (such as digital marketing agencies);
2. SEO makes it possible to stand out from the competitors. With its help, even small and medium businesses achieve higher results pages in SERP;
3. It has a high return on investment. The final ROI after you start to use SEO is mostly higher than the upfront cost. Organic search brings warm leads to your page, which means they are already interested in the product or services you offer. And the only thing left is to convert them into customers;
4. SEO increases the trust level. It influences Google's algorithm and rankings, so it may help your brand establish authority. In this way, your content will rank higher in search results.

## Three SEO trends to follow in 2021

Every year various business spheres come up with a trend list for increasing the effectiveness in multiple spheres. The same situation with SEO. So, let's talk about methods you should use for your site in 2021:

1. Using Google my Business for local SEO. Not only can you increase the website traffic with the help of content in GMB, but also apply your knowledge about people's search intent and voice search in practice. You may use keyword research to learn more about user intent. Also, it gives you more chances to get to the featured snippets;
2. Use social media. All marketing channels can be an important ranking factor, so do not underestimate content and its power. Of course, you may focus only on one thing and perfect it, but would it be worth it?;
3. Working on users' experience. Customers' comfort is a priority of every business. That is why you should always look for ways to improve it. Work on the page speed, write engaging content, improve the mobile version of the site. Do not miss any aspect.

Basically, the trends of 2021 are not really different from those in 2020. You may also look for an SEO guide to understand all the aspects better.

## The bottom line

SEO always was and will be a key to the success of every brand. The important thing is to understand the whole process and how everything works in this sometimes complicated mechanism. But once you've figured it out - the results won't make you wait. Good luck and take care!

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