

SEO Is Actually All About Content Marketing

What is Content Marketing ? Why Content is Playing Most important Role in SEO?



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No matter how robust your products and how reliable your services are, you will not be able to optimise your services and get your dues unless your market is aware of your existence.

This is a prime concern when it comes to the realm of digital marketing as online sellers and businesses often fear getting lost in the sea of a thousand similar websites created by a thousand similar businesses. It is critical for an enterprise to stand out of the clutter and Ravinder Bharti, the CEO of Public Media Solution based in Pune helps a variety of enterprises create a niche for them and gain a favourable status in the market. This is essentially the reason why SEO is important.

What is SEO?

[SEO \(Search Engine Optimisation\)](#) is a set of organised practices and techniques employed to increase online traffic to a specific [website/web](#) page by making it rank higher on search engine results pages SERPs. As mentioned earlier, it is important for a business to make people aware of its existence and SEO helps businesses make themselves more accessible to their current and potential customers.

It is commonly said that a website, blog, article or any online content is as good as being non-existent if it does not appear in the first few pages of SERPs. The attention span of browsers is getting increasingly shorter and there are hardly any individuals who would search more than a couple of results pages while looking for relevant information on Google. SEO helps businesses in using necessary tools that make the web crawlers scan the contents of their website and index them favourably on the SERPs.

There are several practises that leverage SEO marketing and increase the chances of a website being ranked higher on the results pages. One such practice that compliments SEO is content marketing.

What is [Content Marketing](#)

As the name suggests, content marketing is a set of practices involving the creation of suitable content that stimulates the reader's/viewer's interest towards a specific line of products/services, ultimately helping a business/brand dealing in the same. Content marketing is different from advertising and promotion as it does not involve content explicitly mentioning a specific brand. It involves content belonging to the same ballpark of the products/services provided by a certain business organisation.

As compared to SEO that provides a more technical approach to making a business approachable, content marketing provides a more holistic and sustainable approach to marketing a product/service. However, both SEO and content marketing complement each other and are both equally important to market the products or services offered by a business organisation.

How Does SEO Complement Content Marketing?

There are several businesses and marketers that believe there is no connection between SEO and content marketing and believe they would not need the former if they have the latter. However, SEO and content marketing are merely two sides of the same coin and are both required if you want to market your business.

While the practices pertaining to SEO make certain specific demands, the content marketing practices fulfil them by providing suitable content for the same. This has led to SEO content marketing emerging as one of the most bankable and efficient marketing practices in recent times.

Content Marketing Provides Content For SEO

When it comes to on-page SEO, there are certain requirements a marketer needs to keep in mind to ensure effective optimisation, the most important of the lot is suitable content. Your site will rank higher on the SERPs only if the content posted on it is simple, easy to understand and completely original. Any spun or duplicate content would result in all the SEO tools failing, no matter how powerful they are. This is where content marketing comes into the picture as it provides the content necessary for efficient SEO.

The Keywords Involved In SEO Are Provided By Content Marketing

Another important requirement for on-page SEO is the use of appropriate keywords. Specific keywords act as yardsticks in guiding browsers to your page. These keywords are provided by content marketing as the writers incorporate them strategically in the content written to promote your business. Content marketing also involves the correct use of keywords in a way that they do not look forced into the matter posted on the websites.

Content Marketing Provides The Links Necessary For [SEO Link Building](#)

Link building is the process by which links to your site are incorporated in the content posted on other sites across the internet and vice versa. The links to your site present on a reliable piece of content increase the chances of your site being visited more often, ultimately making it rank higher on the SERPs. These links present in SEO content are obtained through efficient content marketing.

It is therefore impossible to separate SEO from content marketing. Both the practices overlap each other and are often synchronized to efficiently market the products and services provided by a business organization.

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