

# What Are The Risks Of Ignoring SEO?

THESE ARE 5 REASONS



## You aren't targeting the right keywords

If potential customers can't find your website for the right keywords, they can't do business with you! So, you could be missing out on a lot of valuable traffic.



## Your Competitors Will Gain an Edge

If you don't optimize your site for SEO, your competitors will. This means they'll get more traffic and potentially more customers, while you fall behind!



## You're Missing Page Rank Opportunities

Good SEO can help you rank higher in search results. This gives you more visibility and can lead to more traffic. If you ignore SEO, you could miss out on these important rankings.



## You're Wasting Money on Pay-Per-Click Advertising

Pay-per-click (PPC) advertising can be expensive. If you don't invest in SEO, you may end up wasting money on PPC ads that no one ever sees.



## Your Site May Not be User-Friendly

Search engines favor sites that are user-friendly. If your site is difficult to navigate or doesn't offer a good user experience, it could hurt your ranking.

