

# Stay Ahead Of the Competition with Best Planned SEO Practices in 2021

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## In brief

Staying ahead of your competition in search rankings requires a well-planned SEO strategy that combines quality content, smart keyword selection, effective backlink use, and optimized web design.

Modern business marketing is more of a "content marketing" than any other and that is why you must hire a professional marketing agency. However, simply hiring a marketing agency may not help you to meet the search query and therefore you will also need to hire a competent SEO service provider as well.

It is only then you will notice a significant increase in the volume of organic traffic to your website. This is because the professional experts will focus on each and every aspect of SEO that includes:

- Better web design
- More gripping content
- Proper placement of keywords
- Ensuring perfect long tail keyword selection and use
- Use of backlinks and much more.

Read: [3 Ways to Rank Your New Website on Google](#)

Even you can do this if you are a little bit knowledgeable about it except that there is one problem: the competition. It is only a professional SEO consultant in Dubai who can help you to beat such competition in keywords and search ranking.

There are different aspects of competition that you will need to overcome when it comes to ensuring you have the best search engine ranks. The different areas of concerns include:

- The number of years your competitive sites have been around
- The thousands, if not tens of thousands of links that have been used by these sites
- The competition for the query of the most popular sites and much more.

Therefore, you will need to do a lot of research and put in a lot of effort to prove that your site is far better than the first one in the rank list. In order to reach to the top you will have to focus on getting much more than the organic traffic: you will have to convert the visits into your prospective sales.

You can do this simply by ensuring that the visitors do not leave your site soon and go through the pages that you have so painstakingly designed. A professional SEO consultant will ensure that for you and your business site.

## Make better sense

Your SEO strategy will ensure that your site makes far better sense than that of your competitors so that you can feature high up in the SERPs. Sometimes, due to the high competition level, the demand for the search queries may be just too low and it is these times that you must make the most use of.

Read: 4 Demanding Areas of SEO to Focus in 2019

This will make a lot of sense and will also help you to know what you should do next. The professional SEO consultant will make sure that you find the keywords that are:

- Relevant to your specific business
- Meaningful to and fits well within your topic of discussion
- Not very competitive
- Not very long or difficult to understand by the Goggle algorithm
- Fits well with the search queries
- Meets with the ranking requirements of Google and
- Provide enough organic traffic to your website.

Therefore, you must know the answer to the golden question: how can you make it worth the effort? The answer lies in the search intent of the visitor.