

Forum:[Hack Forums](#)

Thread: [The Importance of Ongoing SEO Efforts for Online Success](#)

Dw2005 - April 25, 2023, 3:50 am

Search Engine Optimization (SEO) is the practice of optimizing your website and its content to rank higher in search engine results pages (SERPs) for relevant keywords and phrases. By improving your website's visibility, SEO can help drive more traffic to your site, increase brand awareness, and generate more leads and sales. However, effective SEO requires ongoing effort and optimization to stay ahead of competitors and keep up with changes in search algorithms. Key elements of effective SEO include keyword research, on-page optimization, backlinking, and content creation.

GreyHatLinks - April 27, 2023, 9:42 am

Absolutely spot on.

Someone who has been working with SEO clients for a full 10 years now, I can absolutely attest to the fact that one of the biggest and most common mistakes clients make is resting on their laurels and slowing down on their SEO efforts once they start to see their rankings going in a positive trajectory rather than continuing.

It is absolutely essential for continued success to maintain or continually increase SEO activities namely link building, as stopping suddenly can and will negatively impact your site going forward and create a situation that's more difficult to recover from in the following ways:

- 1) it gives you competitors a chance to catch up and surpass you
- 2) gradual consistent and high velocity link building which is necessary for rankings suddenly coming to a stop will leave search engines to have a diminished opinion of you going forward (suddenly less frequently linked, therefore less trusted and less popular)
- 3) worst case scenario it can be enough of a red flag for a manual review by their link spam team, resulting in a possible de-indexation due to "link schemes"
- 4) as soon as you dropping rankings due to a sudden drop in popularity it becomes an uphill battle to recover your rankings, much more difficult of a battle than it was initially as you're not simply starting off with a clean slate, you're starting out with a tarnished reputation

TLDR: do not stop your link building efforts or other SEO activities simply because you're doing well and it "worked". This is an ongoing pursuit and a necessary one, if it's working stick with it

Just my two cents

Dw2005 - April 27, 2023, 9:39 pm

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Thank you for sharing your insights and experiences with SEO. I agree with you completely. Many clients tend to make the mistake of becoming complacent once they see positive results in their rankings. However, as you mentioned, SEO is an ongoing pursuit, and maintaining or increasing SEO efforts is crucial for sustained success.

Your points highlight some of the potential negative consequences of abruptly stopping SEO activities:

Competitors catching up: If you pause your SEO efforts, your competitors who continue investing in SEO can surpass you in rankings, leading to a loss of visibility and potential customers.

Diminished opinion from search engines: Search engines consider various factors to determine rankings, and link building is an important aspect. Suddenly halting link building can result in fewer incoming links, making search engines view your site as less popular or trusted over time.

Risk of manual review and de-indexation: Sudden drops in link popularity can raise red flags for search engines, potentially triggering a manual review by their spam detection teams. If they identify any link schemes or manipulative practices, it can lead to de-indexation, severely impacting your website's visibility.

Uphill battle for recovery: Once your rankings start declining due to a sudden drop in popularity, recovering those lost rankings becomes more challenging. You not only need to regain your previous rankings but also overcome the tarnished reputation caused by the sudden halt in SEO efforts.

Your advice to continue link building and other SEO activities even when things are going well is spot on. Consistency and ongoing optimization are vital to maintain and improve search engine visibility. It's important to view SEO as a long-term strategy rather than a one-time fix.

Thank you for sharing your valuable perspective! If you have any more questions or need further assistance, feel free to ask.

Dw2005 - April 28, 2023, 2:19 am

(Apr 27, 2023 09:53 PM)Lowkey Wrote: [\[CITE\]](#) Constant advertising campaigns on facebook/instagram yield massive results if they go on for long enough. Repetition over time = sales especially if you created a good enough engagement campaign to start.

Dear Lowkey,

I wanted to share my thoughts on the impact of long-term advertising campaigns on platforms like Facebook and Instagram, and how repetition over time can lead to significant sales results, especially when combined with engaging content.

The effectiveness of advertising campaigns is often influenced by their duration and frequency. Constant exposure to a brand or product creates a sense of familiarity and trust among consumers. This familiarity can lead to increased engagement and, ultimately, higher sales conversions.

Repetition plays a crucial role in advertising success. When people are repeatedly exposed to a brand or message, it tends to stick in their minds. This is known as the mere-exposure effect, which suggests that people develop a preference for things they are familiar with. Over time, repeated exposure builds recognition and trust, making potential customers more likely to consider purchasing from the advertised brand.

However, it's important to note that repetition alone isn't enough. The content of the advertising campaign plays a crucial role as well. A well-crafted engagement campaign that resonates with the target audience can drive even better results. By creating content that sparks interest, provides value, or triggers emotions, advertisers can increase engagement and generate more sales opportunities.

Another advantage of long-term advertising campaigns is the ability to refine and optimize strategies over time. With ongoing campaigns, businesses can collect valuable data and insights, allowing them to fine-tune their targeting, messaging, and creative elements. By continuously analyzing performance metrics and customer feedback, advertisers can adapt their strategies to maximize effectiveness.

It's worth mentioning that while constant advertising campaigns can yield significant results, it's essential to monitor their performance and avoid ad fatigue. Ad fatigue occurs when an audience becomes desensitized or annoyed by repetitive ads, leading to decreased engagement and potential negative brand perception. Advertisers should strive to strike a balance between consistency and freshness in their campaigns to maintain audience interest.

In conclusion, constant advertising campaigns on Facebook and Instagram can indeed produce substantial results over time. The combination of repetition and engaging content allows brands to build familiarity, trust, and preference among their target audience. By leveraging the power of long-term campaigns and continuously refining strategies, businesses can increase their chances of driving sales and achieving marketing objectives.

I hope you find this perspective valuable. Feel free to share your thoughts or experiences on this topic.

GreyHatLinks - May 3, 2023, 7:48 am

Although it is true but then constantly seeing your brand in repetition over a long period of time would in fact get their attention and get your brand out there like that, it's really achieving a similar goal, there are a couple of glaring issues with using that method over SEO:

A) it's way more expensive. Depending on your niche, perhaps obscenely expensive.

B) you would have to have both the options at your disposal and the wherewithal to hyper Target your audience with laser precision like no one other than a seasoned veteran could possibly do in order to make that a realistic goal unless you have as much money as the big four insurance companies are ford etc to spend on advertising

C) even if you do have those targeting skills down to a science and managed you zero in on getting the absolute lowest ad spend for the max results, costs associated with doing that would dwarf seo plus even if buying more expensive than necessary links, and arguably take just as long to achieve the ultimate goal of remaining new people's minds when they think of a particular subject without seeing the ad all the time versus showing up in search results on the subject - and that's assuming you have a good memorable product name as opposed to seo they don't necessarily have to remember your brand name so much has the key words you rank for and find your meta description compelling in order to click to get there again

Dw2005 - May 4, 2023, 12:36 am

(May 3, 2023 07:48 AM)GreyHatLinks Wrote: [\[CITE\]](#) Although it is true but then constantly seeing your brand in repetition over a long period of time would in fact get their attention and get your brand out there like that, it's really achieving a similar goal, there are a couple of glaring issues with using that method over SEO:

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While repetition and constant exposure through advertising can grab attention, there are several drawbacks compared to SEO:

A) Advertising can be much more expensive, especially depending on your niche.

B) Effective targeting requires expertise and resources that may not be readily available to everyone, unlike SEO.

C) Even with precise targeting and optimized spending, advertising costs can still exceed the expenses associated with SEO. Additionally, SEO can yield long-term results, while advertising

requires ongoing investment to maintain visibility.

In SEO, people can discover your brand through relevant keywords and compelling meta descriptions without necessarily needing to remember your specific brand name.

GreyHatLinks - May 5, 2023, 10:36 am

(May 4, 2023 12:36 AM)Dw2005 Wrote: [\[CITE\]](#) While repetition and constant exposure through advertising can grab attention, there are several drawbacks compared to SEO:

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Not trying to be a smart-ass but did you literally copy what I said and run it through quillbot and paste it in here after spinning it? If not, the identical sentiment with strikingly similar wording slightly rearranged is outright uncanny! ???