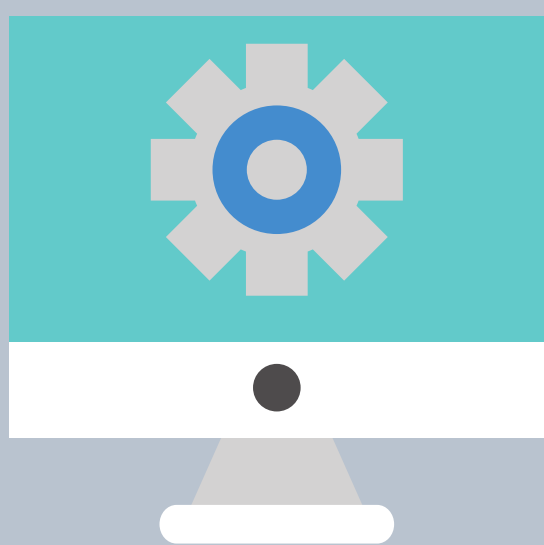


WHY YOUR WEBSITE IS LOSING RANKING

4 reasons why websites can lose rankings

RANKINGS ARE TEMPORARY

Just because a website performs well in search results for any given period of time, does not guarantee continued success. SEO is not a once-and-done achievement. It requires constant work to maintain rankings.



THE INTERNET IS EVER CHANGING

One cannot assume that they are the only company striving for the top spot in search results. Competitor sites change. New competition emerges all the time. Back links, and the sites that provide them, change. All of these factors can affect your site's rank.

ALGORITHMS ARE EVER CHANGING

Search engines are constantly tweaking how they view web pages. This can cause dramatic fluctuations in site rankings from time to time.



PEOPLE ARE FICKLE

The way people search for information changes. Search queries change, and websites must change with them to see continued success in search results pages. It is important to stay on top of user trends to avoid a long, slow decline in SEO.

THE MOST SUCCESSFUL WEBSITES HAVE SOMETHING IN COMMON:

THEY ARE CONSTANTLY ADJUSTED FOR MAXIMUM SEARCH ENGINE OPTIMIZATION (SEO). THE BEST WAY TO KEEP UP WITH SEO CHANGES IS TO PARTNER WITH A GOOD MARKETING COMPANY.

Read more at coursevector.com.