

A Study on SEO and Competitor Analysis: A Strategic Approach to the Digital Presence of Modern Businesses

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Abstract: *Businesses nowadays depend more and more on online presence if they are to remain competitive and expandable. This paper investigates how strategic use of competition analysis and search engine optimization (SEO) could improve the online visibility of contemporary companies. Examining several SEO elements—on-page, off-page, and technical SEO—alongside analytical frameworks used to track rivals helps the study to pinpoint best practices and main elements influencing digital success. The study assesses the link between budget levels, SEO priorities, and the efficacy of various techniques by means of a mix of quantitative surveys and qualitative views from consumers and marketers as well as students. The results show that companies with well defined, data-driven SEO strategies coupled with integrated real-time competitor analysis are more likely to draw quality traffic, increase brand authority, and get greater conversion rates. This initiative provides useful advice for companies trying to use SEO not just as a marketing tool but also as a fundamental strategic capability in digital transformation.*

Keywords: Search Engine Optimization (SEO) Competitor Analysis, Digital Presence, SEO Strategy, Marketing Analytics, Conversion Rates, Quality Traffic

