# 3 Crucial SEO Elements That Boost Website Traffic

Over the last several years, search engine optimization, SEO, has become a huge priority for marketers. This is because the higher a company can reach on search engines, the more traffic, more leads, more conversions, and more sales they'll gain. Today, effectively utilizing SEO for your company site is a lot more complicated than merely adding the right words to your copy. Here are the three crucial SEO elements, when done correctly, will help boost traffic to your website.

**Keywords**

The most fundamental aspect of SEO is to include keywords in your header tags, title, meta descriptions, and the body of your content. They are what tell search engines what your site is about and they show them that your pages are relevant when users search for those particular keywords. Your aim should be to use long-tail keywords. By focusing on the long-tail keywords, you have a better chance of ranking well and attracting more qualified leads to your site.

Along with including keywords that tell what your site is about, you should also include location-based keywords. Since the search engines have no idea where your business is located, you need to add city and regional names if you want your website to show up in searches of a particular area.

**Content**

In addition to including keywords, you need to make sure that your site has quality content if you want to rank well. While search engines aren't able to read your articles, they can look for a few signs to determine whether your content is worth recommending. The first sign being the length. You want to make sure that when you are creating pages, that they have substantial content. Rather than writing short blurbs, which is easier to tackle, you should be aiming to create content that will provide comprehensive information to your visitors.

**Back Linking**

Your website is also ranked by the number of unique domain names that are linking back to your site. The number of backlinks to your site indicates that other site owners are referencing your content on their websites. You can increase the number of backlinks pointing to your site by guest blogging. Not only will this get more sites to point back to your site, but it is also a great way to increase traffic and gain new audiences.

If you want to attract more visitors to your site, then you need to include these three crucial elements of SEO.