**WHY YOU SHOULD NOT STOP YOUR SEO ACTIVITIES THIS QUARANTINE? (TITLE)**

**TOP 5 REASONS FOR NOT STOPPING SEO ACTIVITIES DURING CORONA OUTBREAK (CAPTION)**

**Introduction**

The wave of corona virus is highly widespread that has eaten away lakhs and lakhs lives without any doubt, on the other hand, it has also highly affected the economic scale globally which lead to the downfall of several company’s business and layoff as well.

Productions and logistic related works have been stopped and there is a huge hot persist in that space, but the firms which are completely operating in the digital space should not postpone or avoid their SEO activities, moreover, it is the right time for these digital players to implement some fiery SEO tactics and regain their lost space in the industry.

Moreover, Google has also made an update (set link to previous blog on Google algorithm update) which has brought in some striking changes.

Being the leading SEO agency in Chennai, iStudio Technologies stay upfront in the trend and can provide a big helping hand for players who rely on digital platforms for their business process. In this blog, we will be discussing about the reason why a digital player should not stop working with their SEO activities.

**SEO makes money**

Unlike any other marketing activities, SEO is one of the promising and long lasting approaches that bring sales cum money to your business without involving in any grand marketing campaigns or other promotional activities. Comparatively, SEO spending is less, but its reach is high due to the age of internet. So stopping or holding back your SEO activities is a sin, and all you need to do is to look out for a better SEO service provider in Chennai (SEO page link) who can be a strong pillar of support even in this quarantine situation.

**SEO can be measured**

Compared to other marketing activities, it is easy and highly possible to measure the efforts taken in SEO marketing or other related paid ad campaigns. Google analytics is a boon not only for those who involved in providing the SEO services in Chennai, but also for those who spend for it and awaits for months to get results and business as well.

**SEO demand increases with need**

When there arises an abundant scarcity for any product or services, say like face mask in this quarantine time then people would immediately go out for an online search to buy the best one from any healthcare or online medical store and also they will be checking out with the affordability, reachability and other related factors. SEO has a lot to play in this space, and projecting your website upfront by performing SEO activities can only be performed by a renowned SEO agency in Chennai.

Hence there is a strong demand for SEO when any product or service faces shortage out in the market.

**SEO is needed to get essentials**

Apart from rare and timely high demand products, essential ones like grocery, medicines and vegetables are also needed by people in this lockdown and there are players already exist out there in delivering these products via online. The current pandemic situation has created a fair chance for micro level retailers to make a strong online presence, by creating a website and performing commanding SEO activities for it to drive more number of consumers. People need to keep operating with their routine stuffs and hence it is essential even in this lockdown. Being the best SEO Company in Chennai, we help the essential businesses to hold a gripping position online with our splendid SEO services.

**Getting back to normal**

This situation might prevail for a while, but things will get back to normal and at that time lead players would again conquer the higher position in the industry and also attain top ranking in Google SERP. So this is the right time to invest on SEO and it is also a smart move if your approach a promising SEO agency in Chennai (contact us page) that can give you assured results.

**Conclusion**

Investing on SEO activities or performing SEO related tasks would always yield profit to the business and it all depends on which SEO agency one rely or bet and the tactics used by the SEO service provider which determines the credibility of the availed service.