How using a VPN can benefit SEO

The SEO industry is growing rapidly—estimated to balloon to $79 billion by 2020. Even though you may already be doing great with SEO marketing, you should not ignore the potential benefit of a virtual private network (VPN) on SEO strategies. A VPN is a solution that helps connect two parties on the internet anonymously and using an encrypted network that is private. It is mainly used to protect your online privacy and access content that is not available in a particular zone.

So, how does a VPN benefit SEO? Let’s get started.

Understand local SEO using a VPN

There are many locations that a company might want to target. For example, you can be in Australia and want to target India. However, if you do a quick Google search, it will show local results from Australia—not a specific result for India that you wanted. As an SEO specialist, you may want to know what the people of India are searching for. Moreover, you would also want to know about the competition around those areas. If that’s the case, you should use a VPN.

A VPN can seriously change how you do research about a local market. By using a VPN, you can trick Google into thinking that you are from India (or any region that you are trying to learn about). This also means you can do a local search and learn about the local audience needs and try to understand what queries they are using. All this information can change how you perform in other areas.

Why use a VPN when you can always use targeted ads? Well, first, you need to learn about what the local audience searches for. Clearly, there is an added advantage in knowing

local searches. Moreover, you can also see competitors local ads and learn how they are targeting the audience.

Last, but not the least, you can also know how your ads are being served in local areas.

Protect privacy when working

SEO is a competitive market. To succeed, you need always to be ahead of your competitors. This means hiding your steps when you visit your competitors or when you mimic/modify their strategies.

All of this sounds good, but the competitors can easily track your IP and know about you ahead of time. This can lead them to your site which turn will open up the possibility of them copying your strategy. As competition is high, you should always try to hide your steps or at least hide your strategy from the competitors as much as you can.

That’s not the only problem. Google can also track you if they find anything suspicious. They can know if you are buying backlinks—not good.

The solution for all these problems is to use a VPN. It doesn’t matter if you are running a website that is new or old, you should always hide your digital footprint as much as you can. With a VPN, you can do your research and stay hidden at the same time. This will improve your chances to grow in the market.

Do remote SEO work

With the rise in remote work, there is no denying that we need to protect our privacy when working online. Also, as an SEO specialist, you need to have access to the different tools which might be restricted due to the location from which you are trying to access it. For example, China blocks most of the Google services. But if your main focus is SEO, you must have

access to Google.

That’s why you should use a VPN to have stress-free access to any tool, website, or service you want. This will improve your productivity, and you won’t have to think twice when working.

Get past the Google’s search query reCAPTCHAs

Working as an SEO specialist, you are always expected to to keep a tab on certain SEO stats and keywords that are relevant to your project. Not only that, but you also need to search for new keywords every now and then. However, Google might flag you for doing too many searches too often. If you are flagged, you will constantly be redirected to Google reCAPTCHAs.

You may also get a different error which might say that there is unusual traffic from this network. Now to proceed further, you need to solve a reCAPTCHA every few searches. This can lead to a loss of productive work. Also, it is no fun to fill reCAPTCHAs all the live long day.

To solve the issue, you must use a VPN. A good VPN can change IP addresses, making you work with a flow. VPNs are also useful in building a blog, and that’s why you will see good blogging guide always encourage new bloggers to use a VPN.

Why should I use a VPN when I can use proxy?

One of the common questions that we receive is why use a VPN when a proxy can be used to the same effect? That’s partially true, but there are many advantages of using a VPN over a proxy. With a VPN, you can:

- Work faster than with a proxy
- Change the IP address on the fly

- Not have to worry about reCAPTCHAs
- Work with cross-platforms
- Secure your connection completely
- Protect your privacy
- Have a stable and great user experience

What do you think about using VPNs for SEO benefits?

https://searchenginewatch.com/2018/09/25/how-using-vpn-benefit-seo/