

# Can SEO Be Automated?

Can SEO Be Automated? Yes.

But can the entire process of SEO become automated? No.

Why?

Software can speed up calculations, and can make answering those feasible where humans would struggle with calculating the answers. But the human mind can draw conclusions that automated programs can't. Even Google employs thousands of people to help along its algorithms. Even in a modern factory, someone has to operate the machine. However, that doesn't mean a company shouldn't strive to automate as much as possible. You can automate keyword crunching to some degree.

SEO isn't a battle against the search engines and their many search engineers to manipulate rankings, but rather an **understanding of business objectives and audiences and being able to understand and analyze markets, and marketing opportunities, and persuading people to pay attention and take actions.**

As you can't automate the unique human traits of perception and intuition.....You can't automate SEO!