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SEARCH ENGINE PTIMIZATION

Learn To Generate Free Targeted Traffic By
Utilizing Search Engines



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Introduction



There are two ways to measure the success of business websites. You can check the page ranking within the internet search engines as well as the search engine result page.

If you are a business website owner, you should use search engine optimization while benefiting from the many tools and resources the internet has to offer your business.

The downside to being a business website owner is that you have to ensure that internet traffic can actually find your business website. How will internet users know your website even exist if they can't find it? If you don't take the necessary steps to ensure your business website is ranked accordingly within the major search engines; they can't?

Search engine optimization can aid your business. SEO can place your business website possibly within the top ten results on the search engine results. Help from SEO will not only aid with increasing sales for your business website but also increase the flow of internet traffic to your business website.

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SEO can also aid with your products visibility while improving business relations with your current customers.

The first mistake you could make. becoming a business website owner, is to disregard how important the internet search engines can be to your business website.

Internet search engines drive the majority of internet traffic. Internet users click on links found within the search engine result pages.

If you can get a decent ranking with your business site within the major search engines, you will stand a great chance of success, for your business website.

You must ensure that your business website is appealing to internet visitors. There is no need to draw any visitors into your business website, if you do not have relevant content or a website which internet users find appealing.

It does not take a long period for internet users to decide if they like or dislike your website (less than 3 seconds on average). Your focus must be to grab their attention when they stumble upon or find your business website through the search engine.

If you are not an SEO expert then you might want to consider hiring one. SEO experts can improve the traffic to your commercial website, while aiding your business to be competitive with other online businesses.

SEO's offer many services which your business could greatly benefit from. Website reporting, search engine submissions, link popularity building, as well as monthly maintenance are a few of the things, which SEO's can offer your business website.

SEO's allow companies no matter the size to advertise their products and services with the power of the internet. If you are uncomfortable, hiring an individual SEO expert, then a search engine optimization company might be right up your alley.

SEO companies or individual SEO experts can be a great help, with maintaining your website, as well as your page rankings. If you choose

the right company for your business site, you will eventually see the results in not only the growth of the internet traffic to your website; but also profits.

Using SEO For Internet Marketing

Many people are confused as to why SEO, or Search Engine Optimization, is considered an internet marketing strategy. The reason for this is really very simple. Traffic among the search engines is free and as your rank rises within the engines you get continual link requests from webmasters.

In turn, this gives you another source of traffic that does not cost you a penny. For most internet marketers, traffic is their main concern and priority. Without traffic, online businesses will go nowhere and are doomed to failure.

Everyone wants their site to be rated higher among the search engines. The best approach is to learn how to maintain your search engine optimization by yourself and avoid wasting money paying someone else to do it for you. It is fairly easy to learn how to properly optimize your site for the search engines.

However, there is time and effort that are required to do this. Keep in mind that there is a significant difference between an index and directory. Indexes are maintained by what are known as “spiders” that crawl all webpages on a consistent basis and index sites based on a very complicated set of factors.

Where your site is listed in the index listings is dependent on your score according to the formulas that the search engines are using. To get listed in an index, you either submit your URL and wait until the spider crawls your site or the spider finds your site indirectly through your incoming links.

It will be important to learn about all of the different search engines, indexes, and directories. However, before you dive into these, you need to first understand Meta Tags. Meta Tags exist within HTML codes and are found at the very top of a webpage. Title tag, description, and

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keyword tags are the most important and vital to your success. In the last few years, spiders have started indexing website pages based on lists of keywords that are provided by the site creators.

When this happened, webmasters started trying to cheat their way to higher rankings by stuffing their sites with irrelevant keywords. Since that time search engines started changing and redoing their indexing system to combat this.

Now, only Title and Description Meta Tags are looked at with importance. This has led to search engine indexing becoming much more complex. Now, the focus is on evaluating website content instead of single page content.

This means that webmasters now have to structure their pages appropriately to get the spiders to find them relevant to the keywords that they are using.

Directories, on the other hand, are a simple list of sites that are divided up into categories. To get listed in a directory, all you have to do is submit your site description and wait for the editors to approve it.

Keep in mind that most directories organize their listings alphabetically within categories. This is important to keep in mind when deciding on your URL or website name.

Regardless of how you go about getting your site seen, whether through indexing or directories, it is important to spend some time planning and doing research.

Make sure that you learn all that you can and that you are utilizing search engine ranking to the full potential and reaping the benefits from it.

Chapter 1: The Importance Of Search Engine Marketing



Many people ask what search engine marketing is and how can it pertain to their business?

Search engine marketing is the promotion of your website through search engines while obtaining more web traffic to your website. This in turn generates more leads for potential sales within your business.

A very important part of search engine marketing is pay per click advertising.

Pay per click advertising brings in internet traffic to your website once your pay per click campaign is active. You can actually start receiving targeted visitors to your site within minutes, provided of course you have set up your PPC campaign correctly.

SEO on the other hand will minimally take hours, days and in some case three to six months before you will see results.

Ensure Your Business Website Is Registered With The Major Search Engines

Within today's world, unbelievably more people spend more time on the internet as compared to those who do not use the internet. The younger generation (ages 18 to 35) spends more time upon the internet as compared to other market groups.

No matter the market group, which you are targeting, you must ensure your business website can be found within the major search engines upon the internet. Internet visitors utilize the search engines in searching for products, services and information.

If you do not have your business listed within the major search engines, you will be losing business or even worse go out of business.

What Can SEO Do For My Business Website?

The most effective method of search engine marketing is search engine optimization. SEO improves the quality as well as increasing the multitude of traffic to your business website through the major search engines.

The more often your business shows up within the major search engines, the more visitors you will receive to your internet site, which will in return generate more leads as well as sales for your business.

What is the big deal about rankings with my business website and search engines?

You want your business to rank well within the search engine rankings. Upon achieving good rankings, you will find that your business website will bring people in who are looking for particular services or products. These are commonly titled "potential customers".

SEO Is Not a One-Time Deal

SEO requires a lot of time as well as your efforts in obtaining success. This is not a one-time thing, which you must perform. SEO in order to be effective must be updated continually; as well as often.

If you are not confident with your own SEO skills, I would recommend you hire a professional SEO to aid you with your SEO needs. This will allow you to focus on other matters pertaining to your business.

How Important Is Search Engine Marketing?

Search engine marketing is very important for your business and should be permanently instituted within your marketing plan for your business.

If you utilize search engine marketing effectively, you will find that your business will experience the success you have worked so hard to achieve.

The Important Aspects Of SEO

SEO which is short for Search Engine Optimization is basically a type of web design that uses search engines to drive visitors to your website. SEO is one of the most important aspects of web design that a business can do. Without it the chances of you getting visitors to your site is next to nil.

So you are asking why you should optimize? Search engines are excellent ways to drive traffic to your sites. Without a proper SEO your site will appear clear at the bottom of the search list. Most businesses have discovered that when they create a SEO rich web site they have been able to cut down their advertising budget.

If you do not create your website correctly you will be wasting your time. You need to do a lot of research in order to create an awesome SEO website but it is well worth it in the end.

After you have learned the importance of why you should optimize you need to learn the importance of research. Researching before you even start your website is critical. It can make or break your site.

Some of the more critical components in the research stage are planning out your site, making a list of possible keywords, researching

your competition and design. All of these are important to the overall success of your site.

Keywords are vitally important because it is what the web crawlers will attach themselves to when they rank you in the search engines. The better the keywords the higher the rank you will get on your search engine. You should begin by making a list of keywords before attempting to add these to your site.

Planning your site is another important aspect of an SEO. You need to consider your target audience. What type of audience are you looking at attracting?

The more you focus on your audience the better of you are. Also it is important to make your site user friendly. The easier your site is to navigate the happier your visitors will be.

Next on the importance is checking out your competition. If you fail to do this they will probably outrank you in the search engine. Check out the keywords that they use. Do not use the same keywords as they do but try to use similar words. This just may raise you above your competition.

The final important component of an SEO is the design. Do not overload your webpage with pictures or graphic. Choose a design that will attract your visitors but will not overpower them. Also watch the visual graphics and use them sparingly. Save the room for the content.

No matter what business you are promoting in your SEO site if you do not use these important components your site will most likely fail.