

tallisgraphicdesign

what is search engine optimization?

Search Engine Optimization (or SEO) is the process used by a Web Designer or SEO Specialist to help your website rank as high as possible in Google or other organic search results.

Did you know that in over 80% of internet searches, the individual does not go past the first page of their organic search results?

How is SEO Accomplished?

SEO is accomplished by ranking each of your website pages in levels of search engine compatibility. This includes reviewing the page for proper readability, paragraph lengths, repetition of important words associated with your business. Focus key phrases are applied to pages and used to attract more attention to your site. Links both away from your website and leading to other internal areas of your website are implemented, to give visitors many options to find what they need to find. The preview for each page on search engines is carefully modified to show the most helpful information.

Google analytics may be installed to track and monitor how the SEO is doing.

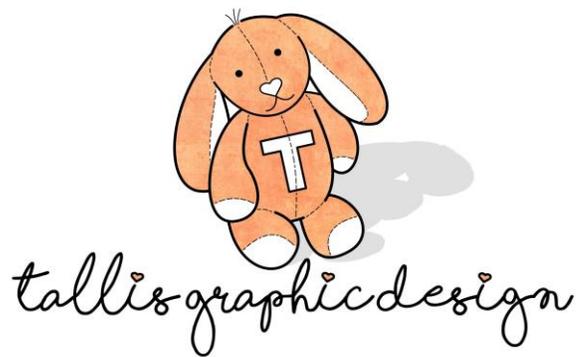
Campaigns and other online marketing solutions help you to bring in more clients and customers by using techniques also used in building your websites SEO.

Does My Business Need SEO?

SEO is important for any business looking to expand and grow its client base. It results in more potential customers stumbling onto your business, rather than your competitor's business. If you want your business to continue to grow successfully then this is an important step in your branding.

SEO also helps potential customers to better understand exactly what your business is trying to sell or communicate. It uses techniques and wording to create an overall picture for others.

Although SEO is not known by many, it is probably one of the most important marketing steps you can take for your business and your website.



Good SEO Will Take Time

For a smaller business, SEO does not seem the ideal route because it can take time - sometimes the same, if not more time than building your website. This also is determined by the amount of pages you have on your website.

Remember, your Web Designer has to go through each of your site pages, tinker and explore key phrases, sentence structure, key words and search engine previews, to find exactly what you need to rank higher on search engines.

SEO may seem like a small step, but it is actually a very important one. It can mean much more traffic, far more awareness and many new clients and customers.