

Search Engine Optimization or SEO for Short

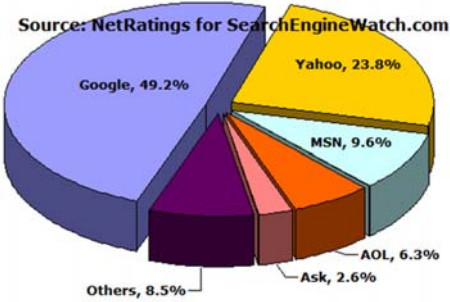


Whats it all about?



Search engine

optimization is the process of optimizing a website in order for it to do as well as possible in the Search Engine Result Placements (SERP's). Contrary to what a lot of SEO company's will tell you, there is no real secret to this process and it really boils down to a good understanding of what each search engine requires from your site and adhering to their requirements as much as possible. Unfortunately, this means a lot of research and a good old fashioned hard work, but that's what we offer our clients.



Most people will focus their SEO efforts on the Google search engine, and rightly so, because they make up for about 50% of all internet searches (although we do recommend you don't alienate yourself from 50% of your potential marketplace)

By following the guidelines set out by the engine you want to feature highly on then you will do so. You must play by their rules!

This is what we do for our clients. We very openly approach each project from the perspective of initially identifying what our clients want to achieve, give our input based on experience and then ultimately we will work towards the agreed goal.

Search Engine Optimization is a very lengthy process and most people fail to recognize that their online success, like in all business life relies heavily on a strong identity, built up over time, that achieves recognition from others within the same industry and keeps up to date with all industry changes and does not become stagnant.



Repeated in SEO terms the above paragraph translates into a long term established domain name (or company name), with quality content (knowledgeable and helpful information), linked to from other leading "authorities" within the same industry sector and is continuously updated, changing and adapting to new ideas within their sector.

Sounds Easy?

Unfortunately it's not!



Whilst the core of SEO is pretty straightforward once you understand the base requirements it is still a very difficult job to deliver all of the combined factors correctly, at the right times and with the right emphasis, so that's where we come in. And don't forget the kid safe searches as a source to be found in!



There are tons of things one can do to help their site perform better in search, so this list is not by a long shot finished. It is, though, what we think are the top **ten strategies for better search engine placement**.

1. Title tags

The Big Three (tags, links, and text).

2. Content

The content should be quality.

3. Quality Links

Or more specifically, backlinks.

4. Quantity Links

Authority (high quality) links.

5. URL

Lesson: keywords in the URL are a good idea.

6. Spider Food

Search spiders eat HTML, not Flash.

7. Site Architecture

Sitemaps are vital for this purpose.

8. Frequently Updated Content

In addition to spiders, it gives people a reason to come back, too.

9. Start a Blog

A great way to establish yourself.

10. Don't Forget Humans

So first design for them, and then tweak to please the spiders, not the other way around.