



What is SEO – Search Engine Optimization

Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via “natural” (“organic” or “algorithmic”) search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it “ranks”, the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines.

As a marketing strategy for increasing a site’s relevance, SEO considers how search algorithms work and what people search for. SEO efforts may involve a site’s coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site. Other, more noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users. Another class of techniques, known as black hat SEO or spamdexing, use methods such as link farms and keyword stuffing that tend to harm search engine user experience. Search engines look for sites that employ these techniques and may remove them from their indices.

The initialism “SEO” can also refer to “search engine optimizers”, terms adopted by an industry of consultants who carry out optimization projects on behalf of clients, and by employees who perform SEO services in-house. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader marketing campaign. Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term “search engine friendly” may be used to describe web site designs, menus, content management systems, URLs, and shopping carts that are easy to optimize

SEO as a Marketing Strategy

Eye tracking studies have shown that searchers scan a search results page from top to bottom and left to right (for left to right languages), looking for a relevant result. Placement at or near the top of the rankings therefore increases the number of searchers who will visit a site. However, more search engine referrals does not guarantee more sales. SEO is not necessarily an appropriate strategy for every website, and other Internet marketing strategies can be much more effective, depending on the site operator's goals. A successful Internet marketing campaign may drive organic traffic to web pages, but it also may involve the use of paid advertising on search engines and other pages, building high quality web pages to engage and persuade, addressing technical issues that may keep search engines from crawling and indexing those sites, setting up analytics programs to enable site owners to measure their successes, and improving a site's conversion rate.

SEO may generate a return on investment. However, search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued referrals. Due to this lack of guarantees and certainty, a business that relies heavily on search engine traffic can suffer major losses if the search engines stop sending visitors. It is considered wise business practice for website operators to liberate themselves from dependence on search engine traffic.

Good Luck!

Many things have changed - especially the mediums - but universal truths of communication tend to survive. **Please feel free to contact us at <http://www.4CInteractive.com>**



Source: http://en.wikipedia.org/wiki/Search_engine_optimization