

Search Engine Optimization (SEO)



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What you want

Whether your website is new or established you want the same thing from it - SALES!!

This is where Search Engine Optimization and Search Engine Marketing (SEM) can make all the difference. Anyone can make their own website these days but if you don't know SEO your page may not end up on the first page of the search results for the search phrases that you want.

It is estimated that the number one position on the Google organic search gets 43% of all clicks. By contrast the first result on page two of the Search Engine Results Pages gets 0.7% of all search traffic. As such our aim is always to get you as high up in the results pages as possible to give you the maximum number of visitors.

Why SEO Matters

Search Engine Optimization takes account of all of the factors that matter to ranking well in the search engines. Without an SEO'd site your potential clients may not see your website in the first page results when they perform a search.

SEO has two aspects, on-page and off-page.

On-page is all about what's on your website and how it is read by the search engines. For instance, if your site is mainly pictures and photos, then the search engines won't really know what your site is about. If your site says the same thing many times over you'll be penalized for this and won't rank. On-page SEO is all about the quality of the content on your site.

Off-page SEO is about how old your domain is and which Page Rank you're determined as having but basically comes down to one thing - how important do the Search Engines think your site is? A major factor in this is backlinks, hyperlinks from another site to your site. The more of these that you have, that are of high-quality, from sites with a higher page rank than yours the better you'll rank. If you have a ton of inbound links and they don't have quality content it will actually hurt your search results and be found by more potential customers.

How we SEO

Given the two factors of SEO, namely On-Page and Off-Page SEO we concentrate on both of these from the outset.

If we're building your site then we'll start with finding the keywords that are going to bring in visitors to your site. Then we'll build the pages of your site around these keywords using SEO techniques (measuring how many times a keyword is used, etc.) that won't hinder your visibility on the search engines.

When these have been done we can start on Off-page SEO mainly using link-building techniques to improve Page Rank and visitor numbers by contacting the right inbound links to your site.

