SEO and How It Helps Your Website

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We work with many business owners looking to launch a new website or improve traffic on an existing one. A common confusion we encounter relates to varied terms or acronyms used in Internet Marketing. The more common terms include SEO, PPC and SEM. It's not uncommon to speak with someone who has been approached by a firm or individual offering to improve their online ranking, but in general, these business owners do not really understand what it all means so they do nothing…which is not always the best scenario.

What is SEO?

Most business owners understand that a Website presence is the foundation of their marketing strategy. What most fail to recognize is that simply having a website built doesn't mean that everyone is coming by to visit. Unless it is properly optimized and being found by potential customers in an online search there is really little benefit it provides other than becoming an online brochure or a more elaborate business card. This is where SEO comes in.

SEO stands for Search Engine Optimization. It represents a series of processes that can be executed to improve how your website is displayed in organic search results. Think of a search you perform in Google. Traditionally, the top – slightly shaded listings – and the results that appear on the right side of the page are all paid advertisements. These companies have paid Google to have their ad appear when specific keywords or phrases have been searched. Although paid advertisements are often considered a part of SEO, more specifically they're actually identified as PPC or Pay Per Click or SEM, Search Engine Marketing. Typically, there is another set of strategies that will help your website display on the first page in the general (or organic) results returned for a search. We typically like to see our clients exercise these SEO options first, before investing in SEM as that can be trickier than it sounds and expensive depending on your industry and the popularity of the search terms.

How Does SEO Work?

SEO is an umbrella term that encompasses several individual processes. When they are performed, you receive a very consistent appearance in search results. That said, it doesn't mean that all SEO processes are executed at the same time. Often times, one process will build on another. It's also important to realize that sometimes, even individually applying one process can make an improvement in your search placement. It may be slight, but thanks to data captured by your website and other tools, we can track the results of your efforts and make adjustments as we go. Typically, it can take 3-6 months to effectively implement all processes; however, we suggest it should be maintained beyond that point as the internet constantly changes, so ideally your placement should be watched and managed on an ongoing basis.

Identifying Keywords Is Just the Start Of SEO

A great example of a "building process" in SEO is performing a Keyword Search which helps identify the more common terms people are using when doing an internet search for a particular product or service. In isolated cases we have seen a benefit of simply adding the appropriate keywords into the content of a website aid in improving the ranking, but not enough to consistently see top ranking on search results. Also, a keyword search the ground work for the rest of the SEO processes as it will help develop a focus for the other components to follow.

How to Choose an SEO Professional

These days, SEO is a very competitive market and a decision that we suggest you not take lightly. One simple action may produce a result, but long term results won't happen from a one-hit-wonder in the world of SEO. We have found that many businesses partner with an independent contractor offering one or more portions of the SEO process who performs that task and is on to the next project. While this may create an influx in your presence online, it is likely not going to last long. As more content is added to the internet each day and search engines make continual updates, your ranking will fall behind other options. Establishing a partnership working with one company that manages the whole picture including strategy development, web design, SEO, social media, communications and public relations PR is the best scenario to create efficient, consistent results and promote develop a broader awareness for your brand.

To learn more about SEO download our FREE Special Report: SEO Tips & Tricks at www.GoldenServicesGroup.com.

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