



Search Engine Optimization (SEO) And More

How it Works

Keywords are placed as targets for search engines to find as they cruise the Web when activated by a person looking for something online. A Web presence is of no use at all unless you are found on the first page or two of any search. Without dedicated SEO, your Website is like a signpost in the middle of the desert; it exists, but is viewed by no one.

The people who search for you may be divided into two groups.

1. Those who already know your name and are trying to find out more information about you, whether it is detailed information on your products and services or merely directions or hours of operation. In this instance, you **must** be found at or near the top of page one of a search specifying your Company name. This lends credibility to your firm.
2. Those who are in search of a product or service that you offer and have never heard of you. This is a vast group of people from around the world. It is here that you can acquire a tremendous amount of new business. After all, these people are actually searching for the product or service that your Company offers. Now there are many comparison shoppers and casual lookers, but they are a group that are all interested to some degree in what you have to offer.

How does this compare to mass-marketing to the general public, most of whom have no active interest in your Company? Very well. If you carefully build your site to a point where it is found by all major search engines based upon your specific search criteria, you will receive a constant stream of inquiries from motivated buyers on an ongoing basis.

The criteria for being found by the search engines are in constant flux. The successful administration of a search engine optimization campaign (SEO) requires almost constant supervision and updating. Additionally we set up Pay-Per-Click (PPC) campaigns on your behalf to compliment your SEO activity.