



SEO SIMPLIFIED

Easy to understand fundamentals of
Search Engine Optimization

INCREASE VISIBILITY, INCREASE PROFITS

In today's business world, if your company cannot be found on the Internet, then you are lost! Internet marketing is critical to a company's success.

SEO is more than just a simple technique to increase traffic and sell products or services. SEO is a science; it is the most important and effective science existing on the Internet.

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SEARCH ENGINE BASICS

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The secret to success is knowing the rules of the game. Spiders do all the work that makes search engines so helpful.

Understand the spiders and you understand the **game**.



HOW SEARCH ENGINES SEARCH!

Search engines - like Google, Bing, and Yahoo - have a difficult job in organizing the Internet for us! They index hundreds of millions of web pages that are constantly being created, changed, or even deleted.

As website owners make these changes day-to-day, search engines have to rediscover the webpage and any changes that have been made, reporting back to searchers within a fraction of a second with any relevant results found.

In order to make this impossible task easier, search engines do all of their searching ahead of time and use millions of little minions known as spiders or bots to crawl each site, using a particular set of rules known as an algorithm to determine the relevancy of every page's content. The job truly is non-stop.

Spiders crawl the Internet every way they can, hopping from website to website. They collect data and report back to the mothership known as a search engine's index.

Each search engine has its own index, and that index is what tells the search engines which sites to show users when they search for certain word or phrase.

On the next page, we will learn how search engines began and why the algorithm is constantly changing.

SEARCH ENGINE BASICS CONT.

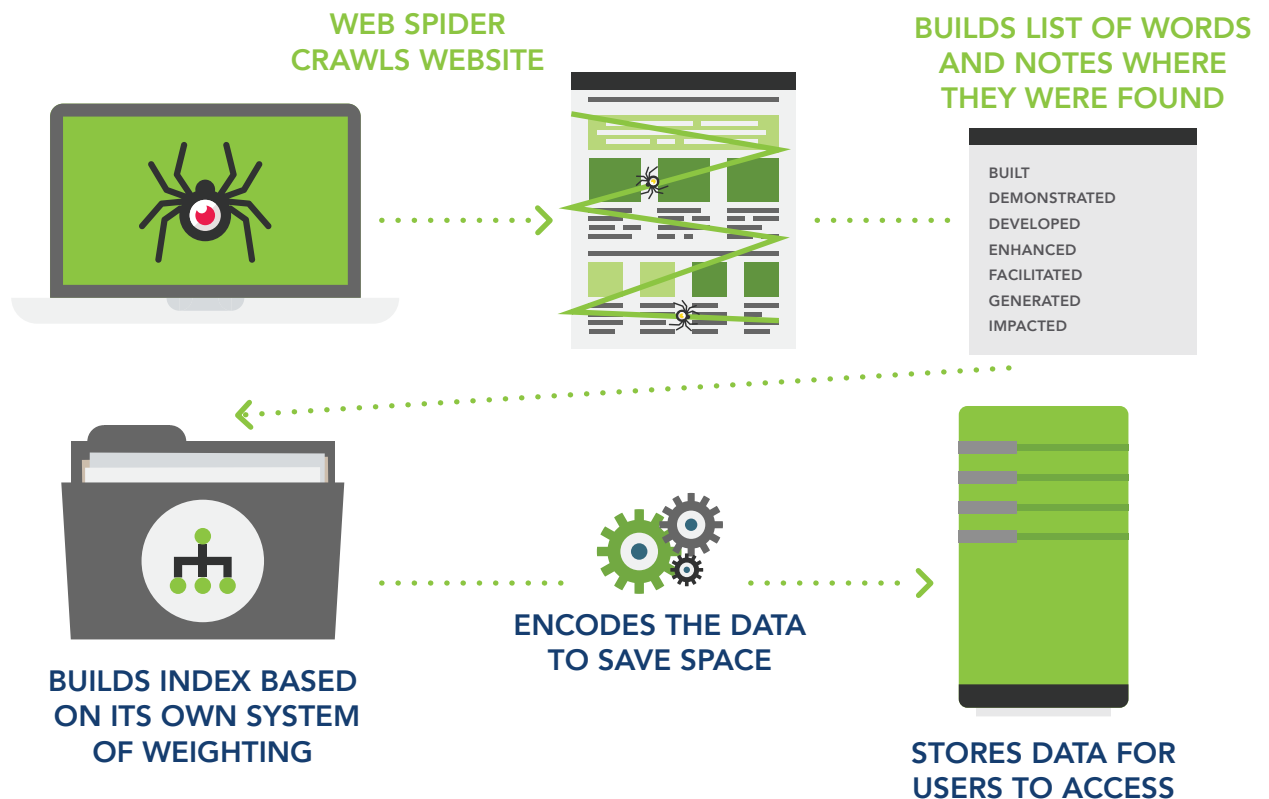
SPIDERS FOLLOW THE LINKS

The search engines we know today are acting and improving on the original rules of the Internet. For example, long before Google, Yahoo, or even America Online, the Internet existed simply as pages. URLs weren't advertised on billboards and flyers or handed out on business cards. The only way of getting from one site to another was through a link within an existing webpage.

As the Internet grew from a handful of pages, to hundreds, and then thousands, some website owners came up with the great idea to create directory websites where they would list all the websites they knew of. These directory owners eventually started capitalizing on publishing links, dictating the way that we surfed the Internet in the beginning.

Then came search engines. Search engines didn't want the ability to find a website to be so black and white. While search engines began as directories themselves, they eventually started coding spiders to crawl websites for links to other websites. This is how the index of websites and their addresses started to grow. And, as the search index grew, the need to organize became more and more relevant.

Over many years, search engines have worked to **improve their search engine algorithms** in an attempt to return the **most relevant links** to searchers.



WHY DO I NEED SEO?

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Think of your website as your showroom, your cashier, and your best salesman... Your showroom that never closes, and your cashier and salesman that never goes home nor takes a day off!



WHAT IS SEO?

SEO stands for Search Engine Optimization. It is the process of making a website as visible and prominent as possible in search engine results.

WHY SHOULD I BE CONCERNED ABOUT OPTIMIZING MY SITE FOR SEARCH ENGINES?

A fast-growing percentage of all retail sales take place online. That means that every year more and more money is being spent through websites rather than in stores.

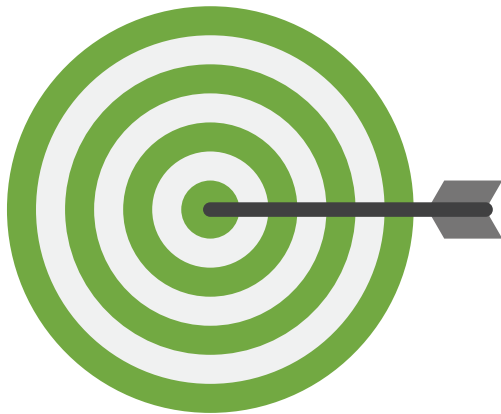
If a business does not take its place in the online world, it will lose that portion of the market - a portion that grows bigger every year.

At least 95% of all online sales start out with customers searching for products. Customers have the opportunity to search through hundreds of millions of websites out there, but in reality, they only see a few. If your website is one of those few, you get a chance at capturing those leads as potential customers!

Which websites are those lucky few? Well, it isn't luck; those websites are optimized for search results by constantly updating and changing with search parameters. Those websites understand SEO and the need for consistent, fresh, and high-quality content that other Internet users would want to link to.

HOW DO I START?

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HOW CAN I ADD SEO TO MY WEBSITE?

Optimizing your website for search engine traffic is both very simple and very complicated.

SIMPLE

Search engines want to find the website that best fits their customers' needs. So to be found, focus on being relevant and trustworthy.

COMPLICATED

Search engines determine the "best fitting" site by relevancy. Relevancy is determined by using hundreds of complex formulas called algorithms. Some algorithms are publicly explained, and some are carefully guarded secrets. Either way, they to change almost constantly.

EXPLAINING WEBSITE RELEVANCY

If you search for a phrase using the words "airline tickets", a search engine's first job is to find all the sites that have something to do with "airline tickets", then sort them by relevancy. Websites that provide the most information about airline tickets will be closest to the top. Websites that do not mention airline tickets as often and are visited less by others will be lower in search results. To increase your relevancy, increase the amount of information you provide on your site based around only a few keywords. But, here is where the complicated factors come into play. By having hundreds of pages that mention "airline tickets" as often as possible, you won't find your way to the top that easily. This is where site trust becomes important.

EXPLAINING WEBSITE TRUST

There are a number of ways to determine if a site can be trusted. Search engines look for sites that are visited often, are engaging to visitors, and are linked to by other respected sites (especially .gov, .edu, and .org websites). Each visit, upvote, comment, reshare, and link back is considered a small endorsement that will help push your content to the top.

Need Help or Have Questions?

Contact Us: www.lee