



EPSILON CONCEPTS

BE REMARKABLE

Search Engine Optimization

My goal today is to help you understand Search Engine Optimization (or SEO, as it is usually called) better and highlight the best ways you can optimize your web site for search engines.

To obtain a good understanding of SEO, it might be best to get an idea of how search engines work first.

A search engine (e.g. Google, Yahoo!, etc) is an information retrieval system used to find information satisfying certain criteria stored on the web. Search engines use Web crawlers (also known as spiders) to retrieve the information from websites. They then index the information for later searches and “rank” the data based on the relevance of the site’s content.

With that said, SEO is essentially the process of structuring your web site so that search engines find and index them better. This leads to an increase in the volume and quality of web traffic to your website from search engines, and therefore, better rankings. A wide variety of methods have been developed to do this, and are usually based on a combination of how search algorithms work and figuring out what people search for.

Not all businesses will benefit directly from SEO; but for those who do, here are some ways to optimize your website:

Concentrate on optimizing the content of your website for your target audience, instead of search engines. If you throw out everything I say about SEO, let this be the one thing you don’t. It sounds counterintuitive, but trust me, it works.

Because search engine algorithms place significant emphasis on searcher behavior, the best way to optimize your web site for search engines is to use the same terms your target audience is likely to use. Provide search engines with keyword-rich content while aiming for that connection with your target audience. This makes sure search engines easily crawl & index your site, and improves the interaction with your target audience.

Carry out some additional research to ensure the keywords you use are optimal for your audience. There are numerous tools, like that can help with this,

Also, remember that search engines have limitations. For example, they cannot interpret Flash graphics, frames, or Java links. You can still use these elements (and others like them), but you need to ensure that you provide the search engines with ample material they can use.

Last, but most definitely not least, remember that SEO is a process that takes time. There is no “secret” way to go about getting your web site to rank high up there. Just concentrate on appealing to your target audience, and getting your name out there. Remember, you already know you have a remarkable product that’s better than the competition and SEO is just one of the marketing tools you’re using.
