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How to Find the Best SEO Company for Your Website by Wesley

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If you're new to the world of internet marketing or hosting a business online then you're probably just now discovering how cruel a market this is. The internet is literally riddled with billions of web pages and most of them are never seen by human eyes. Why is this? With billions of web pages out there, the search engines can only display a select few on top of the search results. It's nearly impossible to tell everyone about every single site out on the web available without ranking them in a very particular way. There has to be order or else it would be complete chaos whenever you typed something in on Google.

Search engines use some of the following values when looking at what rank a website should be when a phrase or key phrase is typed in:

â€¢ The content on that website and how much value it has to a visitor. Google with its advanced algorithm and techniques can determine how much value a website truly adds to its visitors and if they will gain anything out of it. This is believed to be done by seeing if the page has any pictures and makes use of the H1 tag among having the proper keyword density.

â€¢ If the site is using mischievous blackhat techniques to try to hide content from humans but show them to search engines. Common methods of this were to hide content in 1 by 1 pixel or to set overlay to hidden in the customizable style sheet.

â€¢ How many people are actually staying on the website and aren't bouncing off of the site as soon as they see it. Also, how long are people staying on the site compared to how long they're staying on some of your competitor's pages are things Google is currently checking for engagement. When a user visits your page and they immediately exit the page without clicking on any other inner links, this is called a bounce and raises your bounce rate.

So if you have a website that needs to be compliant with all of this above and be more appealing to search engines, you'll want to consider hiring a search engine optimization company. There are plenty of internet marketing and SEO firms that can get you first place for just about any keyword you want.

Please Note: In order to rank for a keyword, most companies will charge you per keyword as some keywords will be a lot harder to rank for than low competition keywords.

When you're selecting a SEO company to work with or have do work for you, here's a couple of tips to make sure you've found the right one. You can easily type a search for "Search Engine Company" or "Search Engine Optimization" and chances are; if they're first in line or first in the results, they know what they're doing. However, there are plenty of great search engine optimization companies out there regardless of the position they're in, just ask them questions about their methods and ask them particular questions about how SEO works. If they're not following any of the tips above nor have any idea what you're talking about, save your money; they more than likely have no idea what they're doing.

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