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Reasons Why Your Web Presence Could Use Some SEO by Trevor Southwold

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As there are hundreds of millions of websites floating about in cyberspace, without some form of optimisation, nobody would ever find what they were looking for. This is why search engines such as Google and Bing have become ever more important in the world of the internet. Most people's internet experience starts with a keyterm search. So what can you do to make your site appear high in the results of searches? There are many things, but the easiest answer is; employ an SEO company to handle it for you.

An ethical search engine optimisation company will analyse your website from top to bottom. This is a somewhat laborious process but is essential if you want your site to be highly functional, easily searchable and relevant to the industry you are representing. Search engine algorithms 'crawl' through websites in order to find identifiers that indicate what the site is about. Some of this crawling takes place through the site's metadata (or code) and some of it takes place by checking the site's visible content. If your site does not feature enough information or is built in a way that obstructs search algorithms from completing the crawl, this is where problems occur. Search engines will not consider your site an authority or may even de-index your site altogether if it considers the content 'spam'. A website analysis may also or alternatively be listed as 'on-page' analysis by some companies. While the wording is different, there is no difference in the services.

If the company you hire is genuinely ethical, they should produce a detailed report following your site's analysis. These reports explain the company's findings in an easy to understand way and suggest ways to remedy an issues that were found during the initial analysis. Once this report has been submitted and discussed, they can work out an SEO strategy that will help boost your website's authority in the eyes of the search gods and suit the budget you allocate for the campaign.

The next thing that will occur is some keyterm research, through which it will be ascertained what keyterms web users search to find the information your site contains. A good SEO company will endeavour to find out which keyterms will give their clients the best results. The volume of searches, the relevancy of the terms searched and the level of competition that also rank for the same keyterms are all taken into account when undertaking this form of research.

If this all seems a bit confusing, contact a reputable SEO firm and request some information regarding their services, or simply browse a few websites and all will be revealed.

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