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Search Engine Optimization for Big Brands by Justin

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Optimizing a website for big brands is a great challenge for many Search Engine Optimization companies as each brand has its different situation. Especially communicating with all managers at different levels at the same organization is a problem in itself.

The Search Engine Optimization strategies which are used are almost the same for small/ medium companies as well as large companies. The difficult part for the SEO firm is the website of big brands. With small companies, the SEO firms have to work on a few hundred pages to optimize it, but with the big brands you have thousands of pages that need to be given proper time and optimization. And thatâ€™s not it, the web pages for the big brands keep on growing every now and then which makes things a bit tricky for the SEO firms.

The next obstacle is dealing with different departments and various people involved in maintain large websites. With small companies there is a small technical team taking care of the website and the owner of the company is the decision maker, but with big companies there is a complete hierarchy and can be twenty or thirty people making decisions for the same thing.

So with SEO firms dealing with the same situation, here are a few tips that can be used to make the process less difficult and easy to work.

â€¢ The endurance of the SEO work completely depends on the decision makers, which can be the President, Vice President or maybe the Board of Directors. Reach them and have them convinced of your SEO strategy. Itâ€™s better than talking to the clerks and waiting for ages to get the message delivered to the right person.

â€¢ While working on the SEO process, make sure you have at least one member involved in the process. From web developers to web designers, from the marketing team to the financial officers. SEO involves every single department which is involved in building the website to marketing the website. Even the President or the CEO should have a complete idea of what the strategy is and how much time and budget will it consume.

â€¢ The more number of people involved in the process, the higher the expectation will be of every individual. Explain everyone clearly that Search Engine Optimization is an ongoing process and takes longer to show result. It is not Pay Per Click which will show results instantly. Algorithms with Search Engines like Google, Yahoo and MSN etc keep on changing and SEO analysts do not have a control over it. Search Engines take a longer period to display links and results; sometimes it can take several months.

â€¢ Give them analysis and reports before starting so the company and the staff has an idea where they stand right now. Brief those about various risks and strategies involved and where the website will be in the upcoming months.

By following these small suggestions, the SEO firms can guarantee a good working environment and have a build a good relationship for a longer period. This way all the individuals involved in the long exhaustive process will have their hopes high and will show complete cooperation.

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