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Major search engines like Google, Bing, Yahoo and ask are constantly changing. Online is a demanding and challenging field to keep up with but is very doable with the proper resources and techniques applied.

What Is SEO

If you have a website, then you know traffic is the most important part of your website. You can have the best designers and best coders build your website but without traffic, it will never be seen. Search Engine Optimization (SEO for short) is the process of gaining natural organic traffic.

Every website has its own rank and place in major search engines when a certain phrase or keyword is typed in. A website has to be indexed and ranked for a certain keyword or phrase to show up however. In the search results, there's a list of 10 pages on the front page that are ranked highly for whatever it is you typed in.

How Does SEO Work

When have any kind of search engine optimization done for your site, there are a number of different outcomes depending on the work done. A few of the things you should look at and take into consideration are:

â€¢ Are the backlinks that were made from relevant sites? Do the sites linking back to yours have the same keywords or content?

â€¢ How popular are the pages that are linking to you? Are they random pages that gets absolutely no visitors or are they popular pages with a high page rank?

Page rank is basically the "rank" of a web page. When a site gets enough authority websites linking to it or builds enough online reputation, they can gain what's called a page rank. The maximum page rank is 10 and websites with higher page rank do end up higher in the search results compared to those with a smaller page rank.

What SEO Will Do For Your Website

If you have a website that you want to get more visitors to and ultimately increase business, you need search engine optimization services.

â€¢ SEO will put your website on the map of the internet and will make your website visible to all the search engines that matter. Google of course being the number one search engine to target because of how many people use it.

â€¢ Give your website backlinks and reputation. You can increase the overall reputation of your website with the use of SEO services.

Everyone who has a website needs search engine optimization. Whether you're selling a physical product or a service, you need your website to be out there in front of others. If your website is getting no traffic, that means you're not getting any more potential customers and could be losing money.

The amount of traffic you could gain from search engine optimizations will depend on a different number of things. The keywords that are being targeted, the quality of the site and the competition are a few different factors in determining your ranking capability even with search engine optimization. You should discuss the different variables and possibilities with a SEO expert or SEO company.

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