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## Why Do You Need Search Engine Optimization?

By George Meszaros

Why do I need SEO?

With over 100 million domains registered the Internet has become a crowded place. With so many more businesses competing for high search engine rankings, it is crucial to incorporate SEO into any successful web presence strategy. A web site without SEO is an exercise in futility. Having a great looking website with every feature you have dreamed of is meaningless without SEO.

SEO = Traffic = \$

Visitors make any web presence a success, and there will not be any visitors without SEO. No web site today can be successful without proper search engine marketing. There are two fundamental elements to search engine optimization, onsite optimization and offsite optimization.

### Onsite Search Engine Optimization

Onsite optimization has to do with optimizing the web site content for your target keywords. If your web site wants to rank for the keyword phrase "search engine optimization experts", you have to make sure the phrase is part of your web site content. Therefore, the page title, page text content, Meta and other tags should be optimized for your target keyword. One page should not be optimized for too many keywords. Instead, each web page should be optimized for a unique keyword. For example, the home page could be optimized for "search engine optimization", another web page for "seo expert", and another for "seo consultant", etc. Onsite optimization is important, but is not terribly effective on its own. It requires offsite optimization.

### Offsite Search Engine Optimization

Offsite optimization is the only way to achieve high search engine rankings for competitive keywords. In other words, if there are other businesses competing for the same keywords you want to rank for, you must have offsite optimization.

Offsite optimization is all about links. Links are like gold when it comes to getting high rankings. Without links your site will not achieve high rankings. Links are considered votes by search engines, the more links you have pointing to your web site from other sites the more important your site is. Links tell the search engines that others think that your web site is valuable, and valuable site are ranked higher.

### Beware of Guarantees

Some companies will guarantee page one search engine rankings, but reputable companies would

never do that. It is impossible to for an seo expert to guarantee ranking for any competitive set of keywords. Search engine optimization is a process of continuous improvement. You can expect improvements, but it is unrealistic to expect to be number one for a very competitive keyword phrase.

### Be Patient

As you know, the competition for high rankings is fierce. It is unreasonable to expect high rankings for competitive keywords for a brand new web site. Search engines value the age of a web site. The older a web site the easier it is to improve its ranking. Don't expect to knock out your competition by putting up a web site one day and expect to beat them in the rankings by next month. It is not uncommon for new sites to take six months to a year to get decent rankings for competitive keywords.

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## Get Search Engine Optimisation SEO Done In A Day

By Brian Hickie

If you have wanted to get your site higher on the results page when customers search for it on the World Wide Web, you probably are wondering how to do it. Here is how you are going to get your search engine optimization SEO done in a day, and then be able to forget about it.

Search engine optimization SEO is the way to get your page to the top of the search engines. There are several ways to start a campaign. The most difficult way is to do the search engine optimization SEO yourself. The easiest way is to go with a search engine optimization company that will do the dirty work for you. A search engine optimization agency is going to save you time and frustration, because they know what they are doing.

Getting search engine optimization set up in a day is totally possible. Of course, you aren't going to jump to the top of the Google results for your particular product overnight, but you can get the wheels in motions to slowly climb the pages until you are near the top.

The first step to doing search engine optimization SEO is to list your goals. If you want more customers to see your products, want to create buzz, or just want more traffic to your site, make sure to write it down. When you know what you want, you will be able to tell the search engine optimization agency, and compare agencies easily.

After you have your goals for a search engine optimization SEO campaign, you are going to look for a search engine optimization firm to do all of this for you. The best way to find a good company to do the dirty work for you is to find someone who has done this in the past and can give you a recommendation. If you don't have a personal recommendation, you can always enter "search engine optimization firm" in the search field and see what comes up first. The best people in the business are going to be on the first couple of pages. If they can't even get their own company towards the top of the search results, how will they get your company there?

When contacting a search engine optimization company, you are going to want to be as specific as you can about your goals and your website. You wrote down what you want, so it should be no problem to tell them what you want.

If you don't feel totally comfortable, shop around. If a search engine optimization company is pushing you to make a decision right away, you should probably decide to not go with them. A good agency will be open to you looking around, seeing if they offer the best services. If they aren't too excited about you shopping their competition, there should be some red flags.

By the time you have found a search engine optimization SEO company to do your marketing campaign, it will be around 4:30, and you may be ready to sign the contract. Make sure you read it carefully, being fully sure that it is what you want. Taking the extra half an hour to look at all of the fine print may just save a headache in the future.

It's time to go home from work, and at the end of the day you should feel good about being on the way to the top of the search results.

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