

SEO FAQ

Contributed by White Hat
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What exactly is SEO and why do I need it? SEO stands for search engine optimization -- what it means is to have your website optimized for maximum recognition by the search engines (sometimes termed as search engine ready), so your site will receive traffic and PR and have a prominent position in the search engines - that's why you need it. It prepares your web site to be spidered, indexed and ranked by the major search engines so that when internet users search for your keywords, your website will appear on their results page. When properly executed, search engine optimization yields targeted traffic to the site and increases revenues. Simple really SEO=MORE TRAFFIC=SALES!

Meta Tags

There are theories that haunt all seo boards and fall from jaded webmaster lips that say... meta tags do not weigh as heavily as they used to. This is considered an "on-site" optimization and has heavily been abused by black hat webmasters to gain an enhanced result position. However properly constructed meta tags are beneficial to a large degree and will reap benefits with all search engines. Lets face, if there is a slim chance that I'm right on this - is it worth risking leaving them and not doing them at all? Will the few minutes it will take you be better spent elsewhere - no, I think not! It may not influence some as much as it once did but I still feel them to be relevant. Remember, the intent is to drive qualified traffic to your site and not a massive load of non-converting traffic? It's not all and only about the SE's, you need the right surfer landing on your site too.

Linking Strategies

It is a critical piece of the SEO puzzle to learn about linking strategies and apply them wisely. A preferred method of linking is through directories and selected link partners. Every back link increases the chances that a search engine will find your site and index the pages. Also, each back link counts toward your overall "Page Rank" which may influence search result placement in certain se's. Be careful and don't link to less than ideal sites (link farms, etc) as this will have the opposite affect to what you are striving for.

As part of every linking campaign I would suggest submitting the site to every free directory that you can find. (See our main index for listings all in one easy to find place) There are hundreds of free directories that will include your site if it has quality content and it won't cost anything other than your time. Once done with the free submission ones, begin on the paid inclusion directories. How many and which ones will be determined by your budget and personal/industry preference. If you refuse to pay for a directory listing I strongly encourage you to reconsider once you feel that your site is well established.

Ezines, toplists, newsgroups, articles directories, ppc, special interest Chat boards, and even a little offline marketing from time to time should also not be discounted.

SEO - A Clever ongoing tactic.

The number one problem of most webmasters lack of spending on search engine optimization campaigns is under funding the whole thing. I strongly suggest that you put aside a portion of your profits to allow for an seo budget as an ongoing expense. Remember your website is your store, your shopfront and if presented and marketed correctly - you best sales rep to boot.