

## **What Is SEO?**

Search Engine Optimization (SEO) is often considered the more technical part of Web marketing. This is true because SEO does help in the promotion of sites and at the same time it requires some technical knowledge – at least familiarity with basic HTML. SEO is sometimes also called SEO copywriting because most of the techniques that are used to promote sites in search engines deal with text. Generally, SEO can be defined as the activity of optimizing Web pages or whole sites in order to make them more search engine-friendly, thus getting higher positions in search results.

One of the basic truths in SEO is that even if you do all the things that are necessary to do, this does not automatically guarantee you top ratings but if you neglect basic rules, this certainly will not go unnoticed. Also, if you set realistic goals – i.e to get into the top 30 results in Google for a particular keyword, rather than be the number one for 10 keywords in 5 search engines, you will feel happier and more satisfied with your results.

Although SEO helps to increase the traffic to one's site, SEO is not advertising. Of course, you can be included in paid search results for given keywords but basically the idea behind the SEO techniques is to get top placement because your site is relevant to a particular search term, not because you pay.

SEO can be a 30-minute job or a permanent activity. Sometimes it is enough to do some generic SEO in order to get high in search engines – for instance, if you are a leader for rare keywords, then you do not have a lot to do in order to get decent placement. But in most cases, if you really want to be at the top, you need to pay special attention to SEO and devote significant amounts of time and effort to it. Even if you plan to do some basic SEO, it is essential that you understand how search engines work and which items are most important in SEO.

## **How Search Engines Work**

The first basic truth you need to learn about SEO is that search engines are not humans. While this might be obvious for everybody, the differences between how humans and search engines view web pages aren't. Unlike humans, search engines are text-driven. Although technology advances rapidly, search engines are far from intelligent creatures that can feel the beauty of a cool design or enjoy the sounds and movement in movies. Instead, search engines crawl the Web, looking at particular site items (mainly text) to get an idea what a site is about. This brief explanation is not

the most precise because as we will see next, search engines perform several activities in order to deliver search results – crawling, indexing, processing, calculating relevancy, and retrieving.

First, search engines crawl the Web to see what is there. This task is performed by a piece of software, called a crawler or a spider (or Googlebot, as is the case with Google). Spiders follow links from one page to another and index everything they find on their way. Having in mind the number of pages on the Web (over 20 billion), it is impossible for a spider to visit a site daily just to see if a new page has appeared or if an existing page has been modified. Sometimes crawlers will not visit your site for a month or two, so during this time your SEO efforts will not be rewarded. But there is nothing you can do about it, so just keep quiet.

What you can do is to check what a crawler sees from your site. As already mentioned, crawlers are not humans and they do not see images, Flash movies, JavaScript, frames, password-protected pages and directories, so if you have tons of these on your site, you'd better run the Spider Simulator below to see if these goodies are viewable by the spider. If they are not viewable, they will not be spidered, not indexed, not processed, etc. - in a word they will be non-existent for search engines.

### **Why can't the search engines figure out my site without SEO help?**

Search engines are always working towards improving their technology to crawl the web more deeply and return increasingly relevant results to users. However, there is and will always be a limit to how search engines can operate. Whereas the right moves can net you thousands of visitors and attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal. In addition to making content available to search engines, SEO can also help boost rankings so that content that has been found will be placed where searchers will more readily see it. The online environment is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage in visitors and customers.

### **In General**

Search optimization is a hyper-competitive endeavor that requires intense focus and a thorough, up-to-date understanding of how the search engine algorithms and robots operate. The staff at SEO.com have been in the search engine marketing industry for over a decade and our tactics continuously evolve to meet the needs of our clients. In the uncertain world of search engine optimization, our straightforward approach has consistently delivered results, which is why we are

so optimistic about search marketing. We apply our proven SEO process so your website will achieve that same high level of success.

In addition to search engine optimization, we provide other Internet marketing services including: search-friendly web design, pay-per-click (PPC) advertising campaigns, link building programs, social media optimization, blog optimization and marketing, targeted local search marketing, and mobile marketing optimization.

Today there will be millions of searches performed on the Internet, many of them looking for exactly what you are selling. The process of getting your website to the top of the search engines is known as search engine optimization (SEO). SEO has proven to be one of the most cost-effective forms of marketing available. SEO.com is recognized as a world leader in the art and science of search engine optimization by Fortune 500 companies, emerging Internet entities, small businesses, and professional firms.

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