

News Letters

The Importance of Search Engine Optimization.

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First Page Results

The Importance of Search Engine Optimization.

Optimal performance in search engine marketing cannot be achieved by technology alone. Maximizing a website for highest possible positioning and ranking involves the strategic selection of keywords. This technique is a part of Search Engine Optimization (SEO).

The objective is to increase web visitor counts by ranking the site very high in search engine results. Using the most appropriate keywords describing the content of the site helps to achieve this.

It is not enough to add META tags and complete a search engine submission of a site. In order to obtain significant web visitor counts, first-page search engine results are imperative. When users type a keyword or phrase into a query box, they receive a listing of websites that presumably offer information corresponding to that keyword.

A determination of which keywords to use is essential when starting a website optimization campaign. SEO campaigns that offer high return consist of several factors including, but not limited to:

- Detailed keyword marketing research report
- Title tags
- Description tags
- Keyword tags
- Alt tags
- Comment tags
- H1-H2 tags
- Search engine submissions to top search engines
- Image optimization
- On page optimization
- Key phrase optimization
- E-mail Support

Using the Correct Keywords

To be listed correctly in the search engines, each page of the site should be optimized carefully. Due to the extreme amount of competition for general terms, key phrases must be specific. The more focused a site

theme is, the higher the ranking will be.

Consideration for what the target audience is looking for is crucial. Since the visitor may use a variety of keywords, incorporating as many relevant phrases applicable to the page as possible will optimize chances of the site turning up on top.

It is a good idea to study competing websites for their use of text and images. Also, observe how many different phrases were used and how many times these were repeated per page.

Did You Know?

Any images on a page can help listings.

Each image on a page can include a keyword phrase that relates to the visual. Even if an audience member has their images turned off when visiting the site, this text will still appear.

Related Topics

Pay Per Click – Pay only when a searcher clicks on a specific listing and connects to the site.

The website is listed by selecting keywords that refer to the product or service. For each keyword there is a determined bid. The higher one bids the higher the site will appear in the search results. This form of internet marketing is very useful because one is attracting the exact user that one is targeting. Furthermore, this method of marketing offers a very high ROI (Return on Investment) because one only pay for the leads that click through one's site.

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