

What is Search Engine Optimization (SEO)?

We run across many companies who are just getting started with a website, and also many companies who got a website several years ago, but they don't have a clue how to USE their website. What function is it serving them? Are they taking orders online? Selling to prospects? Or is it just rotting away?

The best way to explain search engine optimization (seo) is this: If you build the most beautiful spa ever; very relaxing, luxurious, one of a kind. But no one can find it, there aren't any good maps to it, no roads, etc. You will probably never reach the potential you could in a prime location. So in short **Search Engine Optimization (SEO)** is just that it is the "**LOCATION**" of the internet. And truly it is positioning your site for search engine optimization so the search engines can find it, and determine the worth of your content.

Wouldn't you like to give everyone a map to your website or store? Then you better get your website search engine optimized (seo) ASAP!

So what does CoueyWebDesigns do to fix Search Engine Optimization (SEO) problems?

Here are the basic Search Engine Optimization steps:

- Search Engine Research - Finding out what people ARE searching for, not just what you THINK they search for.
- Choosing what keywords to target - Why would you want to chase down words that no one searches for? On the other hand, do you think you can out gun the big names who spend thousands and thousands on their websites and internet marketing? So the key here is looking for your niches.
- Constructing the pages to be search engine optimized for those targeted keywords - This involves several different steps, depending on the site, and pages involved.
 - After you are done working on all your pages, you resubmit them!
 - There are 1 or 2 final steps for SEO but we don't wish to disclose those here. ** But we will make this point, why would someone spend a lot of time and money building a house and not put the roof on it? In the same regard why would you pay money to get a beautiful website and more business and not finish out the Search Engine Optimization (SEO) process??
- The overall process can take as long as 6 months to be fully realized. But generally we've seen progress in as little as a few weeks.

Search Engine Optimization (SEO)

Written by Administrator

Sunday, 06 January 2008 23:39 - Last Updated Monday, 28 January 2008 13:24
