

SEO

Chivell Internet Media

Internet Marketing Services

Search Engine Optimisation — SEO

This process is the ability to improve the visibility of a website in the search engine's unpaid results or organic results. Search Engine Optimisation involves many techniques used to achieve this end. It is categorized as on page and off page SEO. On-page SEO consists of everything that is performed on a website in order to make that site search engine friendly. On the other hand, off page SEO involves building backlinks to the site which helps increase its authority over time and the rankings on the search engine results pages or SERPs.

SEO has numerous advantages to a small, medium or large-scale business. It improves the online presence of a website thereby enhancing its rankings on the SERPs. Websites that rank in the first 5–6 positions on Google and the other search engines receive more than 65% of the total traffic received for that particular key phrase. If your site is not among the first 5–6 results on the SERPs, you will lose a lot in terms of money and customers over time. On the other hand, the vast majority of customers prefer to purchase their products and services online in this day and age. The online marketing world has come a long way and become one of the most effective yet affordable marketing strategies today. That's why you need to allocate a sizeable budget for search engine optimization from your overall marketing budget.

Search Engine Optimisation helps improve the rankings of your website on the SERPs. Businesses that rank within the first 5–6 results on the SERPs are more trustworthy in the eyes of your customer compared to businesses that rank down the order. They get more traffic and impressions, and these impressions and traffic are highly targeted to the product or service that you sell. The SEO process helps increase your conversion rates and profits over time. That's why you need to allocate funds to implement an effective search engine marketing strategy for your business.

On-page SEO involves everything that you do on your website in order to improve its search engine friendliness. You should include your main keyword in strategic places such as the title tag, description, image tag (ALT tag), header tags, and in the body of your content to make your site search engine friendly. That way the search engine robots can easily know what your page is about and rank it appropriately. But keyword stuffing doesn't work as in the past. You should not stuff your content with your main keyword to take advantage of the search engines. If you do that, your site will be penalized for keyword stuffing. High-quality and relevant content is essential if you want to get the best results from this strategy. The content should be written for your readers and not the search engine robots. Keep an eye on the keyword density when writing your content. Make sure you include LSI

keywords throughout the content and limit the keywords density to 1–2% the maximum. This is the best strategy to optimize your site for the search engines.

Off-page SEO includes quality link building and social media marketing. Link building is still the primary method to improve the rankings of your website. But you can't expect to build thousands of spammy links and rank your site like in the past. Low-quality links will not get your site anywhere. In fact, it may get your site penalized by Google and decrease your online reputation. Make sure you build high-quality, relevant links to your website. This will help improve the authority of your site and rank it higher in the SERPs over time.

Social media links are some of the most effective backlinks that you need to pursue if you want increased rankings on the SERPs. Google has included social media involvement as one of their algorithm metrics where ranking sites are concerned. Investing in a good social media marketing campaign to improve the rankings of your website in the search engines, will definitely boost your website higher and eventually to Page 1 and possibly No. 1.