

What exactly is SEO and why should I worry about it?

Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results. Other forms of search engine marketing (SEM) target paid listings. In general, when a search engine user types in a search term, sites that are listed higher on the page and are listed more frequently will receive a higher percentage of "click-throughs". Click-throughs can be tracked and measured. SEO uses many different methods to increase the site visibility including page structure, inclusion of search terms or keywords within the website content, and meta-titles and meta-descriptions. Additionally, SEO may target different kinds of search, including image search, local search, video search, news search and industry-specific vertical search engines. This gives a website web presence.

SEO has become increasingly complex as the major Search Engines, such as Google, Bing and Yahoo have evolved their search capabilities. Increasingly, the emphasis is being put on a "quality score" that attempts to rate the user experience as it relates to the "relevancy" of the page they visit to the information they were seeking. This means that keywords are decreasing in value and content is increasing. Users who search on a term, click through to a website and then leave immediately because it wasn't what they were looking for affect the quality score of the site for that search term. Relevancy is the new measure of SEO success.

Unless you want to your website to be a well-kept secret, you need to worry about SEO. The main reason you have a website for your business is so that potential buyers and clients can find information about you and your products. And, the increasing complexity of SEO means you need an expert to keep you and your site appearing high on the results page.

At Cerimage, our mantra is "Reach. Connect. Convert." Reaching the buyer is the first and most important step in the process.