

## Search Engine Optimisation

Why is search engine optimisation important?

Ensuring customers can easily find your website when they are looking for it is a critical consideration not to be overlooked. According to VeriSign, over 1 million new Web addresses are registered every month - that is over 40,000 per day. How do consumers find their way through all these sites? The answer is search engines.

You have probably heard of Google, Yahoo!, MSN and others. These are the big players in the search engine business and millions upon millions of people use them every day to find everything from stock tips to sports cars. Google alone boasts over 200 million searches every day, and that number keeps on growing. Even if you have never thought about search engines before, these statistics illustrate how important it is for your website to be listed in them. But being listed is not enough; you also need to achieve a high ranking in the search results to benefit from the considerable amount of traffic they can send to your website.

Have you ever wondered why some sites turn up at the top of any given search result while others are buried 10, 20 or 100 pages down?

There are specific techniques used when building a website that can determine whether or not a search engine can actually find the website to begin with, and then where it ranks that site in its database. These techniques are referred to as search engine optimisation (often abbreviated as SEO) and are really quite complex. That is because searchers demand only the most relevant results from their searches, so the search engines are constantly changing and refining the way they capture and categorise content. It takes an expert to understand this constantly evolving process and to implement the techniques that ensure a top ranking. Your Internet Consultant can offer these expert SEO services as part of your new Internet Solution, or as an upgrade to your existing website. Either way, this essential service will deliver more targeted traffic to your website, unlocking the full potential of your online presence.

To discuss a traffic (and profit!) generating SEO program for your website, contact us today.