

# What's the Big Deal About SEO?

*By Robert Nash*

## SEO is Vital to Your Website

Search engines, such as Yahoo, Bing, and Google are the main method of directing viewers to one's website. But if you manage a website, how exactly can you ensure those viewers find *your* site? With Search Engine Optimization, better known as SEO, one can fix up and promote their website in order to boost the number of visitors the site receives through those search engines. SEO involves several aspects such as the words found throughout, the content of a page, even the way other sites link to your page on the web. SEO is vital whether your site provides general web content, products, reviews, or even simple information.

## Poor SEO Equals Low Hits

While search engines may seem all knowing, they do need help. The major engines continually work at deepening their technological tentacles deep into the web, but it is still difficult to keep up. A recent study at Berkley determined that, on average, there are 7.3 million sites created every single day. At the end of 2012 there were 634 million active websites and 2.4 billion web-users worldwide. Obviously a website manager has to do all they can to promote their site in the midst of such tough competition. The right SEO can bring in thousands of visitors, while the wrong ones can also lower your site on page 164 of the search hit list.

## Who Can Create SEO?

SEO isn't the easiest thing to do with a website, but it certainly isn't the worst either. Understanding the basics can take you far! Learning about SEO is free and available online. Now depending on the amount of free-time you have, the scope of your business, and the depth of your website you may find hiring an expert to be the easiest route. There are numerous firms that provide these types of services.

## The Key is...Keywords

Choosing the right keyword is what will make or break the success of your website. It will determine your 'rank' when people search for your services or information online. Obviously, this doesn't need to be a quick decision. Think of it as market research for your site. What is it your potential customers are searching for? What will they type in that wonderful search box in order to come across your website?

With the right keyword research, you could predict changes in demand or create the services, content, or products that web surfers are actively seeking. Most of the online searches made are very specific. Think of the different results one would receive typing "necklace" versus "Open Hearts necklace collection by Jane Seymour". Not sure where to begin with your keywords? Google provides a great service called Google Adwords. It suggests keywords and provides an estimated search volume. This is just one of many resources available to assist you in keyword creation. Providing the right keywords could push your site to the top, as well as your page hits and sales.