SEO: What is it and how does it work?

SEO is also known as Search Engine Optimization, which means optimizing your web site or website’s content so that they can be found easily on search engines by people searching for specific terms easily. It is basically the art of getting your page found on the largest search engine in the world – Google.

Google ranks pages in terms of page rank and search term competitiveness. Typically, pages with high page ranks have high traffic flow, many social interactions such as blog comments and also many authority back links flowing into the website. The more competing websites for a particular search term, the harder it is to get your website on the front page of Google.

As we all know, getting your website on the front page of Google for high volume search terms is the key to getting tons of free traffic. Keyword or keyword phrase research often is done to determine the high volume search terms and advertising competition. Your goal is to find keywords with high search volume but low competition and blast SEO.

Here are some examples of SEO: Sprinkling keywords and keyword phrases in your website’s content. Normally, you would target a 2-5% keyword density for your website. Getting back links from authority sites of similar niches (pages with high PR and traffic volume),and using keyword phrases as anchor text links.

Essentially, a well SEO optimized website can easily be found on Google and will benefit from free traffic from search engines. Some marketers even go to the extent of hiring SEO experts or SEO copywriters to optimize their websites as the returns from the traffic often outweigh the costs of hiring these experts.

In summary, SEO can be easily learnt and applied in your online business platforms. The key to SEO success is to provide highly targeted, relevant content to your readers and Google will reward you.