

# How To Get Noticed By The Search Engines



Are you a business website owner that has been struggling to get your website noticed by the search engines even though you have been doing everything you can think of to get their attention? Rest assured.... YOU ARE NOT ALONE!

All search engines have "spiders" that crawl over business web pages looking for keyword enriched website page content, good SEO, and clusters of businesses linked together. It is very important to get noticed by the "spiders" of the search engines because people can't buy from you if they do not know that you are out there waiting for them.

What you need to do first is make sure you have the correct keywords on your website pages so that your website is SEO (search engine optimization) friendly! (If you do not know what to do where SEO is concerned... you need to find a website developer & designer (like me) who is good at performing SEO (search engine optimization) on the websites they create.) When creating your website pages, make sure you follow the rules of the search engines. Be sure to keep your title, descriptions, and keyword meta tags in line with what search engines want to see because if you overload or place incorrect keywords in any of them... the search engine "spiders" will see you as a spammer and you will be docked in the ranking session and sometimes even banned... so be careful. (Please keep in mind when doing your own SEO that search engines only allow you to have so many characters in your meta tags... going over the limit can get your website docked in the search engine results.)

Getting your website up in the search engines for ALL of your web pages can be a tough thing to do in some cases. It depends solely on making sure that you have good web page content (wording that includes the particular key words you use in your meta title, description, and keywords) and correctly performed SEO. When a search for an item is done on the Internet... the search engines compare the web page content with the SEO that has been done on your website..... doing a query of who's website fits the search request the best and that is when you see the search results in the search engines' web pages. Just because you have particular words placed on your website and included in your SEO doesn't guarantee that they will come up in the search engines when customers do a search for a particular product.

Having good SEO does not guarantee a placement in search engines. There is no guarantee where SEO is concerned because putting a guarantee on something like search engine optimization is impossible..... and anyone who guarantees results is a fraud. :) Not every page is going to get up in the search engines & achieve traffic on it. It depends on the level or amount of searches a particular product has..... and it depends on how often that product is offered on the net as well..... Some of your pages might never be ranked high enough to get traffic to that

particular website page. That is the reality of it all. It's important to remember that some phrases might be used more often than others and you can't just rely on the SEO to get up in the search engines. There are a lot of businesses that purchase advertising (pay per click or through big time advertising firms as well) to get their websites in #1 slots every time.... on all search queries. : ) It's extremely expensive... and most people don't have that kind of money to be able to do that.

Once you have completed all of the pages of your website including SEO, you will need to update your search engine optimization (the text on your home page, your meta tags, and your search keywords) at least once a year. Webmasters that are good at what they do.... will expect this of you. I typically charge \$75 a year for SEO updates/changes). Search engines notice and like it when you update your home page and meta tags on a regular basis. Be sure that you re-word the text on your home page so that the search engines will pick up on the changes you have worked so hard to make! You should also be sure to add some new keywords to the already existing keywords while you are at it! Keywords are important because that is what people actually type into a search engine to find your site and your products. No one can control what search engines do when it comes to ranking because they are so unpredictable. Be aware that sites that have the same content and meta tags don't do well in the search engines... so you will need to spend a few minutes updating your text on your home page & your meta tags!

Thanks so much for viewing this post... I wish you all great success!