

Why Organic SEO (Search Engine Optimization) Is Crucial



Dreaming of your website's success and your future? If so... this article is for you!

SEO or Search Engine Optimization is a natural specialized process or technique that involves analyzing your website's underlying code, structure, **link popularity**, keyword enriched content (text), & making enhancements so that the site is returned more prominently or favorably in the search results of relevancy-based, algorithm-driven search engines (such as Google, Yahoo, and Bing (used to be MSN)).

Organic SEO (a natural form of search engine optimization) is the natural series of techniques or practices of manually placing keywords strategically in the meta tags and web pages of a website which are used to improve the ranking of your website listing in search engines like Google, Yahoo and MSN.

Studies have shown that more than 90% of internet users use search engines to find services,

products, and information!

The organic optimization process is by no means easy... it's quite difficult actually. Getting listed in the top of a search engine's results page requires a great deal of work and understanding of the intricacies of organic optimization. You will need someone very experienced in the SEO field to accomplish such a feat.

Search Engine Optimization is the SINGLE MOST IMPORTANT part of having a website online! Your website's design is important and so is customer friendliness when it comes to a website, but **SEO is the single most important part of a website!** A well designed site and good product is useless unless your customers know where to find you. **SEO** is your first step to a successful online business. If your site does not appear prominently in the search engines for your business website name and at least a few of your products, no one is going to know that you are available for business and potential customers will go elsewhere.

SEO is very important when it comes to getting your website called upon when people do searches for products in search engines. Good **SEO** is crucial to a website when it comes to getting a website ranked in the search engines. **Link exchanges** are equally important and are in fact a part of **SEO**. Without link exchanges, your website will not rank as effectively in the search engines as it would if you had good relevant link exchanges on your website. Each search engine has "spiders" and their sole purpose is to crawl over your website pages! They look for website pages that are filled with enriched keyword content, proper coding of the website, **SEO (search engine optimization)**, and **link popularity (link exchanges)**!

As a search engine spider prowls your website, it gathers information and it compares the words within each of these sections and "ranks" the site dependent upon how well all of the

information matches. If your website pages lack the proper enriched keywords by not having good **SEO** then your rankings in the search engines will not be as good as if you would be if you had good **SEO** performed on your website. If you choose to do your own **SEO** please be careful because search engines can actually drop you in rank and they can even ban you if you do not follow the correct **SEO** procedures! As I said before, it's so important to have good effective **SEO** and it is even more important to have a website designer that knows **SEO** because that will ensure that you are ranked properly in the search engines and you won't have to pay the big \$\$\$\$ for a specialist to perform **SEO** on your website after your website has been created!

Search Engine Optimization takes time. A LOT OF TIME! A webmaster who performs SEO on the websites they develop... will ask you to give them at least 3 to 6 months to achieve ranking. When it comes to ranking in the search engines there are **NO guarantees**. If you trust your webmaster and they are willing to do your optimization for you then you should definitely try that first. A good website designer/developer (webmaster) will have the abilities to perform **SEO** on your site and will submit your website for you to the search engines, which are all very time consuming tasks.

In order to get sales and traffic on your website, you need to make sure that your site is optimized so that the search engines will find you relevant to a shopper's search and decide to place you on the search engine results page. Without search engine optimization your site will not come up in the search engines results. When **SEO** is performed correctly on your site, the **SEO** will enable your site to move up in the higher positions in the search engine results pages.

Search Engine Optimization (SEO) is an ongoing, **ALWAYS** changing process because the search engines are always changing and learning from themselves. Search engines are constantly growing and evolving! The search engine optimization that worked a year ago is now obsolete and no longer works. It is very important that **SEO** be done at the first creation of a website and then again **AT THE VERY LEAST** once a year!

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 quality 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 keywords 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 quality SEO does not guarantee a placement in search engines**. Actually... to be completely honest **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.

SEO (the text on your home page, your meta tags, and your search keywords) needs to be updated at least once a year. Webmasters that are good at what they do... will expect this of you. Search engines notice and like it when you update your home page and meta tags on a regular basis. I will often re-word the text on your home page a little bit so that the search engines will pick up on the changes that's been made! I often also add some new keywords to the already existing keywords as well! 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...!

Many new business owners have a misconception that when they start a business, shoppers will automatically come.... and **THAT IS NOT TRUE**. That might have been true 8 years ago... even 5 years ago... but it's **NOT TRUE TODAY!** Your website is not automatically visible on the web just because you opened it. The sales and traffic are not going to start flooding in just because your site exists. **Please understand... SEO is the first step to your websites success but it's not the only step. I cannot stress enough... you MUST do the work necessary to promote or market your website! Period!** No one else is going to be able to do that for you! A brand new online business has to compete with thousands of competitors for the shopper's business! **There are millions of businesses out there... just like yours.** A new store that is just starting out is a small child in comparison to the millions of giant moguls on the web! **THE WEB IS NOT AS SMALL AS IT USED TO BE 5 YEARS AGO...** SEO is **NOT** the one and only thing that needs to be done when you have a business website online. It is just an extra tool to help search engines read what your website offers and allows it to rank you better in the search engines for your specific keyword search terms. Please understand that **SEO IS NOT EVERYTHING YOU NEED.**

Without **SEO**, you will not be able to compete with your competition... and your company will eventually close it's doors because of lack of business. Success with an online business website is possible through **search engine optimization (SEO)** and **marketing or promoting your website!** Like I said before **SEO (search engine optimization)** is an ongoing process that is absolutely necessary to ensure your business's success.

Everything needs maintenance! Vehicles need tune ups, houses need maintenance performed on them, and even airplanes go into the hanger to get optimized for their next flight to make sure they are working exactly the way they should be. If you are a website owner that has the "upload it and leave it" way of thinking, please consider tweaking your **SEO** at least once a year because it will help to make you more successful. With accurate **SEO** performed on your website, you will find that the people visiting your website are... in deed... the type of visitor you are trying to target and natural or organic **SEO** is clearly the best marketing channel and way to achieve your goal of success!

Without proper **search engine optimization** it's very unlikely anyone is going to find you in the huge crowd of all your competition. Many people spend many wasted hours trying to pick the best keywords and finding as many link exchanges as they can but that's just simply not enough! When I first started out... I did that too but I am telling you it looks much easier then it is! The knowledge I've learned after years of hard work and research, trial and error, I am passing on to my clients so that I can use my years of qualified experience to help other work at home Mom's in the same situation I was in.

SEO is a skill that can be learned with time and a great deal of patience! It is my job to stay

on top of the technology and those who pay to rank for certain keywords and those who do unethical SEO practices. Without SEO you won't effectively rank high in the search engines and your business will suffer the loss of defeat at the hands of your competitors. I am ready to put my experience to work for you and **together we can make your small business flourish online!**

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