**SEARCH ENGINE OPTIMIZATION (SEO)**

Search Engine Optimization (SEO) is your golden ticket for better rankings in search engines’ natural results and can drive a high volume of qualified traffic to your site

Improve your ranking and visibility on Google and other search engines,

Google, Bing and Yahoo

Benchmarking

Monthly Reporting

Consultation

Website Audit

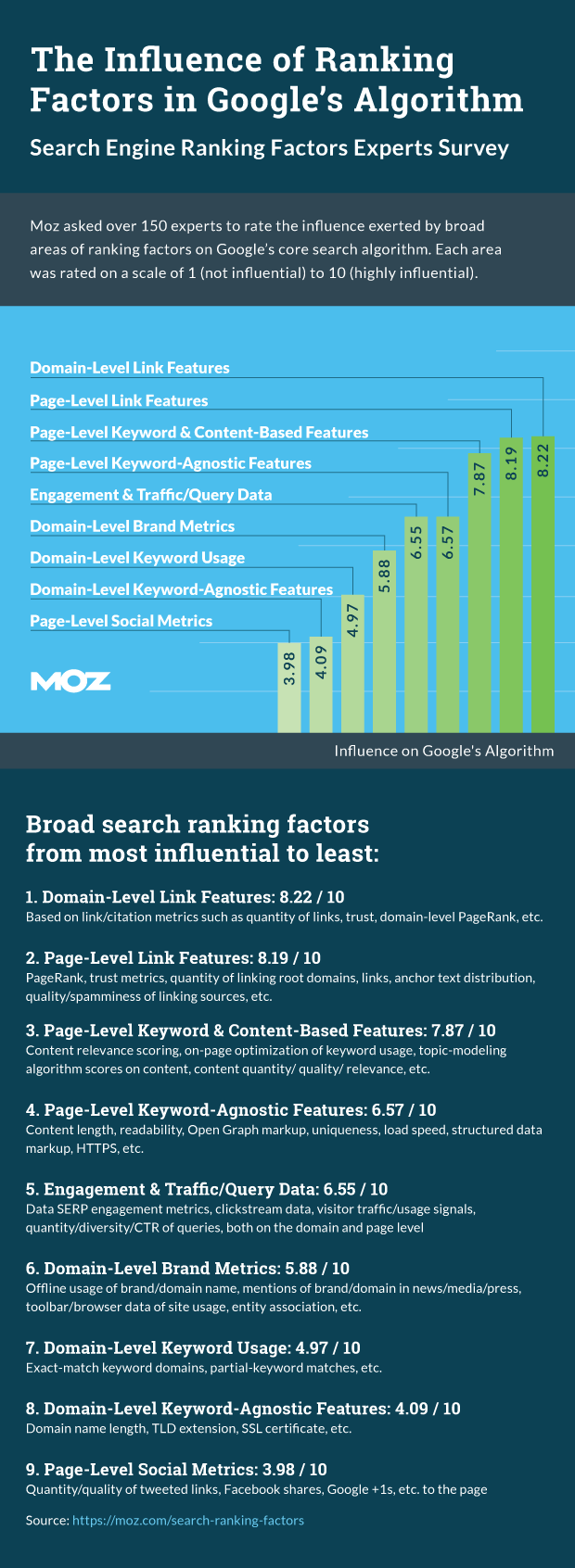
Detail on SEO

Search engine works as follow:

1. Crawling and indexing

The link structure of the web serves to bind all of the pages together. Links allow the search engines' automated robots, called "crawlers" or "spiders," to reach the many billions of interconnected documents on the web.

1. Search engines are answer machines. When a person performs an online search, the search engine scours its corpus of billions of documents and does two things: first, it returns only those results that are relevant or useful to the searcher's query; second, it ranks those results according to the popularity of the websites serving the information. It is both **relevance and popularity** that the process of SEO is meant to influence.



* Google recommends the following to get better rankings in their search engine:
* Make a site with a clear hierarchy and text links. Every page should be reachable from at least one static text link.
* Create a useful, information-rich site, and write pages that clearly and accurately describe your content. Make sure that your <title> elements and ALT attributes are descriptive and accurate. Use keywords to create descriptive, human-friendly URLs. Provide one version of a URL to reach a document, using 301 redirects or the rel="canonical" attribute to address duplicate content.
* Bing engineers at Microsoft recommend the following to get better rankings in their search engine:
* Ensure a clean, keyword rich URL structure is in place.
* Make sure content is not buried inside rich media (Adobe Flash Player, JavaScript, Ajax) and verify that rich media doesn't hide links from crawlers.
* Create keyword-rich content and match keywords to what users are searching for. Produce fresh content regularly.
* Don’t put the text that you want indexed inside images. For example, if you want your company name or address to be indexed, make sure it is not displayed inside a company logo.