# Search Engine Optimization

Search engine optimization (SEO) has been completely redefined with the introduction of new algorithm updates by major engine companies since early 2012. Without proper optimization practices your web pages are bound to be lost in the millions of pages of search returns, if not outright blacklisted by the search engines.

There is a lot more to effective SEO than most people realize. No longer does high search engine ranking depend on keyword-rich content, and hundreds of links within your site. Today and into the future, high rankings will depend on rich content that not only attracts and interests people but has them sharing your information across their Internet properties such as their own websites, blogs and social media platforms thereby creating natural links to your site. Sitemaps are critical for the search engine crawlers to index as many pages of your site as possible, as is research to determine the best natural keywords to include in content development.

Content development has become the most important factor in developing a site that ranks highly in the search engines. Content must be useful, unique and engaging for your users. This takes some effort to learn what your target market needs or wants to glean from visiting your site. Once their needs or wants are identified, the appropriate content must be developed to fulfill their goals, and the goals you wish to attain for your brand. Along with written copy, a combination of multimedia sources may be used such as videos and pictures to deliver your message.

Keyword research and placement are critical. Learning what keywords people are using to find similar products or services to your brand will help determine which ones to include in your content. In some cases, if a keyword is returning millions of results, it may be wise to search for keywords around it that may be less common in order to get your site seen. Placement of your keywords must occur naturally, and not sound forced. If keywords are forced into the content the practice is called “keyword stuffing” and sites using this practice are being penalized for it.

Sitemaps are basically XML documents created that provide search engines with a “table of contents” for your site’s contents and page links. Not all pages in your Website are automatically crawled by the search engine spiders, so Sitemaps are a critical piece of information that must be submitted in order to maximize your site’s exposure to them.

Hiring professionals in SEO may be your best option to propel your site to the top of the search engine rankings. Contact us to find out how we can help.