**What is SEO and Do I Need it for My Website?**  
Nowadays, building a great website and submitting it to float around in vast cyberspace is not enough. You will also need to use SEO, which is a proven Internet marketing system that improves the "searchability" of your website.   
  
Why is optimizing my website so important?  
  
People find websites mainly by typing keywords into major search engines like Google and Yahoo. Crawlers find, index, and rank the web pages that will show up in these search results. The crawlers have to sort through a large and growing mass of pages, so some pages have to compete fiercely with others while others never become indexed at all.   
The most common SEO methods to help increase your page ranking would be to write well-known keywords into the content and meta tags and to increase the number of incoming links known as backlinks. As a webmaster, you could also hire a search engine optimizer (SEO) to build a high-quality site from its earliest development. SEO is a tedious, time-consuming process that must be maintained, but it is essential to drive more hits to your web content. This is especially true as more and more websites spring up every day and compete for top page rankings.   
  
Add useful content and popular keywords to increase visibility

People use certain keywords and phrases to get to where they want on the Internet. Research the keywords that are used more often than others with keyword tools like Google Adwords and Wordtracker. If the keyword is very popular, you may not be able to compete with the older, more popular sites that have used it. If the keyword is not popular enough, you may not be able to drive enough traffic. That is where targeted keywords come into play. To find the best keywords, you will have to balance the two factors of competition and popularity.  
  
Create backlinks to drive traffic to your content  
  
Any backlink from any website will not do. A website will only drive traffic to your site if traffic is already driven to its own. Determine if the site you want to link to has sufficient web presence. Then go through the process of requesting an inbound link from the site owner and prepare for possible rejection.  
  
More individuals and businesses are turning to the Internet to promote their services, content, and products, so using SEO methods without preparation will not work. Increasing drive to your website requires a thorough SEO campaign that takes time and research in addition to financial investment. The harder you work, the higher up in cyberspace you will go.