

Why is Search Engine Optimization (SEO) Important?

The Internet has provided ways to revolutionize how we live our daily lives. It has crawled into the different dimensions of human lives- business, communication, information dissemination, personal relationships. People have made a paradigm shift towards using the Internet to aid them in their daily activities.

With this context in mind, many people are continuously struggling to get noticed in the world of the Internet. Websites are growing like mushrooms everywhere, every time. How can one's website get past the millions of other websites and eventually be noticed by its target audience?

Search engine optimization aims to achieve the goal of getting more visitors to a website by helping it get higher rankings in the search engines. This simply means that search engine optimization's goal is to make a website appear on the first pages, if not the first page of a search done through the search engine.

There are two ways to be able to get noticed by search engines. One is through pay-per-click-advertisements. A good example of a pay-per-click system that is employed by search engines is the Google Adwords system. It has created a hype and has given Google around 5 billion dollars in terms of revenue per year. Webmasters can place their bids to be shown when a keyword is searched by a surfer. The highest bidders will get their sites to appear first when the search is being done.

The second way of getting high rankings from search engines is through organic searches. Search engines evaluate websites by using what they call "spiders." These programs scan the websites and collect information about them. They then collate the information and pass it on to the search engine. This area is primarily the main arena of search engine optimization. It utilizes a set of methods to be able to get search engines to list the website on high ranks.

Traffic

The main purpose of search engine optimization is to increase the traffic generated by a website. Websites are built to be seen by Internet surfers and search engines can help it achieve this goal.

The power of the search engine should not be underestimated. It is one of the building blocks of the foundation of the Internet. A survey showed that 90% of all Internet users employ search engines to aid them in their Internet-related activities. Google, the dominant player in the search engine industry, generates

70% of all search-related Internet activity.

People and Search Engines are alike

Search engines behave like people. They like websites which contain substantive information about a certain topic. The best sites usually appear first in search engines because people like them as well as the search engines.

Search engine optimization does not only generate traffic, it helps maintain the traffic. The behavior of the search engine is indicative to the behavior of the people who visit the website. Search engine optimization leads to the optimization of a webpage or a website. It will lead to a website which is more organized and a website which contains substantive information.

Target Audience

The use of the search engine to be able to target one's target audience is one of the most effective Internet marketing strategies. It is not like other on-line marketing techniques (such as email marketing) which can lead to a lot of leakages in terms of targeting the right audience.

Search engines segment the market and connect the right people together. People search for topics which they are interested in and this is the main strength of search engines in connecting markets together.

Cost Effectiveness

One can do search engine optimization under the assumption that he knows what he is doing. Search engine optimization is a full-time job and has a very long learning curve. This is why most people would resort to out-sourcing the job to experts who are good at what they do. One should be cautious, however, in hiring a search engine optimization company or consultant. Factors such as pricing and service should carefully be assessed before signing a deal. If done properly, search engine optimization is a very cost effective way of getting more people to know about one's products or to know about a certain issue or event that a website is disseminating.

SEO is very important for websites since it determines the position of the website in comparison with its competitors. It does not only generate traffic from the targeted audience but is also a cost-effective way of optimizing the website.