

5
TIPS FOR
Search Engine
Optimization



5 Tips for Search Engine Optimization



How much time and budget is required for a first page position?

There is no magic number that will ensure your website's position. Every industry has its own set of keywords that are used in common searches. Some of those keywords are more competitive than others, meaning that more companies will be targeting them. If you plan to target high-competition keywords, then you have to be prepared to spend some time and effort. Usually, high-competition keywords require skill and devotion, so your best bet is to get time and cost quotes from a few SEO service providers in your area.

My website is on the first page in Google, but not Bing - Why?

Google and Bing have different search algorithms, meaning that they do not rank websites in the same ways. For instance, Google relies heavily on the authority of other sites that link to yours. This is referred to as 'link juice'. On the other hand, Bing puts more weight on the age of your domain or address. In both cases, it is still important to implement the basics of on-page SEO, but certain qualities of your site may appeal more to one search engine than another.

Do blogs help with SEO?

Blogs are an excellent resource of updatable and unique content on your website. Search engines (especially Google) love fresh content and tend to crawl through the site more often to index new pages and posts. Blog posts give you the opportunity to write keyword-rich information without worrying about coding issues or site structure (blogging systems generally have good site structure already). Of course, like any aspect of SEO, blogs are not magic bullets. It takes dedication to write relevant posts on a regular basis.

I just had my site optimized but I'm not seeing any improvements, what's going on?

Search Engine Optimization does not give immediate results. Each individual search engine has a "spider" that crawls through websites and indexes them. Crawling happens naturally over time, so changes may not be noticed right away. This means that if you recently completed a link-building campaign, then the links must be crawled and aged before they take full effect. Typically, you will see your best results six months after SEO and link-building services are complete.

Do my Facebook and Twitter links help with SEO?

This is a popular question thanks to the prevalence of social networking sites. Many profiles on facebook are private - so the links on those profiles are inaccessible by Google. Also, the majority of links on facebook and twitter are tagged with a "nofollow" attribute, which instructs Google not to flow any link juice. This means that facebook and twitter do not directly increase your PageRank. However, they can still drive relevant traffic from people who view your profile and click on links to your site.

LINK BUILDING **BONUS TIP:**

Offer freebies and/or useful information on your posts. If people see your blog as a valuable resource, they are more likely to link to your site.