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What is Search Engine Optimisation (seo)?

1. What is Search Engine Optimisation (SEO)?

Search Engine Optimisation is the process of preparing a web site in order to achieve search engine rankings that drive traffic to your site. SEO is an ongoing process beginning with the initial optimisation of the site, monthly maintenance of the site, regular evaluation of search results and adjustments to the site.

2. What good is having a web site if it is not being seen?

90% of Internet buyers are turning to search engines to find the products they want. Google alone conducts over 150 million searches a day. In fact, for more details visit to www.the20seotools.com recent studies show that purchasers are about 12 times more likely to buy your products or services after finding your site through a search engine than all other traditional advertising methods combined (including trade shows, print ads, direct mail, radio, and even television)... at a fraction of the cost! Why? Simply put, when a consumer finds you through a search engine they are ready to buy. With traditional forms of media, you are broadcasting a message hoping to reach the right consumer at the right time.

As searchers generally only explore the first two pages in the search results, achieving high rankings on the search engines will make an enormous difference in the amount of visitor traffic your site receives.

3. Why doesn't my web site rank very well in the search engines?

Having your web site rank high in the search engines is a science and the rules for search engine optimisation (SEO) are always changing.

Here are some reasons why you may be having poor ranking:

- Incorrect usage of the TITLE tag or no TITLE tag content.
- Too many occurrences of the same word in a page (spamming).
- Missing H1 and H2 heading tag content.
- Missing ALT tag content in your graphic links.
- No meaningful content in the first 250 characters on each page.
- Less than 200 words per page.
- Very few pages on your website.
- No links from other web sites to your web site (link popularity).

4. How does the Search Engine find websites?

There are two ways a search engine can find a website to add to its database. The first and most direct method is to accept submissions from web site designers and optimisers. Most search engines have a "submit your URL" section inviting submissions from Internet users.

The second, and least obvious method of finding websites is to send a "spider" to follow each and every link on, for more details visit to www.offline-promotion.com off, and through a website. New URLs encountered by the spider will be added to the database. In this way, some search engines will grow very rapidly.

5. How long does it take for SEO results to kick in?

The amount of time required to see results of search engine optimisation work range anywhere from 2 weeks to a few months. This is dependent on how often search engines update their index and subsequently re-rank sites. The Google Dance for example is almost a spectator sport among the SEO community.

6. What is my site ranking dependent on?

Site ranking tends to be "cumulative" and is dependent on the following factors:

- The specific keyword phrases (search terms) that have been targeted
- The overall competitiveness of your industry - how many players are there
- Whether you are targeting a regional, national, or international market
- How well ranking is monitored and the site tweaked over time for SEO improvement

The progress of your inbound linking campaign
Number of competitor sites achieving new ranking themselves.

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