

## SEO Overview

Search Engine Optimization, or SEO as it is often referred, is simply optimizing your web site content for search engines to "crawl" and index. The end goal is to get your web site into the top rankings of a search query specific to your particular product or service offering.

When a search engine finds and indexes your web site, they don't view it the same way that you or I do. They don't see all the graphics, and page layout. They see lots of HTML and other code, which they sift through for relevant content. What may seem like a beautiful page to a human can appear to be a bloated mess to a search engine, thus limiting how far they even get into your page to find content. A properly optimized page utilizes the best of both worlds that allows a page to appeal to the human eye as well as simple and efficient enough to appeal to a search engine crawling the site for content.

Our SEO services are broken into several sections listed below:

- Keywords and Phrases
- Site Optimization
- Page Rank
- Ongoing Maintenance

One last note on SEO practices...you must be very careful when contracting a company to provide SEO services. There are a lot of shady SEO practices out there, especially services that "guarantee" a certain search placement, or other such guarantee that seems too good to be true. Remember what mom always said about that.

Our SEO services take a holistic approach to the problem, and we address each portion as a sum of the whole instead of applying band-aid fixes here and there. A properly implemented SEO strategy will get legitimate results but does take time and effort to achieve these goals. We would love to sit down and explain how we do things, so contact us for a free SEO consultation to go over your needs and our services.

Lastly, because we get a lot of clients that have already fallen into this trap, shady and misleading SEO practices can hurt your site in the long run. Search engines actually punish web sites that engage in these practices. Being blacklisted from Google can cost you thousands and thousands of dollars in lost revenue as well as make it virtually impossible for your target audience to find you through a search query! Think about that very carefully before you engage ANY business to help with your web site optimization.