

For your web business to be productive; you need effective visibility for your web site.

According to Forrester Research, 73% of customers use search engines to find new Web sites. A web business that is offering products or services would be an ideal candidate for a solid and comprehensive search engine marketing campaign.

One of the most creditable ways to achieve high visibility for your site is by utilizing search engine optimization or SEO services.

What is SEO?

There is a lot that goes into achieving high organic search engine rankings. In case you're unfamiliar with the concept of "SEO," it refers to the art of modifying a web site's properties in order for that site to appear in the top search engine results on Google, Yahoo, MSN and a variety of other search engines.

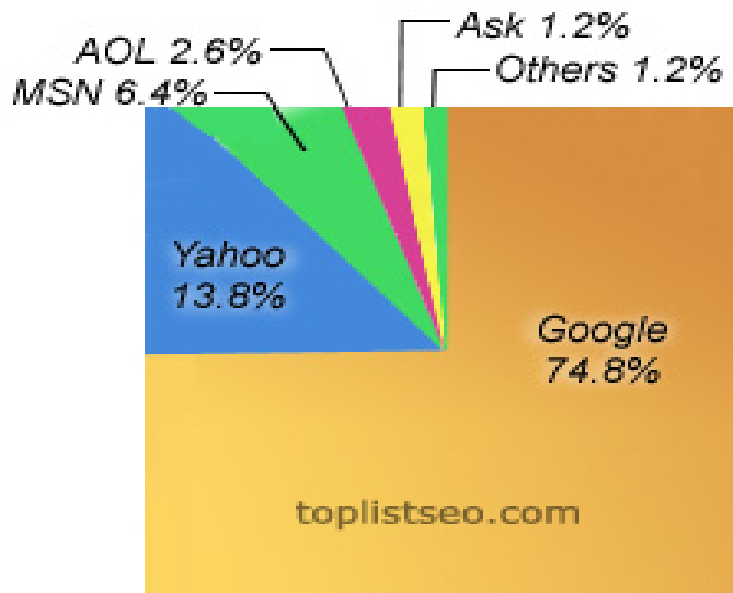
Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a website from search engines via "natural" search results for targeted keywords. Usually, the earlier a site is presented in the search results or the higher it "ranks", the more potential customers will visit that site. SEO can also target different kinds of search, including image search, regional search and industry- specific vertical search engines.

SEO or Search Engine Optimization (SEO) is often considered the more technical part of Web marketing. This is true because SEO helps in the promotion of sites and at the same time it requires some technical knowledge - at least familiarity with basic HTML. SEO is sometimes also called SEO copywriting because most of the techniques that are used to promote sites in search engines deal with text. Generally, SEO can be defined as the activity of optimizing Web pages or whole sites in order to make them more search-engine friendly. This way the site gets higher positions in search results.

As a marketing strategy for increasing a site's relevance, SEO considers how search algorithms work and what people search for. SEO efforts may involve a site's coding , presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site. Other, more noticeable efforts may include adding unique content to site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users.

TOP Internet Marketing teams at www.TOPListSEO.com provide a wide range of SEO services.

You can learn more about these search engine and Internet marketing strategies in the following report.



Who are the Major Search Engines?

No surprise, Google currently holds the #1 spot. We remember when Yahoo was king and Google had yet to be born. In the early days there were a dozen or more search engines considered to be major players. Today, Google, Yahoo and MSN collectively dominate over 95% of all search engine traffic (keep in mind that AOL pulls their results from Google as well). Thus, when it comes to [search engine optimization](#) and [search engine marketing](#) services, our main focus is generating top positions within the big three - Google, Yahoo & MSN.

[Google](#) also supplies results to Earthlink, AT&T and dozens of other partners. [Yahoo](#) has since purchased Overture, AltaVista, FAST and Inktomi, making them Google's #1 competitor.

Other smaller search engines include Ask, Dogpile, Excite, Netscape, MetaCrawler, Search.com, AllTheWeb, Lycos and HotBot.

Only 16% of all Web pages registered to search engines are actually indexed – meaning that billions of Web pages are invisible to search engines. - Web Developer's Journal.

Get your site indexed today, contact www.TOPListSEO.com.

How Search Engines Work:

One important thing to understand about SEO is that search engines are not humans. While this might seem obvious, there are major differences between the way humans and search engines view web pages. Unlike humans, search engines are text-driven. Although technology advances rapidly, search engines are far from intelligent creatures that can feel the beauty of a cool design or enjoy the sounds and movement in movies. Instead, search engines crawl the Web, looking at particular site items (mainly text) to get an idea what a site is about. This brief explanation is not the most precise because as we will see next, search engines perform several activities in order to deliver search results – *crawling, indexing, processing, calculating relevancy, and retrieving.*

Common Search Engine Principles:

To understand SEO, you should be aware search engine architecture. All search engines contain the following main components:

Spider : A browser-like program that downloads web pages.

Crawler : A program that automatically follows all of the links on each web page.

Indexer: A program that analyzes web pages downloaded by the spider and the crawler.

Database: Storage for downloaded and processed pages.

Results Engine : Extracts search results from the database.

Specific implementations of search mechanisms may differ. For example, the Spider+Crawler+Indexer component group might be implemented as a single program that downloads web pages, analyzes them and then uses their links to find new resources. However, the components listed are inherent to all search engines.

Search Engine Marketing is accomplished with several strategies, here are a few:

- On-Page Optimization
- Off-Page Optimization
- Press Release & Article Copywriting and Submission
- Blogs & Forums
- Social Networking
- Link Building

97% of Fortune 1000 Companies have some type of site architect problem that will give them problems being found by search engine. - Intelliteam.

**Take advantage of proven results from our team of experts contact us
Info@TOPListSEO.com**

Important SEO Facts:

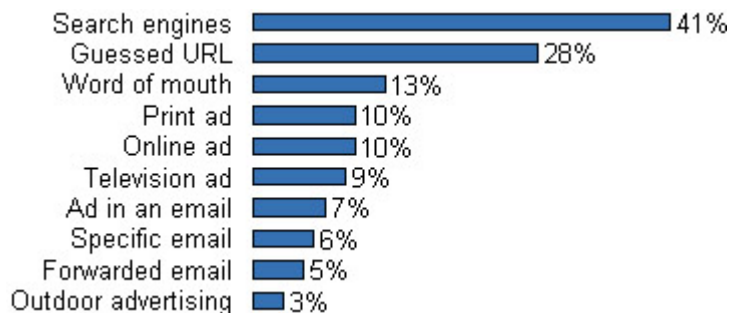
Another basic truth of SEO is that even if you do all the things that are necessary, you are not automatically guaranteed top ratings. But if you neglect basic rules, these will not go unnoticed. Also, if you set realistic goals, i.e. to get into the top 30 results in Google for particular keywords, rather than be the number one for 10 keywords in 5 search engines, you will be more satisfied with your results. Let our team help you establish and meet your Internet marketing goals – visit www.TOPListSEO.com today.

Although Search Engine Marketing will help increase your site traffic, SEO is not advertising. Of course your site can be included in paid search results for given keywords, but the idea behind SEO techniques is to get top placements because your site is relevant to a particular search term, not because you pay.

How much influence do search engines have over online purchases?

According to Piper Jaffray, the cost to acquire a customer is about \$8.50 for search, \$20 for Yellow Pages, \$50 for online display ads, \$60 for e-mail and \$70 for direct mail. - Reuters.

When online users were asked how they found the websites they purchased from, a survey from DoubleClick revealed the following results:



Get the best return for your marketing dollars contact Info@TOPListSEO.com today.

SEO Benefits:

Tagged Traffic: SEO can increase the number of visitors who are actively searching for your service or product.

Promotion that doesn't sleep: Imagine having your own marketing and promotions company working exclusively just for you! One that works 24 hours a day, 7 days a week, 365 days every year. That's the benefit of SEO!

Increase brand visibility: SEO can give your brand a high international profile-and for a comparatively low outlay.

High ROI: Pound for pound, dollar for dollar, SEO brings you a higher Return On your Investment than any comparable form of marketing.

Higher Sales: SEO can mean increased sales of your product or service.

Faster, smaller pages: Properly validated and optimized files will be smaller and leaner, meaning less server overheads and quicker download times.

Long term positioning: Once in place, a properly designed and optimized site should stay long term in the rankings compared to PPC where costs and outlay are ongoing and unpredictable.

Cost-effective: SEO is among the most cost-effective ways of marketing.

Accessibility: Observing sensible optimization procedures can make your site more accessible to all users.

Cross-browser compatibility: A properly optimized site will be as near as possible validated to high standards. This means that it should work in all W3C-compliant browsers, meaning your site may be viewed by the greatest potential number of visitors.

Navigable by the engines: All links should function correctly and all pages should be accessible to the engines, thus making your site easy for the engines to index and properly categorize.

**93% of customers do not look past the first two pages of search engine results. -
*Jupiter - Media Matrix.***

Let TOP Internet Marketing Experts get you listed on the first page of major search engines - www.TOPListSEO.com or call (619) 540-1154.

Search Engine Optimization Tips:

Search Engine Optimization or SEO is the process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be found by the search engine.

As each search engine has different guidelines by which it ranks the Web sites, it is very complicated to please them all. Google is the leader search engine, more than 90% of the Internet users search for answers on Google, so I would say try to optimize you Web site following Google webmaster guidelines. Following these guidelines will help Google find, index, and rank your Web site better.

To create a search engine optimized Web site you have to think upon the subject you want to develop, make a list with all the keywords and key phrases that best describe that subject and users are more likely to search for and try to find a domain name that includes the primary keyword. When you establish the structure if your Web site, filenames should ideally contain similar keywords to the tag.

The second step is to concentrate on the design and content. Google ranks higher in the search results Web sites with useful, clear, accurate, information-rich content, especially on your home page. Think about the words users would type to find your pages, and make sure that your site actually includes those words within it. The total number of keywords should represent between 5% and 20% of the total number of words on a page. The number of times a keyword appears on a page (that's the density of a keyword) should be between 1% and 6% from the total number of words on a page.

Avoid hidden text or hidden links. If your site participates in an affiliate program, make sure that your site adds value. Provide unique and relevant content that gives users a reason to visit your site first.

SEO Potential Issues

- **SEO is a Long term process.** Changes are not immediate and take weeks to several months to improve ranking. [TOP SEO Services](#) use proven methods to get sites listed in top positions relatively fast by working with keyword maps.
-
- **SEO Services require continued attention.** Just because your site achieves a top rank doesn't guarantee that rank will remain if no work is performed. Our teams help you achieve a good position in search engines and then ensure we achieve good positions with multiple keywords. The commitment we ask for is to allow us to continue to perform work for your site to achieve continued success at the top search engine positions. While long term work may appear to be a disadvantage, it is similar to PPC bidding and costs substantially less.

Search engines account for 85% of new visitors to most sites. - Georgia Institute of Technology

Let TOP Internet Marketing Experts give you the best Internet Marketing exposure
www.TOPListSEO.com or (619) 540-1154