

What Is Search Engine Optimization?

SEO is improving a websites overall performance by optimising it to its full potential to make it rank better on Google. Out of each of the search engines, Google is the most popular. Google's main objective is to provide its users with the most authoritative and relevant results. Google is always crawling sites searching for links to each site. The more quality back website links Google finds from other websites the more Google will value the site and see it as an authority in its subject. In other words, the more quality website links a website has from other websites the more likely it is to get more visitors from the search engines.

Getting Your Site to Show up in the Search Engine Rankings

Your blog or website will perform much better in the search engine results by getting other Site owners to link out to your website or blog. Having good articles and other content on your website gives other Site owners something to link out to from their site. Every link out to a website in Google's eyes is seen as popularity signal and Google rewards these blogs and websites with a lot better rankings. Google wants its users to be able to retrieve the most relevant info when they conduct a search.

So How Does Google Choose Which Sites Ought To Be At The Top Of The Search Engine Results?

The vast majority of pages in the top ten positions of Google's search results all have one thing in common - high domain and web page authority. In order for you to try to compete with one of the high authority pages in the search results, you will need to create an authoritative web page on your site that blows the competition away. To create a web page on your website that is a domain authority in its topic it will need to be interesting, engaging and useful for its audience to want to share it on the likes of Twitter and Facebook. Every time a web page is shared to a social websites platform, Google recognizes it as another vote of confidence and importance. Once Google has taken all of these domain authority signals into account it will reward your blog page with a higher placement in the search results.

Follow The Three Steps Below And They Will Bring You Success

1. Write articles or blog posts that contain keywords that your website visitors might type into Google to find what they are seeking.
2. Be sure that the pages on your site have share button on each webpage so your readers can share your articles with a simple click of a button.
3. Keep doing it!

Seo is practice of optimising all elements of a websites performance so it ranks higher on all the big search engines. In many respects, website seo is similar to quality control for a website or blog. Unfortunately, the seo business is the least understood industry by outsiders. As with any industry, seo has its fair share of dishonest agencies who overload their potential clients with all kinds of technical jargon to confuse them. You could randomly speak to an seo company on your phone right now and ask them what is Search engine optimisation and you could be on the phone for over one hour and still be puzzled.

Our team does not scare off potential clients with all kinds of technical jargon. We would much rather our clients understand what's involved and how we accomplish our results. It is

important to us that our clients understand what we're doing for them and why.

How Do I Get Backlinks?

The best way of getting high-quality back links to your site is to give your audience high quality articles that they enjoy reading and will naturally want to share on social networks. If you write useful, engaging articles for your target audience they are far more likely to hit the share button on the blog page you're reading. Try to keep in mind that quality website links to your site will always benefit your site more than low quality spam back links from poor quality sites.

A Brief Rundown of This Article

Do not rush to create a new website without conducting some research .Try and figure out what your potential customers are searching for online. When you've researched what it is your customers are looking for you can use that important information to create an authoritative, engaging, helpful article that target audience will want to link to and share on social media. If you use the info in this guide for your website, you will surely get more visitors, backlinks and shares.

One last thing, if you don't enjoy researching and writing articles please do not hesitate to give us a contact and we can take care of for you.