

# PANAMA CREATIVE

THE WEB. AND MORE.

## What is SEO ?

### About Search Engine Optimization

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#### ABSTRACT

An introduction into the meaning and benefits of Search Engine Optimization



## What is SEO?

**Search Engine Optimization (SEO)** is the process of improving the volume or quality of traffic to a website from search engines. It is a major part of Internet Marketing. Generally, the higher a site appears in the search engine, the more visitors it will receive.

The SEO process involves:

### Keyword Research

Researching the proper keywords to target for your website

### On-Page Optimization

Optimizing the general properties and content of your website to rank better in search engines

### Search Engine and Directory Submission

Getting your website listed on search engines and directories

### Link Building

Analyzing and building the quantity and quality of links that your web pages received from other web resources

## Why is SEO important for my online business?

The benefits of SEO for any website are:

- Delivers qualified leads / visitors to your websites
- Increase the rate of your website's sales revenues
- Increase your website's marketing campaign Return on Investment (ROI)

The more visitors to your website, the more leads. The more leads, the more revenue for your business. Search Engines delivers high qualified leads to your website. Qualified leads are more likely to make a transaction within a particular product or service.

## Why do Keyword Research?

Keyword is what search engine users type in when they look for a specific product or service. Keyword Research is a specialize process

for finding and analyzing the best target keyword to use on your websites. This involves discovering the popularity of a specific keyword in search engines and then uses it on your web page content. The more popular the keyword, the more leads it can provide to a website.

## **The difference between On-the-page and Off-the-Page SEO**

On-the-page SEO refers to what can be done on the page to boost its performance in search engines.

For example:

- Title of the web page
- Heading titles of the page
- Search engine friendly copywriting
- Adding descriptions to images
- Emphasizing keyword in the content

And Off-the-page SEO refers to all links that point to your specific page.

For example:

- Directory Links
- Submit Press Releases
- Social Media Network Links
- Blog Networking
- Article Syndication

## **Why is SEO an ONGOING process?**

SEO is an ongoing process due to the competition. Websites in the top ranking results are working hard to outsmart you. Competitors will simply get ahead of you if you were to stop your SEO.

## **What are the aspects of Internet Marketing beyond SEO?**

While a search engine ranking delivers qualified leads for your website, there are other interesting Internet Marketing strategies that are worth complementing with your SEO campaign. It will not only improve the rate of your website's traffic but also help your search engine ranking.

The strategies beyond SEO that is worth considering are:

1. Business Blog
2. Pay Per Click – Google Adwords, Yahoo Search Marketing
3. Paid Listing in Directories
4. Advertising in Popular websites - Banner, Text Link
5. Social Networking – Facebook, LinkedIn
6. Social News – Digg, StumbleUpon
7. Social Bookmarking – Delicious, Reddit
8. Article Syndication
9. Press Releases
10. Affiliate Marketing

## Measuring the success of SEO?

### Ranking Check

Monitoring the position of your target keywords in Search Engines

### Cached Pages

Monitoring the number of pages from your website that were crawled and indexed by search engine

### Link Popularity

Monitoring the number of pages that link to your website. The more popular your website with other websites, the higher it will rank on popular search keywords.

### Website Analytics

Measuring, collecting and analyzing the internet data for the purpose of understanding and optimizing the website.

## What are the important things to know in measuring the success of the SEO?

After implementing SEO, next step is to look at some key numbers to see whether or not your SEO campaign is successful.

The metrics and figures that you should be tracking for your SEO campaigns are as follows: *(Source: Google Web Analytics Glossary)*

### Hits

A request to the web server for a file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types.

### **Pageview**

A pageview is an instance of a page being loaded by a browser.

### **Visits**

A period of interaction between a visitor's browser and a particular website, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time.

### **Visitor**

A Visitor is a construct designed to come as close as possible to defining the number of actual, distinct people who visited a website. There is of course no way to know if two people are sharing a computer from the website's perspective, but a good visitor-tracking system can come close to the actual number. The most accurate visitor-tracking systems generally employ cookies to maintain tallies of distinct visitors.

### **Unique Visitors**

Unique Visitors represents the number of unduplicated (counted only once) visitors to your website over the course of a specified time period. A Unique Visitor is determined by using cookies.

### **Referral**

A referral occurs when any hyperlink is clicked that takes a user to a new page or file in any website - the originating site is the referrer.

### **Bounce Rate**

Bounce rate is the percentage of single-page visits or visits in which the person left your site from the entrance (landing) page.

### **Conversion**

A conversion is said to occur when a visitor reaches a goal - a page that is specified in the Goal Settings section of each profile. This goal page could be a purchase confirmation page, a "thank you for registering" page, a download page, or an online presentation.

### Keyword

A significant word or phrase, relevant to the web page or document in question.

### What is the disadvantage of “Submission to 1000s of Search Engines” service?

Submission companies claiming to "Submit to 1,000 directories and search engines" will get you listed in many FFA sites. FFA stands for Free For All sites. These are pages with the main purpose of listing links. The quality of FFA links are worthless compared to directories and search engines like Google, Yahoo and MSN. Be careful with these submission services. In search engine ranking, quality wins over quantity.