

Advantages of Search Engine Optimization - SAMPLE

What 'SEO' Stands for

The Web itself can come up with more than a million ways to describe what **search engine optimization (SEO)** is all about. However, for the most part, it can be summed up as a three-letter synonym of online success. However, there is still no single formula to guarantee overnight success with SEO. In any case, the sole purpose of SEO is always one and the same, i.e. to climb the top of the search engine results list and be found by users.

With cut-throat competition, the question is 'how do you rise above them all'? This is where SEO comes in. SEO is similar to leaving a flier on the door step of a customer or offering them an all-inclusive package. It is a marketing strategy that focuses on attracting more visitors to your site. But to pull this off, you need to be familiar with how search engines work first.

How Search Engines Work

Search engines are often called spiders or crawlers. They display relevant content to users in response to queries submitted as keywords. However, since search engines are computer programs that are less complex than the human brain, they have limitations. By scanning through the keywords on a page, they usually rank websites based on keyword density. They are sophisticated enough to recognize and identify spam and keyword abuse. As a rule, search engines love to see a lot of content on all pages, hence large sites are more favored by them. The second favorite of search engines is the number of links the site would have pointing in and out. Apart from that, search engine engines also look at the page Title tags and META tags, style formatting, and a few other things.

The SEO Benefits

Search engine optimization (SEO) actually entails a lot of work (content creation and link building). But even with the use of proven strategies, success is not immediate. As such, it may take months to see your site on the first pages on search engine results. However, it doesn't merely end with smart keyword selection or optimized content. Despite the tedious process, the advantages of search engine optimization compensate for all the hard work publishers have to incorporate in their sites. Here are some of the reasons publishers shouldn't ignore the benefits of SEO:

- SEO will invite more readers and potential customers to your site.
- It will improve your ranking in the search list and will give your site instant popularity.
- Your site may be used as a reference for social bookmarking.
- Optimized search engine results mean better traffic.
- Better traffic equals more profit through pay-per-clicks.

SEO through Keyword Combination

In browsing the Web for its content, Internet users input words for the search engines to act upon. The strings of words are then marked by the search engines as keywords. Using a keyword set, the search engines are prompted to scan thousands of sites and narrow down the search to a few hundred that contain relevant contents for the topic. With this process, your site may end up at the bottom of the list, if it had not been SEO-optimized.

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The Importance of Keyword Selection for SEO

With overwhelming competition, keyword selection is the key to stand out from the crowd of other sites. The secret is to be more specific in the use of key phrases. By doing so, the site will have specific opportunities to reach out to its niche of readers or customers.

How do you know if the keyword is the right string of words? First, you have to think like a browser. For example, if you would like to optimize a site for the keyword '**SEO Ottawa**', you can ask yourself how you would search for this topic on search engines. What are the things that you'd like to know and the ideas that would satisfy your curiosity? You can also break the general topic into smaller categories, and from there, create various keyword combinations for **SEO Ottawa**. You can mix and match these words as long as they're sensible and relevant.

In addition, you should also use specialized online tools. Some of the most popular ones are [WordTracker.com](#) and [Inventory.Overture.com](#). These tools display keyword combinations based on the real queries submitted by users.

Using Powerful Keyword Combination

With a list of keywords, all that is left to do is to include these key phrases not only in the article's content but in its titles and subheadings as well. However, excessive use of keywords can also be tagged as "spam" by the search engine. When this happens, the site may either be delisted, placed in the Supplementary Index or severely de-ranked. Here are some helpful tips for creating keyword combinations, based on the main keyword **SEO Ottawa**:

- Use keywords based on relevance. Be creative enough to insert key phrases without compromising the quality of the article.
 - In using **SEO Ottawa** as a keyword in your article, consider balance and proportion.
 - Scatter SEO Ottawa sparingly, do not exceed 10 repetitions per page.
 - It helps to bold or use italics for your most desired keyword, **SEO Ottawa** in our case, but do not do it at the expense of reader's eyes.
 - Note that **SEO Ottawa** was used four times in this paragraph, hopefully without sacrificing natural flow of the text)
- Avoid using a single keyword and use synonyms, in our case, in addition to SEO Ottawa, also use '**search engine optimization Ottawa**'.
- Keep an eye on keyword density and ensure even distribution. These usually depend on the word count, so maintain the right amount of keywords per page. For instance, with a 200-word article on 'SEO Ottawa' or 'search engine optimization Ottawa', you can incorporate up to ten repetitions of these keywords.
- Use bold and italicized fonts for your keywords to emphasize the main topic of the write-up. For instance, more readers will notice or recognize **SEO Ottawa** when written in this form than in plain and simple text such as "SEO Ottawa."
- Place your keywords where they matter most. Include them in the title and the subheadings of the article to make them stand out. When writing an article about SEO Ottawa, you can have

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this format as a sample

Title: The Secret Success of SEO using 'SEO Ottawa' as an example

Subheading 1: Optimization Tips using 'SEO Ottawa'

- Insert keywords in Meta tags as part of the description, site map as a category, and as hyperlinks for social bookmarking. To give you a better idea, here's an HTML code of the meta tag description for SEO Ottawa:

```
<META name="description" content="High-ranking results through SEO Ottawa">
```

Optimizing Web Pages

Not all sites maximize the advantages of SEO. Here are little known techniques to optimize the site not only for the search engines, but also for the readers themselves:

- Use a title that is catchy and relevant.
- Use space and white space, ensure eye-pleasing distribution for images and text.
- Write eye-catching capsules and mark them as H1s, H2s. Incorporate keywords.
- Register with strategic sites and directories.
- Design your site map for easy navigation of pages and hyperlinks.
- Initiate a link exchange by submitting entries through social media networks, such as Digg, Del.icio.us, and Wikihow.
- Join forum and blog discussions in a particular community
- Write articles that are informative, sensitive, and useful
- Use a consumer-friendly tone to enhance the overall flow of the article.
- In doing search engine optimization, think of the readers and customers first.

Treat SEO as a powerful sales tool that will not only drive high traffic to your site, but will also help you achieve high conversion rates and generate sales.