

SEO Explained

Search Engine Optimisation (SEO) is the most cost effective way of your website being found by your potential customers, through search results from search engines such as Google, Yahoo and Bing.

Previously marketing to customers was all about you finding them. In today's internet environment they find you. You have to make sure you "turn up" to be found when they want to buy goods and services. Building a website is the first step in being found but without an effective method of appearing on the first page of results, your website will sit there alone and unvisited.

It's a bit like making a large and colourful sign for your business and leaving it inside your store or office hoping customers will see it.

When customers type in certain keywords or key phrases the aim is for your business to appear on the front page of the listings. To make this happen you need to carry out a strategic, well managed campaign that takes into account the ever changing search computations of Google and other Search Engines. When Web Wizards designs a campaign for a client we research your industry, we research the most relevant words for that industry and then we create a tailored promotion for you.

3 Main Factors IN SEO

- **On Page Factors**

This includes the text and headings on the page as well as the metatagging of each individual page. These metatags give the search engines details as to what the specific page is all about.

- **Off Page Factors**

These include links from a wide range of site types and the diversity of link types as well as the ranking of these links accompanied with keywords in the actual link is important.

- **Activity (Major Update June 2010)**

If a website has 100's or 1000's of links pointing to it from other websites, it makes sense that there would be activity on the website. This activity is in the form of regular changes which could include blog entries as well as actual visitors to the site.

How do we create links and Visitors to a site?

In essence we create quality content related to a site or company and distribute that content across the internet which creates backlinks and activity.

What type of content do we create?

- PDF's
- Word Documents
- Powerpoints
- Videos
- Podcasts
- Articles
- Blog Entries
- Press Releases (after approval)

Where do we distribute the content?

- Australian Directories
- International Web Directories
- Google Maps
- Video Sites
- Article Directories
- Document Sharing Sites
- RSS Directories
- 2.0 Blogs
- Wordpress Blogs
- Bookmarking Sites
- Microblogs
- Social Networking Sites
- Press Release Sites

What is the effect of creating content on all these sites?

It has 2 main functions.

- It creates a large number of sites that link back to your website. Google and other search engines see this and it is a major Off Page Factor in getting your site ranked well.
- People visiting the site see the content (article,video,blog,feed,PDF, etc) and are encouraged to click the link back to your site as a potential customer.

How long should you allow for results?

Whilst we aim to get results as quickly as possible, forcing thousands of links all at the same to a website looks suspicious to search engines. For this reason we have a 7 stage system that increases the number and frequency of links and activity over 90-120 days.

How do we charge for our services?

We charge an upfront cost and then a monthly fee to maintain your rankings.

Call (08) 9350 9392 and get YOUR website working for you and not the other way around.

Consultations are FREE and we cover the Perth Metro area in person or you can call us via Skype anywhere in Australia or the world.