The Importance of SEO in Internet Marketing

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Created On: 07 Oct 2009 10:51 PM

If you are already running an Internet marketing campaign or are about to embark on an Internet marketing campaign, one concept you cannot afford to skimp on is search engine optimization (SEO). SEO is one of the most popular buzz words in Internet marketing but unfortunately most Internet marketers simply do not know enough about SEO to make this strategy work for them. Even those who are knowledgeable about SEO may have difficulty executing their SEO strategies to produce the desired affect.

Advertising is a very important part of running any type of business. You need to advertise to reach new customers and market your products or services. Whether you run your business online or not you probably already realize how important it is to advertise but if you are running your business online you should understand there is a great deal of free advertising available in the form of optimal search engine rankings.

Well known search engines such as Google rank websites according to complex algorithms which are designed to determine which websites are most relevant for particular search terms. Therefore taking the time and effort to optimize your website for relevant search terms may result in you being rewarded with high search engine rankings for these terms. This is important because most Internet users rely heavily on these rankings. It is not uncommon for Internet users to only review the first few results when they search for a particular term. This means if your website ranks high enough to appear on the first page of the search results you will likely enjoy increased website traffic. However, if your website doesnâ€™t make it to the first page or even the second page, it is unlikely you will receive a great deal of website traffic from visitors who use search engines.

Now that you understand why search engine rankings are so important you might wonder how to achieve these rankings. The easiest way to optimize your website is to hire a SEO specialist to do the work for you. The world of SEO is complex and continually evolving making it difficult for most business owners who do not specialize in SEO to keep up with the changes in the industry. Therefore, business owners who attempt to optimize their website by themselves may have difficulty keeping up with competitors who hire a SEO consultant to optimize their website.

The algorithms used by search engines can be rather complex and include a number of different factors. Some of the common factors in the equation include keyword density, META tags, titles, inbound links, website traffic and content.

Keyword density refers to the number of times a particular keyword is used in the content of your website. The theory behind this concept is that website which use a keyword often are likely extremely relevant to that keyword, however, overuse of that keyword may result in penalties to the website if the search engine deemed the keywords are not being used appropriately.

META tags are pieces of HTML code which some search engines use in evaluating the content of a website. Placing keywords in these tags can be beneficial in some search engines. However, care should be taken to avoid placing irrelevant keywords in these tags as this may result in your website being penalized.

Inbound links are also used by some search engines to rank websites. Inbound links refer to links on other websites which point to your website. In evaluating the worth of these inbound links, some search engines consider the rank of the website providing the link to your website. This means you should ensure the website providing inbound links to your website are high ranking websites to receive the most benefit from these links.

Finally, the content on your website can do a great deal to bolster your search engine rankings. Most SEO firms retain a staff of writers who are skilled at providing quality content which is also optimized for relevant keywords. If you hire a SEO firm who does not providing copywriting services you should invest in hiring a professional writer yourself. This will help to ensure the copy on your website is not only valuable to your visitors but also considered valuable to search engines.