



3 Media Web

Understanding SEO

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In business, it's important to be in the right place at the right time. Online business is no different, but with Google searching more than 30 trillion web pages, 100 billion times a month,* how are potential customers going to find your website? Search Engine Optimization (SEO) is the answer.

Why is SEO so important? Think about the last time that you were trying to find something on the internet - did you just "google" it? Google is one of the largest search engines on the internet and along with other search engines, their directories of web pages are key aspects of daily life when seeking and finding information, products, and resources on the web.



How do search engines work?

Search engines allow users to search for specific keywords or phrases and find web pages that match their criteria. Each search engine has its own automated software robots (sometimes referred to as “spiders” or “crawlers”) that continuously roam the internet to collect data for indexing. In their travels, spiders seek out new pages, capture updates to existing pages and identify obsolete pages. The data that the spiders collect is used to rank available web pages to deliver accurate and relevant search results to the users, with each and every search.

The results presented by the search engines are displayed in order of relevancy, as calculated by each engine’s own proprietary mathematical algorithm. The results appear to the users as hyperlinks, allowing users to click directly to the websites that interest them.

What is SEO and why is it so important?

With hundreds of millions of web searches performed every day, the opportunities to be seen and to drive visitors to your site are staggering. However, search engines can’t match you to a search if they can’t find you or if they can’t index your site properly. That’s where SEO comes in.

SEO is one of many web marketing techniques that are used to achieve higher rankings in search engine results, by doing things such as enhancing the content and structure of web pages, incorporating relevant metadata into the HTML code, and proactively submitting pages to search engines for indexing. Unlike paid methods (such as Pay Per Click advertising), SEO is technically free.

The very basis of Search Engine Optimization is an understanding of how search engines work, then using that knowledge to maximize your own site’s performance. You have to help the search engines find you and you have to make it easy for them to index your site.

The reality is that people searching the internet tend to click links that appear high in search results, because those results are perceived to be the best match to their needs. Users do not typically search beyond the first or second page of search results. Achieving high ranking in search results is critical – if you’re not near the top, you may never be found. The good news is that many SEO techniques are very easy to understand and to implement.

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Here are Eight Great Simple Tips that you can start using today to increase your site's rankings:

1 Carefully Selected Keywords are Key

People search the internet using keywords or phrases. What are the terms that your target customer would use to search for your products or services? Identify a “focus key phrase” for each page, knowing that the more common or popular the keywords you select, the more competition you’re going to have for that top spot.

2 Keywords Should Vary by Page

The content of each of your web pages is different, so the keywords for each page should be as well. Consider each page on your site as a possible entry point for a web visitor, and choose the words or phrases that best describe each page.

3 Keywords Should be Prominent

Keywords can only be found and indexed by search engine spiders if they actually appear in the content or HTML code of your web page. Put keywords in the page titles, page url, headings, and in the first paragraphs of a page. These locations are deemed more important by the search engines, and will increase your relevancy. The keywords should all be centered around your main key phrase for that page and should relate to each other.

4 Use, but don't Overuse, Keywords

Keyword density represents the number of times that your keywords are present in your website content. Remember that you should only be focusing on one key phrase per page. Don't “stuff” keywords into your content by un-natural repetition. The copy on the page should not sound robotic (something that happens when you try to over-stuff your content with keywords) and should read very naturally.

5 Don't Forget Meta Descriptions

These are descriptions that appear in the code of your pages, but not necessarily in the visible content itself. Search engines crawl through all of the HTML code, so they can see and index additional information that's not visible to the web visitor. Though these are not as important to search engines as they have been in the past, they are still an important part of SEO design.





6 Don't Rely on Too Many Images

Make sure your site isn't too image-heavy. Spiders can only read text – they won't pick anything up if all of your messaging is embedded within images. Use images to enhance the content of your site, rather than to be the primary location for important messages. And be sure to embed alt text with keywords in your images to add to SEO.

7 Build Links Wisely

Backlinks – links to your site from other websites – are important for increasing relevancy. The more sites (especially ones that have similar content or are in the same vertical or industry) that link to your site, the higher your results will be. To build links effectively, promote your site to other well-respected sites and create relevant links that will build credibility and relevancy.

8 Keep your Content Fresh

Search engines love new content and will return to index a site that posts new content. Updated content increases your relevancy, which increases your search rankings. Plus, fresh content just makes your site better for your visitors! Add a Blog to your website, if you don't already have one. Publishing a blog article each month or week is an ideal way to add fresh content and promotes web visitors to return to read your newest blog.



Good SEO is understanding what your customers are looking for and designing your site so that the search engines capture your information properly and rank you high in the search results. When your site's content matches your keywords well, people who find your site via a search engines are highly qualified leads and are more likely to convert to customers because you have exactly what they are looking for.

There are many things that you can do with SEO, but the foundation for a great site and great search results is great content. Search engines work to make their algorithms more sophisticated every day. In many cases they are looking to prevent unscrupulous webmasters from “working the system” with keyword stuffing or overzealous back-linking with non-related sites. Creating great and engaging content is vital to not only rank high in search results, but to ensure that the message you convey on your website is the message you want your prospects to get.

Search Engine Optimization takes time to build and it must be continually nurtured, but it will certainly pay off. SEO comes with great Return on Investment – it has a very low initial investment (usually just time and effort), and with continual updating can reap great rewards.

Interested in Learning More about 3 Media Web's SEO Capabilities?

Search Engine Optimization is the key to high visibility. Our expertise in SEO ensures that your website attracts the visitors you're looking for to create interest, increase sales, and capture referrals which can all contribute to achieving your goals.

When optimizing your website for search engines, 3 Media Web focuses on three specific areas – incoming links, your content and your website's technical profile. This allows us to build relevance and raise your search engine rankings. We enhance your content. We make sure your content is appropriately dense, conveying to visitors that your company is expert in its field. We make your website compelling and ensure that it answers visitors' questions and leads them toward specific actions. Using this approach, 3 Media Web increases targeted web traffic and generates substantive leads, all the while improving your brand recognition.

At 3 Media Web, we understand that driving prospective customers to your website is what drives business. And guiding them to your website only occurs with SEO. Call or email us today to learn more about how our SEO will work for you.

**Sources: [Google](#), [Data Center Knowledge](#), [World Wide Web Size](#), [Statistic Brain Research Institute](#), 8/21/15*






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