

What is SEO & SEM?

First of all there is no magic way to rank your website on the first page of Google, Bing or Yahoo (*unless you pay Google etc to do it*). Search engines are governed by complex algorithms and it takes a lot of effort to 'convince' them that your site or page deserves one of the top spots. Let's face it, not everyone can be on the first page of the search results.

In saying that, there are certain rules you can follow to optimise your website and provide search engines with the right signals for your site to rank well.

What is SEO? - Search Engine Optimization

SEO is the process of optimising your website for the purpose of being found online and getting free traffic from search engines.



An optimized website is more easily understood by search engine crawlers, so there is more chance of ranking higher in search listings which in turn will help your website to be found online.

SEO is Very Important - Unless you spend a small fortune on advertising material you will not get found online very easily without completing at least some!

What is SEM? - Search Engine Marketing

SEM is the process of getting more visibility in search engines via - *Paid search advertising*.

Through paid search advertising you essentially buy advertising space in the search engine results. So instead of trying to rank higher and get free traffic you pay to appear in front of other listings.



The most well-known is Google Adwords and or Facebook ads. Through Google Adwords you can get your ads appear in the Google search results and you pay for the clicks on your ads. This process is called Pay-per-click or PPC.

There are **TWO** parts to SEO - **ON-Page** & **OFF-Page** SEO

1. On-Page SEO

This is completed by us when we create your website.

This requires us to create a good working relationship. We need your ideas, logo, business details, text content and image material such as photos and or any graphics you may have.



SEO involves us optimizing your website for: meta-data (page titles and page description), the keywords you want your site to rank for; text content is king - we need to use your keywords within your text, text formatting - H1, H2, H3 tags, Optimizing Images, using

Alt Tags, Mobile friendly site and a Site Map.

This all sits in the background of a website and will be indexed / crawled by the various search engines.

2. Off-Page SEO

We offer this as an optional service or you can action this yourself.

Off-page SEO involves submitting your site to search engines and directories. Google, Yahoo, Bing etc. Creating quality link backs to your site and spreading its web presence. This can involve a number of things, including an active social media campaign (Facebook, Twitter, You Tube etc). Maybe maintaining a good quality blog with regular posts, listing your website link in relevant industry websites and generally creating link networks back to your site.

Off-Page SEO is highly recommended.

Completing just one part of SEO will not work very well without the other.

