

# Search Engine Optimization - A Must

By Alec Duncan

Search Engine Optimization - A Must

Alec Duncan  
info@lilengine.com

LilEngine.com <http://www.lilengine.com>

As you surf the web take a look around at many of the sites you see. Do you notice anything that seems strange? Well, let me point it out to you. There are hundreds of thousands of web sites that just don't get much traffic. Some of these sites house hundreds of articles, reviews, tutorials, tools, products, forums to mention a few things, yet still they do not receive large amounts of traffic. What is their problem? They have the content. What is left?

The problem is these sites aren't optimized for the search engines. SEO, Search Engine Optimization, SE Friendliness, however you refer to it doesn't matter, the fact is it works and I'm going to tell you what's involved.

Before we continue let me familiarize you with some relevant terminology in my own words.

**Search Engine Optimization**

Search engine optimization can be referred to as the addition and modification of all variables and extended variables of a web site in hopes of achieving a better position in the search engines. By variables I mean components of a website such as META tags and content. By extended variable I mean things such as links from other sites.

Different SEOs, search engine optimizers, may have different opinions on this but alas this is only my own.

**What is a Search Engine Optimization Company?**

A search engine optimization company is a company that offers the service of creating and adjusting all the variables involved in search engine optimization in order to get your web site the best ranking they can achieve, during the designated project period, for all the major search engines.

**Search Engine Optimization Hurdles**

Back to the question of why these sites rich with content aren't bringing in the numbers. There are several reasons why sites small and large aren't optimized for the search engines, fortunately these can be remedied.

1. Many webmasters/site owners believe in "If You Build It They Will Come". This attitude will get your web site no where fast. Sure if you build it you will get users maybe even a decent amount of users but you will not be unleashing the real potential of your web site.

2. Not feeling that your site can do better than it is. Websites can always be further optimized. Search engines change their algorithms all the time so what worked 2 months ago may not work as well or at all in present times. For any of you that feel you can get your site optimized better, think of the story of the Little Engine and don't think you can, KNOW YOU CAN.

3. Laziness is also a major contributing factor. Many webmasters feel it is just too hard or too time consuming to do search engine optimization.

This is partially true. Search engine optimization is not easy but then again, anyone can do it. It does take time though and time is a precious commodity. In situations where you just can't devote the time to search engine optimize your site I would recommend seeking the services of a professional search engine optimization company. You can choose one here a [href=http://www.lilengine.com/seo-companies.php](http://www.lilengine.com/seo-companies.php) SEO Companies/a

4. Time + cost = a deterrent. For a situation like this I would recommend optimizing little by little on your own. Eventually you will become better and better at it and be able to accomplish more in less time.

5. Another problem is many people think "Well my site is only a small site, there is no way I will be able to compete with the larger sites that have top spots in the search engines". If you think like this I'd like to say this to you. It is possible that that if you optimize your web site you may not be able to compete with the larger sites and may not be able to get a page 1 or 2 ranking in any of the search engines, BUT, what if you did. Always shoot for the stars so if you fall short you will at least hit the sky.

Now for those of you who plan to better your websites via Search Engine Optimization here are the stages you need to follow in order to have an efficient and effective SEO campaign.

#### **Planning Your Search Engine Optimization Campaign/b**

Planning is an essential factor in your SEO campaign. Knowing exactly what steps you are going to make and in what order and how you are going to go about achieving each of those steps will save you not only time but it will save you frustration as well. Planning is essential.

#### **Researching the Most Effective SEO Strategies/b**

What works and what does not. You will need to learn as many optimization strategies as you can that are currently effective with the search engines. This will be one of the most time consuming steps in your SEO campaign as you will have to sift through information as well as participate in SEO related forums to get additional information from professional. You can take this process in stages and apply your newly gained knowledge as you get it. There is also some useful software available both free and paid that will greatly help with this effort. WebPosition Gold is one of the more popular ones.

#### **Search Engine Optimize Your Site/b**

This should be done in stages so you can see the effectiveness of the applied strategies you are using. Don't change your entire site all at once, instead, change a few areas at a time and see what results they produce. If you are satisfied with this then move on and optimize another section.

Search engine optimization does not only deal with your site it also deals with the relationship other sites have with yours and yours with theirs. Keep this in mind when utilizing your link building strategies.

#### **Monitor Your SEO Progress/b**

There are many ways to do this you will have to find the best method for you. You will need to

monitor your search engine ranking for the keywords you are targeting after each update. Changes should be recorded and used as references to monitor progress and for strategy adjustments. There are many tools for this process as well. I recommend a href=<http://www.seocount.com/affiliate/link.php?ref=6&productid=1>This Tool/a for monitoring your progress on the Google search engine as it is very easy to use and you can monitor several domains and keywords all from within the same account. It also gives you the option of viewing the number of backlinks.

These steps follow the Plan Do Review methodology which is a proven strategy for engaging in any task. It is again unfortunate that there are so many webmasters who overlook this entire process; hopefully this article will stop you from making this same mistake.

Copyright © LilEngine.com 2003

About The Author:

-----  
Alec Duncan is the founder of LilEngine.com a search engine optimization resource site. Visit <http://www.lilengine.com> and also visit their new Web Hosting resource section at <http://webhosting.lilengine.com> .  
-----

[Get-Articles.com](http://www.get-articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)