

What is SEO?

Search Engine Optimization (SEO) is the process of improving the visibility of a [website](#) or a [web page](#) in [search engines](#) via the "natural" or un-paid ("[organic](#)" or "algorithmic") [search results](#). In general, the earlier (or higher on the page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including [image search](#), [local search](#), [video search](#), [academic search](#),^[1] news search and industry-specific [vertical search](#) engines.

As an [Internet marketing](#) strategy, SEO considers how search engines work, what people search for, the actual search terms typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content and [HTML](#) and associated coding to both increase its relevance to specific keywords and to remove barriers to the [indexing activities](#) of search engines. Promoting a site to increase the number of [backlinks](#), or inbound links, is another SEO tactic.

Now Consider the Following!!!!

- ✓ *If you are a website owner, but when searching online you are nowhere to be found! Our team of experts will analyse your website in detail and will show you the necessary steps to improve your website's ranking on search engines. (google, yahoo, bing, etc).*
- ✓ *If you own a website and you are happy with your search engine results, BUT your website simply does NOT SELL or CONVERT. Our team of experts will guide you through the process of INCREASING "Conversion Rates" for your website.*
- ✓ *If you DON'T have a Website and will like to appear on Search Engines. Remember "If you are not Searchable, you Will not be Found".*