

Search engine optimisation

Search engine optimisation is a process which may involve altering a website's design, layout, structure, contents and links to improve its search engine visibility and enhance its ranking with the search engines' search results.

A successful search engine optimisation results in bringing your products and services to your desired customers through the search engines.

The search engine optimisation process conducted starts with a search engine audit, where SEO Solution, takes the time to understand your business and who you are trying to attract. An understanding of your market, your target customers and your competitors are very important.

During the search engine audit, SEO Solution provides you with-

- List of keywords relevant to your business, showing number of searches for those keywords
- Your current search engine positioning
- A snap shot of what your competitors are doing and their search engine positioning
- A recommendation of optimisation for your website - "road map" to a successful search engine optimisation program

SEO Solution's search engine optimisation process involves:

- "fixing-up" your website architecture so that it appeals to both your customers and the search engines.
- "fix-up" may involve improving on the contents, navigation, codings, meta information, to make it more relevant to the "searches" conducted by your target customers.

Why SEO Solution?

SEO Solution is a professional search engine marketing company that uses ethical and acceptable search engine practices to enhance search engine positioning. SEO Solution do not employ stealth techniques such as link building software, link farms and spamming techniques to try to "fool" the search engines.

SEO Solution continuously trains and develops its consultants to ensure that we keep up to date with the latest search engines news and practices.

SEO Solution prides itself in being able to build long-term relationships with our clients as our techniques work in the long term and not merely a "flash in the pan".

To find out how we can help you optimise your website, contact us today.