

SEO Trump – Montreal Web Design Consultants & SEO Experts

Organic (Natural) SEO (Search Engine Optimization)

Organic, also known as **Natural**, or **Algorithmic**, **search results** refers to those listings in search engine results pages that appear by virtue of their relevance to the user's search terms, as opposed to being fee-based ads or Pay-per-Click (PPC) ads.

Organic Search Engine Optimization relies on achieving search results and page rankings which are keyword-driven and code-oriented , i.e.: results that rest solely on the quality of the [SEO](#) performed, with [title tags](#), [headings](#), [page content](#), etc. as the main driving forces.

The Google, Yahoo, MSN and Live! search engines combine advertising and search results on their search results pages. In each case, the adverts are designed to look like the search results, except for minor visual distinctions such as their background colour and/or placement on the page. Further, the appearance of the adverts on all major search engines is so similar to the genuine search results that a large majority of search engine users cannot effectively distinguish between them .

Because research showed that relatively few searchers realised that many of the highest placed 'results' on search engine results pages were actually ads, it became important within the SEO industry to distinguish between organic search results and paid search results.

As the perspective among general users was that ALL the results were in fact genuine 'results', the qualifier 'organic' was invented to distinguish the real search results from the adverts. Because the distinction is important (and the word 'organic' has many useful metaphorical uses) the term is now in widespread use within the search engine optimisation and web marketing industry.

Google claims that their users have always clicked organic search results more often than paid ones, which has led Google to rebutt the research cited above.

The same above-mentioned research (and other findings going back to 1997) shows that users appear to trust organic search results more, and avoid clicking 'results' that they know to be ads.

Achieving high **organic search results** is a primary strategy of **Search Engine Optimization (SEO)**.

For more information, or an **absolutely free web site analysis and SEO consultation**, we encourage you to [contact us](#). Our SEO experts will be glad to help.

Organic (Natural) SEO (Search Engine Optimization) is an SEO knowledge resource.

Written by the Montreal SEO Trump Web Design and SEO team.