

SEO Trump – Montreal Web Design Consultants & SEO Experts

SEO (Search Engine Optimization)

SEO, acronym for **Search Engine Optimization**, is the science (and art) of improving a web site's ranking and search result placement on Google and other search engines.

Usually, **search engine optimization** is associated with the process of improving the volume and quality of traffic to a web site from search engines via "**natural**" or "**organic**" **search results** (as opposed to fee-based search results such as Pay-per-Click advertising [PPC]).

The higher a site is in the search results, or the higher it "ranks", the more visible and noticeable the page becomes, and the more searchers will tend to visit and click on that site.

Optimizing a website primarily involves editing its content and HTML coding, mainly to increase its relevance to specific [keywords](#) but also to remove barriers to the indexing activities of search engines. Sometimes a site's structure (the relationships between its content) must be altered, too.

This is why, from a client's perspective, it is always more flexible and economical to incorporate Search Engine Optimization as and when a web site is being developed, rather than to retroactively apply it to an existing site that will need to be altered and maybe even rebuilt as a consequence.

Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term "search engine friendly" may be used to describe web sites, web pages and designs that are easy to optimize.

The leading search engines, Google, Yahoo! and Microsoft, crawl pages to find information for their algorithmic search results. Pages that are linked from other search engine indexed pages do not need to be submitted because they are found automatically.

Search engine crawlers will look at a number of different SEO relevant factors when crawling a site. Not every page is indexed by the search engines. Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled. Google, for example, does not like to search depths that exceed 3, and at most 4 clicks.

As mentioned above, organic SEO is in contrast with paid (PPC or paid advertising) traffic.

SEO techniques can be classified into two broad categories: techniques that search engines recommend as part of good design, and those that search engines do not approve of. The search engines attempt to minimize the effect of the latter, among them spamdexing.. Industry experts have classified these methods, and the practitioners who employ them, as either **White Hat Search Engine Optimization** ("good guys") or as **Black Hat SEO** ("bad guys").

White Hat SEO techniques conform to the search engines' guidelines and, additionally, involves no deception. As the search engine guidelines are not written as a series of rules or commandments, this is an important addition to note. White Hat SEO is not just about following guidelines, but is about ensuring that the content a search engine indexes and subsequently ranks is the same content a user will see. White Hat SEO is generally summed up as creating content for users, not for search engines, and then making that content easily accessible to the spiders, rather than attempting to trick the algorithm from its intended purpose.

Black Hat SEO attempts to improve rankings in ways that are disapproved of by the search engines, or involve deception. One Black Hat SEO technique uses text that is hidden, either as text colored similar to the background ("Alt"), or positioned off-screen. Another method results in varying pages, depending on whether the page is being requested by a human visitor or a search engine, a technique known as cloaking, which is frowned upon by the search engines.

White Hat SEO tends to produce results that last a long time, whereas Black Hat SEO, out for quick, short-term success, anticipates that their sites may eventually be banned either temporarily or permanently once the search engines discover what they are doing.

Search engines may penalize sites they discover using Black Hat methods, either by reducing their rankings or eliminating their listings from their databases altogether. Such penalties can be applied either automatically by the search engines' algorithms, or by a manual site review.

SEO as a marketing strategy

Eye tracking studies have shown that searchers tend to scan a search results page from top to bottom and left to right when looking for a relevant result. This is also supported by common sense. Placement at or near the top of the search rankings therefore increases the number of visitors who will click on a site.

SEO is the most important but not necessarily the sole strategy for every web site. Other Internet marketing strategies can be effective, too, depending on the site operator's goals. A successful web marketing campaign can consist of a two-pronged approach involving organic SEO traffic plus the use of paid advertising on search engines and other pages, building high quality web pages to engage and persuade visitors as part of a multi-step strategy or campaign.

SEO may generate a Return on Investment. However, search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued referrals. Therefore, it is considered unwise for web sites to rest on their SEO laurels and expect permanent high rankings, and webmasters will do well to continuously maintain and improve their site's SEO.

The acronym "SEO" can also refer to "search engine optimizers," a term adopted by an industry of consultants and experts who carry out optimization projects on behalf of clients. Search engine optimizers may offer SEO as a stand-alone service or as a part of a broader web design project.

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

SEO (Search Engine Optimization) is a Knowledge Resource Project of
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