



218 South Main Street
Romeo, Michigan
48065

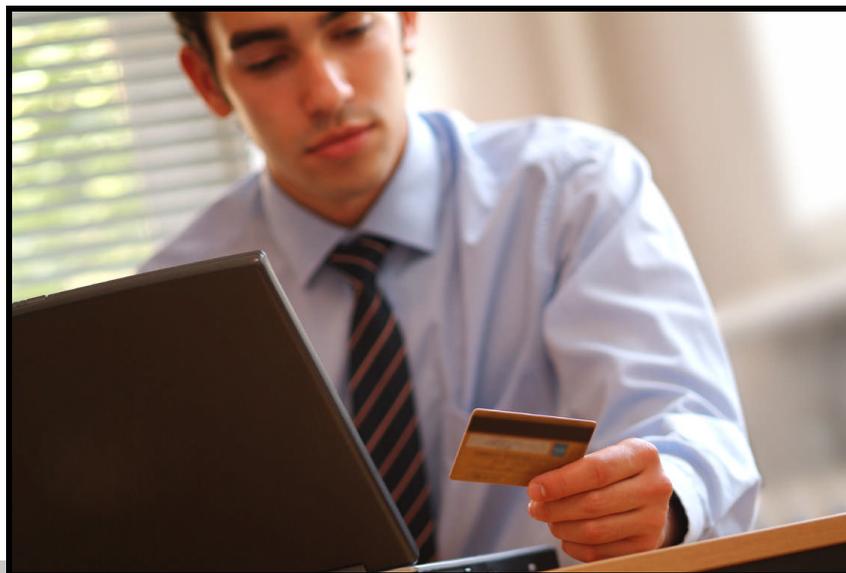
(586) 255-1812
www.absolutewebsitedesign.com

Absolute Web Site Design LLC

Search Engine Placement



*The ongoing quest of earning good
results on the search engines.*



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About this guide

Finding the right web designer can be extremely intimidating. But the right designer can eliminate that intimidation by simply bringing patience and the desire to answer questions to the table. It is often easy to see the anxiety flow away from our clients during our first meeting with them. Typically at the close of our initial meetings with new clients, a broad smile has replaced the stern expression that they walked in with. We have taken the time to put together a small guide to help you find that right designer.

Still have questions? Feel free to call us at (586) 255-1812 or visit us on the web at www.absolutewebsitedesign.com.

The journey into unknown territory can be intimidating and sometime frustrating. The right designer will lead you to your goal...the wrong one will lead you astray. Choose wisely.

What is SEO?

Search Engine Placement, or most commonly Search Engine Optimization (SEO), is essentially a form of online marketing. It's a process that consists of making a site and its content highly relevant for both search engines and the people searching for the site. A successful SEO campaign helps a site gain a high ranking for relevant words and phrases.

Where to start?

So your site is on the web for everyone to see, but how are they going to find you. Most importantly, how are they going to find you ahead of your competition? For those serious about their sites, finally having their site posted on the web is only the first step. A comprehensive SEO campaign should follow soon after to get the site on the search engines and continually improve its ranking. Even if a site is designed following all of the SEO "rules", it takes diligence to ensure good results.

The first thing to do is to communicate your search engine related goals to your designer. The designer will typically develop a strategy covering site keywords, site content and other factors to follow. Although we won't go into specifics in this guide, your designer should communicate every aspect of the strategy with you throughout your SEO campaign.

“Guaranteed Top Ranking!”

Although many designers claim that they can get you a top ranking quickly and keep you there, the reality is that the search engines are third-party companies. Knowing what the rules are and the best methods to use in each situation will typically lead to the desired results, we feel it is dishonest to guarantee a top ranking in every situation. The truth is that SEO is a complex balancing act and a site that comes up first in every circumstance isn't realistic. In the vast majority of cases, site ranking will change throughout the life of the site. Although we don't guarantee a 1st place ranking in every search, we do work with our SEO clients to ensure their site appears on the first page of each search.

What's Pay Per Click?

We are often asked about sponsored links and pay per click (PPC). In PPC, the site owner places a bid in hopes to out-position their online competitors for specific keywords. Although PPC can increase your traffic, the return on investment is lower than that of a strong SEO campaign.

What are my options?

Once you have found a designer capable of setting up a successful SEO marketing campaign, you will work with them to determine a SEO update schedule. The updates may be more frequent initially and then reduced as time goes on. Each situation is slightly different and your specific strategy may differ. With diligence and patience, a proper strategy will result in very positive results.

We look forward to working with you in improving your site ranking. Feel free to contact us to discuss your options (586) 255-1812.

