



MOMEDIA INC.

Search Engine Optimization

Introduction

Search Engine Optimization (SEO) is the science and art of making your web pages more search engine friendly so they receive increased traffic from the target market you are seeking. Through ethical and highly successful methods, our dedicated search engine marketing specialists ensure your business ranks favorably when prospects search for your products and services using local and major search engines.

SEO website promotion includes optimization of your website structure, cleaning the html code of your pages, and making your pages more user friendly for the visitors. It requires an in depth understanding of HTML code, usability, and knowledge of how search engines such as Google work.

Your site will not receive a large amount of hits in a short period of time. Optimization & Website Promotion is an ongoing process over several months, with thousands of hours of hard work involved. If you really want to have good results with search engines it is necessary to have your website optimized and regularly maintained.

Why Should I Optimize My Site For Search Engines?



Consider what it would be like if no one could easily find your place of business, or even your telephone number. Most businesses would not survive for long if this were the case. The same thing can happen with your web site if people cannot easily locate it. Traffic volume, if it existed at all, slows to a crawl. Potentially valuable customers never even know you exist.

Over 80% of Web users find the sites they're looking for by using a search engine, according to both Forrester Research and Georgia Tech's GVU Center User Surveys. 57% of Web users search the Internet on a daily basis, making search the second most popular Internet activity after e-mail (according to Statistical Research, Inc.).

Top Ten Search Engine Placement

What Does it Mean?

Top Ten Search Engine Placement means that your website will be listed as one of the top **10 sites** that most closely matches the search request made by the user. Each search platform will use its own particular searching criteria to compile their top 10 list of websites.



Why Have a Top Ten Placement?

People will not generally look past the first 10-20 sites listed on a search engine; therefore, a Top Ten Placement will increase the number of potential customers that visit your site. Users want results as quickly as possible and if your site is not in the top ten there is a good chance they will never find it. A Top Ten Placement will increase the visibility of your site, ensuring more traffic which will lead to a boost in your company's ROI.

In the instance of a popular search result, your website could be **1 out of a possible 300,000 matches** (or more), which is why achieving a top 10 placement in this case would be a great success and most likely dominate your competition.

Search Platforms Differences

Each search platform utilizes unique search criteria to determine the top 10 sites. For example: AltaVista (a search engine) uses crawlers (robot programs) that continually scour the Internet for information on your topic. While Google (another engine) uses a system based on software called Page Rank which looks at the number of links to a particular website, while Directhit measures the number of times a web page is visited. Each platform will return a search with a completely different list of top ten sites. No two search platforms are the same. Having a Top Ten Placement on one site does not mean it will show up on all of them. Because of the different methods of ranking sites it is near impossible to have a Top Ten Placement on numerous search platforms at any one given time. It is a better idea to tailor your site to meet search criteria for a small number of search platforms.

Ways to Increase Your Chances of Getting a Top Ten Placement

Having a focused website is essential.

To help distinguish the focus of your site **you should choose keyword phrases** that describe your theme and include your keyword phrases throughout your site. Include them in the page title, the description and the keywords meta tag.



Register your website on search engines.

The vast majority of web users use only 20 or 30 engines at the very most, and the key is to register your website on these top, high-traffic websites. This can be done through resources such as INeedHits.com (www.ineedhits.com). You should reregister your website every two or three months, unless otherwise instructed by the search engine service.

Get other websites to link to yours.

The more links that link to your site, the better. You'll receive more visitors, get higher rankings on the search engines, and also increase your credibility. The simplest way to develop links is to find complementary websites to your own, link to them, and then request that they link to you. Complementary sites could include those of customers, suppliers, industry associations, trade publications, or industry ezines.

Register your website in an e-marketplace.

e-Marketplaces are online exchanges where many buyers and sellers from all over the world meet to share information, compare prices, and do business in a specific industry or sector. Many e-marketplaces provide free online business directories in which companies offering a product or service may register. Register your website in geographic directories. Geographic directories spotlight companies in a specific geographic area, say, a city, county, state. Locally focused, these directories are an excellent way to spread the word on your organization, especially among customers in your area.

Publish an email newsletter.

A great way to keep in touch with those who have visited your site, provide updates about your organization and new products, and even sell advertising is to publish your own online newsletter



Site maintenance is essential if you want to keep your much-desired Top Ten Placement.

Not only do search platforms change their search methods periodically, the number of websites your Webmaster must keep abreast of the changing search engine criteria and tailor the site to match these criteria.

Keep in mind that many search platforms charge for a Top Ten Placement.

There are many search engines that do not charge to register your site, but an equal number that do. Sites like Yahoo and LookSmart will charge you to register. Costs depend on the different sites.

Pitfalls and Drawbacks

As you may know, traffic from search engines is essential for your website. Keywords - which are words that potential clients search in a search engine, are words that you need to choose wisely. Don't try to target everyone at once by using as many keywords as you can. You should start by choosing two to five keywords and you will see the results quicker. Eventually over time you will be able to add more keywords to your list and with the right optimizer you will be able to achieve even higher ranked search results and more traffic to your website.

Contact Us

Our **SEO services are available for all sized businesses.** We would gladly explain how we will utilize all of the above strategies and various other methods to increase your websites' volume of qualified traffic; coming from the organic search results of Google, Yahoo!



It is our mission to help entrepreneurs make more informed decisions as they adapt to technological change.

If required, we can typically work with the client's existing Web developer or in-house Web Master to assist with the implementation of our SEO recommendations. We work best as an important part of the team, implementing our SEO services and experience.

If you have any questions, we are only a visit, click or a call away!

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