

Fundamentals of Successful Search Engine Optimization

Optimize your Web site!

Search Engine Optimization (SEO) is the process of aligning a Web site to meet a search engine's indexing and ranking criterion. When used correctly, search engine optimization can effectively drive traffic to a Web site and in turn, generate leads.

According to the A.C. Nielson Rating Service,

95% *of search engine users fail to look beyond the first page of results from a search engine query.*

Therefore, it is of the utmost importance that companies optimize their Web site. In today's digital economy, there is perhaps no better way to generate leads than having your company's Web site optimized to have a high search engine ranking. Search engines are the preferred channel for sourcing and pre-evaluating products and services.

You Will Learn:

- Keyword density, analysis and research
- The search engine process & how it works
- The basic structure of a successfully optimized Web site
- The role of good copywriting for visitors, users and search engines
- How to create an SEO strategy
- Link-building
- What prevents search engines from indexing and ranking a Web site
- Finding an SEO provider
- The future of SEO, including social networking

eMarketing
Learning Center
@ eBizITPA
Learn to compete in a digit@l economy

