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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Organic Search Engine Optimization

By Anthony Parsons

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Organic Search Engine Optimization (SEO) is simply a marketing term for the natural development of a website. Organic SEO allows a website to gain free listings within the major search engines without regular ongoing marketing costs. SEO comprises many aspects to complete a total marketing package. The difference is whether the SEO package is natural in form to comply with the search engines, or artificial in an attempt to cheat the search engines. It's no secret that every website owner wants the top position within the Search Engine Results Pages (SERP's). What is unknown to many is that artificially manipulating a website or other external elements will not allow a website see the top position for very long. Artificial manipulation is what you hear when someone says "hit or miss" optimization.

Let me quickly define professional and unprofessional. A professional is "a person having impressive competence in a particular activity" and unprofessional being "below or contrary to the standards expected in a particular profession". I have explained this to highlight the meanings of non-organic, artificial, unethical or more commonly, unprofessional SEO. Unprofessional SEO is utilising door-pages, entry-pages, cloaking, spamming (constant submissions), hidden text, tiny text, pages made with no sole purpose other than for search engines, landing pages and several other methods. A professional SEO would never need to adopt these methods to achieve high, stable rankings.

There are several key advantages and disadvantages to organic SEO, as there are with most things. Organic SEO may be costly, and it will be costly when performed by a professional. Once performed, however, your website will achieve long term stable high rankings for the one outlay, then your costs are finished. The disadvantages of organic SEO is that because it is designed to obtain completely free high ranking, it takes some time to see the results. Results average between 1 – 6 months for stable performance depending on your actual keyword phrase. You also need to allow for minor tweaking and ongoing link analysis work to be performed. A problem that can occur, and will occur for competitive keyword phrases for example; internet, computer, marketing, etc, is that other websites are constantly tweaking to out perform yours. This can lead to a monthly monitoring and updating cost as required. If your website is that competitive though, the cost is obviously well worth it.

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, anthonyparsons.com as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make SEO affordable for all budgets.

How Can Seo Help My Website?

By Dana Bradley

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide Web on a regular basis.

Dana Bradley writes about

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and



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