



Insight into Search Engine Optimization

Search Engine Optimization, or SEO, is the process of boosting and maintaining your website's natural position in the results that Internet users see when they run queries on different search engines.

There are two distinct steps you need to take in order to maximize the effectiveness of your position in a search engine listing. The first is to make key modifications to your pages in order to gain top positioning within a search engine's index. The second is something that is commonly ignored. That position needs to be *maintained*. Too often, webmasters gain a great position on a search engine only to let it slip away, taking business away with it.

Merely being listed in a search index is not enough to bring new visitors to your website. Your website must rank at or near the top of the search results in order to collect all the traffic that search engines can produce. One of the first steps in positioning your site is choosing descriptive and focused meta-keywords. The importance of excellent keywords used throughout your site cannot be emphasized enough.

If you have chosen good keywords, and followed the steps outlined above, you should start to get good positions near the top of the listings over the course of a few months. The trick is to maintain that position. Just because you appear at the top of the search results doesn't mean that you are guaranteed to remain there. New websites appear by the second and search engines regularly change the methods they use to index them. To ensure that you maintain your position, you must first re-submit your site around once a month and check your ranking on each major search engine regularly, preferably once a week. By checking your ranking you can determine what your position is and whether it is trending upward or downward. If you are heading up over time, great, pat yourself on the back for a job well done. If your rank is spiraling downwards, or you just can't seem to push ahead of certain competitors, its time for some more advanced work.

Don't let your competitors get a leg up on you by ignoring your ranking trends for too long. Maintain your position and you will get a constant, steady reward in the form of new visitors and increased traffic to your site. SEO is an ever changing and on going process. Maintaining your high ranking is imperative to keep your position from sliding back down the search results.