

What is SEO? How is Search Engine Optimization Performed?

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Let's take a look at what SEO is, and the finer points about the search engine optimization process in order to have a more complete understanding of how SEO is utilized for websites.

You just got to love some of those terms that actually make no sense what so ever. Take SEO and SEM for example. By now everyone has at least heard the terms search engine optimization (SEO) and search engine marketing (SEM); but what do those terms really mean?

SEO and SEM are 99.9% pure search engine optimization English.

The English language is filled with funny [keyword](#) terms that seem to deify logic.

Take for example the person that is a school teacher. Everyone says "she's a school teacher" but come on really, how many teachers teach a school? Now, since my wife is one of the profession of "teacher," I have to admit that I have used the wrong term at least on several occasions; that is, until she gave me a school lecture. Oops, I did it again on "school lecture" ...

As far as I am concerned, even the online dictionaries get some of the definitions wrong. Here was an online definition for schoolteacher. "One who teaches or instructs a school." Yeah right. I can see my wife talking to the walls, instructing them to stand straight and tall. ;-) It seems as though many folks are guilty of using Internet search engine terms that are not very clear, or at least not very logical.

So, what really is SEO and SEM all about?

Google has a help area on their website for webmasters that talks about search engine optimization and a search engine optimizer. See: [Search Engine Optimization \(SEO\)](#). The advice Google gives is excellent in regards to describing what a good search engine optimizer should be, along with advice on what to watch out for in the SEO industry.

Many SEOs and other agencies and consultants provide useful services for website owners, including:

- * Review of your site content or structure
- * Technical advice on website development: for example, hosting, redirects, error pages, use of JavaScript
- * Content development
- * Management of online business development campaigns
- * Keyword research
- * SEO training
- * Expertise in specific markets and geographies.

While most people involved in SEO refer to the service provided as, search engine optimization, we really should call it Web Site Optimization or Web Page Optimization, or (WSO) and (WPO) respectively. The term search engine marketing, ([SEM](#)) typically refers to the pay-per-click type of marketing and advertising promotions, though some use the SEM acronym synonymously with the [SEO](#) term.

The heart of the matter of good website optimization is building a site foundation that is search engine friendly, with copywriting which includes industry specific keywords and keyword phrases for the business, and a website that is well written which speaks to your target markets. Many websites are simply way too heavy on the graphics used, and not built with nearly enough of useful written content.

As an owner, president, CEO, Sales and Marketing VP, or business person at your company, one should think of a website, not in terms of something that has to be there, but it should be thought of in terms of what it can do for the company's brand in strategic ways of increasing online sales, making a significant Internet marketing branded impact with the website, as a strategic Web advertising tool for expanding market reach into both horizontal and vertical markets, as a tool for the sales and marketing staff to provide sales information, published brochures, and for email links to specific keyword targeted areas on the website, and as a customer service area for supporting frequently asked questions and/or other supporting documentation.

Building a search engine friendly website requires more than just going in on a one time basis and optimizing the keywords for a particular business. This is only a small fraction of the work that is involved with the site. Additional items of importance are to continually seek out quality links (though if quality content is written, the quality links will come), do ongoing online market research, reading information pertaining to various market segments is certainly a requirement for developing quality content, copywriting, technical writing, and ongoing copy editing is also necessary in order to build a strong online foundation and brand image.

Today's online market place requires SEOs to have intimate knowledge of an organization, strategic communications with executives, communication with sales and marketing personnel, and even coordination with IT departments. The SEO process also involves strategic marketing and advertising practices, good copywriting skills, and most importantly an SEO needs to have good [business ethics](#).

Speaking of ethics, when it comes to your website, do be extra careful on who you hire to do your website optimization. Optimizing a website with hidden and underhanded tactics, can and has booted websites out of the search engine results all together. Imagine your business website not showing up online at all, not even when searching for your company's name. Remember, the content of a B2B or B2C website (most business websites are in one of these two categories) is the intellectual property of the business owner, if you are the small business owner, or entrepreneur, or owned by the corporation in the case of larger companies. Would you let just anyone mess with your intellectual property?

Trust is the key for any type of outsourced services or even an in-house SEO arrangement for handling the online affairs of your business website. An honest, ethical, trustworthy, and professional SEO person and/or SEO company is a must when representing you and your company.

Contact [Professional Web Services](#) today for handling your Internet marketing affairs with a approach that we always place the customer first and will always treat your intellectual property with the proper respect it deserves.

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