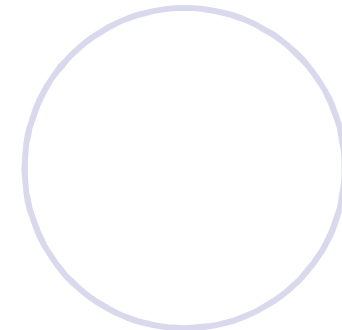
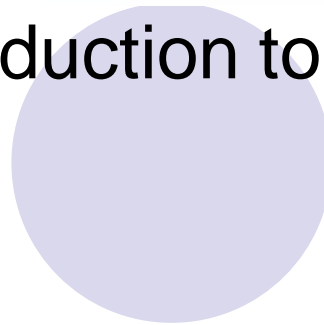
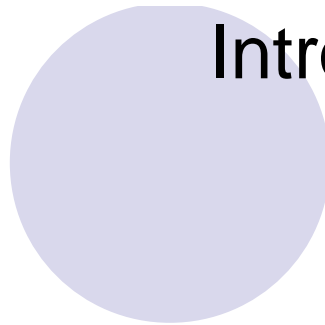


## Introduction to SEO



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# What is SEO?



## Search Engine Optimisation (SEO)

SEO is the process of improving the volume and quality of traffic to a website via 'natural' (or 'organic') search results. (Wikipedia)

Apart from email, Searching online is the most popular activity performed on the web. The days of looking through the Yellow Pages are numbered, whether you're looking for a hotel, restaurant or plumber, the internet tends to be the first place people look. Therefore it's imperative that we feature as prominently in the Search Engine results as possible.

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# What is SEO?



## Google Remains the Market Leader

Percentage of U.K. Searches Among Leading Search Engine Providers			
Domain	May-08	Apr-08	May-07
Google Properties	87.30%	87.69%	78.28%
Yahoo! Properties	4.09%	4.01%	8.58%
MSN Properties	3.72%	3.65%	5.46%
Ask Properties	3.07%	2.89%	4.96%
Note: Data is based on UK Internet usage over the four week rolling periods (ending 31/5/2007, 26/4/08, 26/5/2007) from the Hitwise sample of 8.4 million UK Internet users. <b>Note that the percentages for the search properties include the .uk and .com domains.</b>			
Source: Hitwise UK			

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# What is SEO?



## Google Remains the Market Leader

Google have used all of their knowledge and power to insert themselves as the massive market leader, meaning that what Google says we are, we are (whether we like it or not).

There are two main ways to feature within Google - Natural SEO (Organic) or Paid Adds:

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# What is SEO?



## Organic SEO and Paid Ads

The screenshot shows a Google search for 'mortgages'. At the top right, a yellow and red box labeled 'Paid Ads / Sponsored Ads' has two red arrows pointing to the sponsored links section. On the left, a yellow and red box labeled 'Natural / Organic SEO results' has a blue arrow pointing to the organic search results. The search results are divided into several sections: 'Sponsored Links' (paid ads), 'News results for mortgages', and a main list of organic search results. The organic results include links to 'Compare the Best Low Rate Mortgages @ Moneysupermarket.com', 'Nationwide Mortgages: Calculator Fixed Rate First Time Buyer...', 'UK mortgages home: mortgage calculator, rates & lenders list', 'Halifax Repayment & Fixed Rate Mortgages UK - Best mortgage deals', 'Alliance & Leicester - Mortgages', and 'Fool.co.uk - Compare Mortgages, Find The Best Mortgage Rates'.

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# What is SEO?



## How Search Engines Work

Search Engines send our 'Robots' or 'Spiders' to trawl through the Internet checking websites on a regular basis. They make note of changes to websites, links to other websites and also monitor dead links.

The Robots are quite basic and can read text and links, but not much else. This is why properly built html sites often outrank more dynamic sites that are built in Flash or Javascript.

When the Robot visits your site it will acknowledge updates/changes to the site, the more the site is updated, the more the Robot will visit - meaning you're more likely to feature in the Search results.

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## How do Search Engines Rank Websites?

Here are the top 10 factors that positively affect your search engine rankings:

Keyword Use in Title Tag

Anchor Text of Inbound Links

Global Link Popularity of Site

Age of Site

Link Popularity within the Site's Internal Link Structure

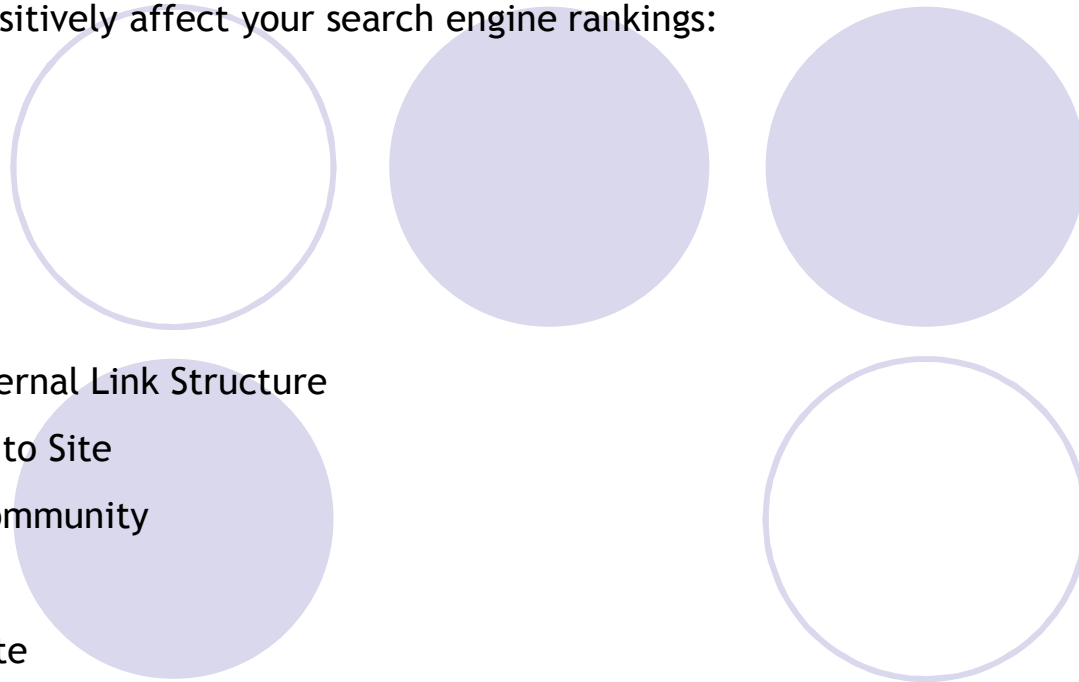
Topical Relevance of Inbound Links to Site

Link Popularity of Site in Topical Community

Keyword Use in Body Text

Global Link Popularity of Linking Site

Topical Relationship of Linking Page



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# What is SEO?



## Why Does SEO Matter?

SEO is important because it improves the odds of someone finding your website online.

Being visible online enables people from all over the world to find your site, the more visitors to your site, the more greater your earnings will be.

Your online marketing efforts should be focused on your end result - gaining more visitors.

Make sure you make a good first impression - your homepage/landing page should be welcoming, easy to follow and as accessible as possible.

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