

# WHAT IS SEO



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Quite simply, SEO is Search Engine Optimisation - the process of receiving organic (free) traffic to your website. Carrying out SEO on your website will assist you in improving your site's search results position and the higher the position, the more people will see it.

# WHAT IS INVOLVED IN SEO?

There are a number of factors that we look at when conducting Search Engine Optimisation on your website, including:

**URL** - the right URL is vital as it is the first place Google and other search engines will look to establish what your website is actually about.

**Keyword research** - we establish the right focus keywords for each of your pages, ensuring your target audience is able to find your site through the words and phrases that they use.

**Content** - your pages need quality content which delivers the right information to your target audience;

**Internal links** - these help those who have landed on your site find other relevant pages that they will find useful;

**Meta data** - meta description: this is a brief summary of what users can expect from the page which comes up on the search engine results pages (SERPs)

**Alt tags** - the text that will show up if the image fails to load

**H1s / H2s / H3s etc** - these headings give each of your pages structure and makes finding specific information easier to find for your visitors

