



## **SEO - Search Engine Optimisation**

### **What exactly is search engine optimisation?**

Simply explained, it is the technique of attaining a high ranking in search engines and directories via changes to your site code to make it more search engine compatible.

### **So why wasn't your site optimised for search engines when it was built?**

Many web developers believe it is the site marketer's job to ensure the site is found in search engines and vice versa. Most don't bother checking that your site is found in the important search engines, assuming you or your marketing department will do it. Or perhaps it wasn't discussed in your original development budget. Some web design companies feel it is not part of the "design process". Consequently, your site can be launched for many months without the search engines having any idea it exists.

Some firms don't include even the most basic META tags in your site code when building it. Or those that do include META tags without close consultation with you, resulting in the wrong search terms used and poor performance. This is quite typical! Remember that search engine optimisation requires both client interaction and constant monitoring to be successful.

Search Engine Optimisation is and always will be included as standard with every SWD website build or re-design.

Please note; without an unlimited budget, no-one can guarantee you a top ranking on google, yahoo or msn etc. There is always someone else who wants to be No.1.

There are many ways and means of achieving high rankings and some of them may result in you being removed and blacklisted, we do not use these tactics and will advise you on all other ways of achieving high rankings.

Price for assessment, including robot simulation report, basic site optimisation, and submission to the major search engines is only £180.