



Search engine optimization

Making the web work for you

Introduction

In this document, appliedeye consulting presents advantages and methods of using the web to generate leads for your business and creating awareness about your business.

Unlike popular perception that your website is essential to your business we state that having a website is only makes sense when the purpose is clearly laid down and a sound progressive strategy is implemented.

You will learn

- ✓ What is search engine optimization
- ✓ Why use search engine optimization
- ✓ How businesses use search engine optimization
- ✓ When to use search engine optimization

What is search engine optimization?

To find information on the internet people use search engines like Google and yahoo. These search engines discover the websites on the internet and rank them in order of relevance for any search query.

These search engines use complicated algorithms to rank websites, but have their limitations. Due to ignorance of web design firms some websites will not even be found by search engines and others will never be ranked high enough to be found for any search.

Search engine optimization is a gradual process of creating and promoting WebPages on your website to rank high in top search engines for keywords or search terms most popular for your business to increase high quality traffic to your website.



Figure 1

Why do I need search engine optimization (SEO)?

Internet is used primarily for 3 things.

- ✓ Surfing
- ✓ Email
- ✓ Searching

A vast majority of internet searches are done over the top 10 search engines which include Google, Yahoo and Msn. As the internet culture evolves the web

- ✓ Has become the primary source of information
- ✓ Has become the first place where people look for information about products and services
- ✓ Has become a place where people find contact information about vendors of products and services locally Ex. AC repair company in New York
- ✓ Has become a primary source of knowing the reputation of a business by reading reviews of other users

Owing to this popularity

- ✓ It's important to be found in the search engines.
- ✓ No matter what you sell the web is the second most crucial point of contact with your company the first being a referral by an existing satisfied client.

More importantly people instinctively trust the vendors that they find searching the web. It's this trust and exposure that you need to capitalize on.

If you rank high for relevant terms you will get high quality web traffic which will give you a constant source of high quality business leads and customers.

How businesses use search engine optimization

Here we present of how some well known businesses use search engine optimization.

Manufacturers and Wholesalers:

Retailers and importers from various parts of the world look for cheaper sources of products. Manufacturers from China and India understand these and many manufacturers are now ranking their websites high for search terms like "kitchen appliances manufacturer India" "wholesale kitchenware supplier china"

IT companies:

India is well known for its IT outsourcing capabilities, while most of the work for bigger firms comes from direct marketing efforts the mid sized IT companies use search engine optimization to rank for terms like "Web design outsourcing company India" "outsourcing company India" to be found by people looking for their service.

Real estate agents:

Prospective real estate investors and buyers find local real estate agents using search engine optimization.

Insurance companies:

Insurance companies and agents need constant supply of fresh leads and they use search engine optimization to make sure their insurance advisors are never sitting idle.

These are just a few of businesses that use search engine optimization to grow wit little effort, to learn how search engine optimization can help your business get in touch with us.

When to use search engine optimization?

You should use search engine optimization when

- ✓ A significant number of your customers or potential partners use the internet to locate your business or are likely to use it in the future.
- ✓ You want to get superior ROI
- ✓ You want to explode sales with least investment in marketing
- ✓ You want to dominate and get a edge over your competition
- ✓ You want high quality traffic to your website
- ✓ You want to generate high quality leads
- ✓ You want to create awareness about your business
- ✓ You want to enhance brand recognition
- ✓ You want to create trust in your brand

If you want to know if search engine optimization can help you please get in touch and our experts will be glad to help you.

You can email info@appliedeye.com with any queries you might have for a prompt reply. Visit www.appliedeye.com

Some Popular search engines we optimize your websites for are:



