

## Search Engine Optimization (SEO)

Today it is imperative for organizations to develop and maintain first-page search presence in search results (Google, Bing, Yahoo, etc). Search Engine Optimization is the process by which organizations can establish credibility and draw a larger volume of targeted visitors to their website.

Many factors go into a site's ranking and placement in search engines. Successful SEO employs strategies that work with the confines of the various, dynamic search algorithms that search engines use to rank sites.

**Copy and Content:** Copy and content revision is the first step in an SEO project, typically requiring a thorough review of all existing web content, competitor and industry analysis, and compiling relevant search data.

This information is carefully considered in revising copy to meet the optimization profile that will enable you to gain more accurately targeted visitors. This is also the point when a master list of keywords is developed and infused into the copy.

This exercise is most effective the first time it is done. However, to keep pace with competition and the dynamic nature of search technology, organizations face

the pervasive task of analyzing and refining their copy and content to maintain and improve search engine results.

### Meta Tags and Title Tags:

The next step in the process is the creation of meta tags, which are derived from the master keywords list. Adding this meta information to the html of each page reinforces the effectiveness of the optimized copy, and enables automated web crawlers to properly index your site.

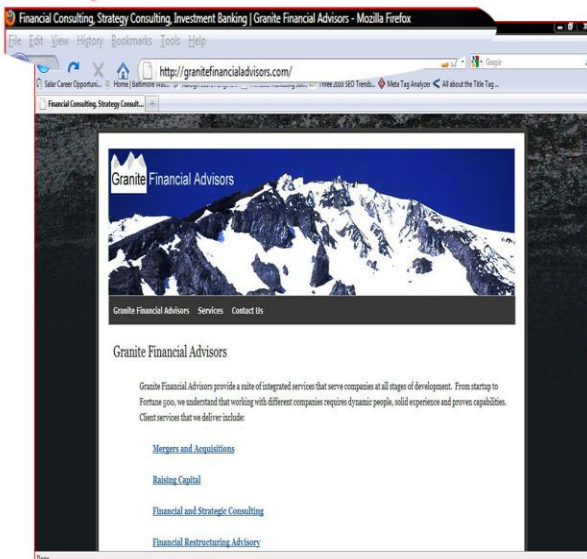
## What is SEO?

**Search engine optimization (SEO)** is the process of improving the volume or quality of traffic to a web site from search engines via "natural" or un-paid ("organic" or "algorithmic") search results - Wikipedia

Title tags represent a web page's title, displayed at the very top of a web browser. The importance of title tags in

SEO is often overlooked. The addition of proper title tags alone can provide major improvements in search engine placement.

### Title Tag



### Link Building

Link building for SEO involves several methods to get links from external websites back to your site. Search engines analyze the amount and sources of external links to determine a quality score for a given website; gaining quality links and avoiding undesirable ones naturally yields a better score.

Methods for building quality links include, but are not limited to: Link exchanges, contacting webmasters directly to ask for a link, linking from online communities or social media outlets, press releases and news coverage. Prominent industry sites, popular media sites, and reputable company sites are prime targets.

### The End Result

No SEO exercise produces immediate results. It takes time to build up your ranking and placing in search engines, but improvements can usually be seen within two to three weeks.

SEO is optimally employed as either a continuous process or a regular exercise to maintain strong search positioning. Continuous improvement helps stay ahead of the ever-changing search engine algorithms and the counter-efforts of your competitors.

### SEO by Montauk Marketing and Design

We have over ten years experience performing and managing SEO operations for organizations of all sizes in several industries. Our customized work focuses on meeting our clients' unique business objectives and establishing and maintaining optimal search placement.