

The work I can do ON your web site to improve your site ranking significantly in the search engines includes a wide range of adjustments and additions in some cases, and is called ON-SITE SEO. These are very significant factors that can help make you a real AUTHORITY in your field. Keywords, organization, layout, your host and your sites code are a few on-site factors that are very important and can sometimes be improved alot for drastic results in some cases.

- Keywords

Your keywords need to be chosen wisely for each of your pages, and then your pages must contain these keywords in the best ratio. We never do "keyword stuffing", we integrate important keywords that not only help people find your site in Google but at the same time, improve the content for your visitors. Content is king they say, and yet, people are not very organized. Remember the librarian analogy? How strong is your outline? Will the librarian put on her horn rimmed glasses and look deeply into your book, or frown and shake her head in disapproval. Researching and Selecting your keywords is unquestionably an art form. You need the advise and the services of an experienced SEO to even begin your campaign plans. Before we can do anything else, we must do some basic research or even launch a deep study of your keywords. Time and money spent at this stage will almost always lead to a very high ROI (return on investment) because this is where we discover untapped gold mines in many cases, and usually this is time extremely well spent. Your keywords are your foundation and your online markets both. Remember, keywords are PHRASES of words. Its very unlikely you will ever dominate many ONE word keywords, but there are many 2 and 3 word keywords that can lead straight to the bank.

- Organization

Search engine optimization involves focusing your site and organizing your content usually, but also involves your meta tags, which are invisible tags your site visitors don't see. You may not even have meta tags yet. I will create these tags if necessary, and optimize them with your content, and get them both organized.

- Layout

SEO mostly involves text you might think, but nowadays, SEO involves so much more than just that. Photographs, Videos, HTML and even web development in some cases. Getting the layout optimally organized, makes it easier for both humans and Google to follow along and hang out longer. You want people to explore your site and come back again another day! You want Google to explore your site, you want your layout to take advantage of every opportunity to impress your visitors including the Google bot.

- Your Host

The speed and quality of your host are sometimes significant factors, we may advise that you move your site to a better host or upgrade your hosting plan in some cases. Search Engines don't want to send people to slow web sites and if your guests are sitting around waiting for the site to load, they will leave, and it doesn't even matter how optimized we are.

- Your Code

Bad or sloppy code, certain techniques in your code, certain technologies, all can have a profound effect on your position in the search engine results page (SERP). We will have a look at your code, and tell you if there are any issues or problems that must be addressed. Some things are far too important to overlook, and we won't even take some jobs until the code is fixed. In addition, if your page is a ton of code with just a few lines of content, the search engine bots might not read your fascinating company description. In addition, its no big secret that the SPEED of your web site means a great deal to Google as well. After all, why would they want to send someone to a sloppy slow web site that takes an hour to load?