

Why Is Search Engine Optimization Important?

Search engine marketing is the process of using search engine optimization to make sure that your webpage consistently is at the top of the heap when customers and client do an Internet search for terms that are related to your product or service. When search engines send out spiders or bots to collect information about different websites that is then used to decide which web pages show up first in search listings these spiders and bots are looking for search engine optimized content, or SEO content. SEO content drives search engine marketing by repeating certain keywords or key phrases a certain number of times.

When the search engine spiders and bots pick up those keywords or key phrases then they put that webpage higher in the search listings than pages that don't have SEO content. SEO has become very important to businesses in the last decade because no matter how much you spend on advertising when you're doing business on the Web your webpage needs to be at the top of the search listings page. Search engine marketing can target the major search tools that people use like Google or Yahoo so that you can be sure your webpage will show up somewhere near the top whenever anyone searches for a keyword or key phrase that is found on your website.

SEO content needs to be original though, just copying and pasting the same paragraph over and over won't help you with SEP. The spiders and bots are programmed to not list sites that repeat the same word or the same phrase over and over. So if you were planning on taking one paragraph or one page of content and using that for search engine marketing it won't work. For effective search engine optimization you need to have original SEO content.

If you want your website to really be successful good SEM is the key. Lots of companies place online ads and online ads can be effective at reaching particular target markets but when it comes to sheer numbers the highest number of hits that you will get to your site will come from SEO content and using search engine optimization in creative ways to get your webpage listed higher up in the search rankings.

Studies have shown that a majority of people will never click past the first page of search results when they search for a certain keyword or phrase so you have to make sure that your webpage is at the top of the search results page in order to get the most visitors to your site who are looking for the product that you sell. Using search engine optimization can be tricky until you get the hang of writing SEO content and using search engine marketing but once you figure out how it all works or hire a professional to show how it all works you'll be amazed at the increase in traffic to your website that you will see.

About the Author

Before you do anything go to Terry Stanfield's site for information on how to [increase website traffic](#) and related info about [Search Engine Optimization](#)

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