

Climb Search Results!

# DIY SEO

A Collection of Ideas, Opinions,  
Tips & Exposed Myths!



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# SEO: No Perfect World

In the best case scenario the model of SEO would provide business with a fair shake in search engine rankings while giving visitors the opportunity to find legitimate information on your site.

In a perfect world, search engines would give you altered ranking status within 24 hours of site submission information instead of two months or more.

It would be a good day if every facet of SEO were clearly understood in a three-step outline or through a book called, "SEO for the Uninformed".

In a simpler time SEO might have meant Site Environment Optimization and would have something to do with home improvement and the need for tools.

The terminology of SEO might be foreign and the concepts may be more repulsive than your least favourite class in school, but for online marketing SEO is a language that must be learned if you are serious about making the most of your online store.

One of the difficulties entrepreneurs face is the state of flux that is associated with SEO practices. If a businessman has old information or relies on the inexperience of many so-called SEO professionals they will likely hurt themselves by participating in practices that are often penalized by search engines.

Simply put SEO (Search Engine Optimization) is a mechanism of targeting words or phrases that Search Engine users may likely use when searching for products or services that are similar to yours.

SEO applies to Meta information in the html code of each page, it can also be found in the articles and other content produced on your website.

One of the expenses you may need to look at in relation to your business is the expense of time in the form of research. A little time each day set aside for understanding the relation of SEO and your website can go a long way in moving you into greater future business success.

*Should you receive an email that reads something like, "I visited your website and noticed that you are not listed in most of the major search engines and directories..." delete it and never give it a second thought.*

There are many willing hands ready to take your money and are rarely able to deliver on their implied promise. Sure, they may be able to improve your site ranking but it will typically be for a keyword that has nothing to do with your site's purpose.

There may be something to the old adage, "If you want something done right, do it yourself."

The good news is SEO techniques can be learned and you are the right person for such an educational opportunity.