

SEARCH ENGINE OPTIMISATION

What's Hot!

What's Not!

SEO is a dynamic and evolving field. With top Internet search engines updating their algorithms steadily, the relative importance of factors that carry higher weighting today is not the same as it was a year ago or even few months ago.

The way we 'search' has also undergone a significant change over the years. Netizens, too, are becoming increasingly aware of the dynamics of search and are consequently changing their preferences. Search queries are getting longer and one- and two- word searches are becoming less prevalent.

Jan 2008 - 62.60 percent of all executed searches on google.com

Jan 2009 - 72.13 percent of all executed searches on google.com

In short, what worked yesterday may not work today and what works today, might not work tomorrow.



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Search Engine Facts

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57% of Internet users search the web every day and 46% of those searches are for product information or services.

Attracting a loyal audience to your website is best achieved through top search engine listings.

85% of qualified Internet traffic is driven through search engines. However, 75% of search engine users never scroll past the first page of results.

Users looking for products online are far more likely to type the product name into a search engine (28%) rather than go into an engine's "shopping" channel (5%) or click on banner ads (4%).

Search Engine Facts

Current SEO Trends

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Universal Search

Initiated by Google, universal search is a search concept that aims at creating a single page of search results, which includes all types of results – texts, videos, images, maps, etc. – in one page. Even though this 'phenomenon' did not make the impact it was expected to, the importance of universal search might not get diluted in the future. Consequently, quite a few SEO firms have already altered their campaigns to suit this algorithm.

Personalized Search

If you are a web user making use of Google products such as Gmail, Google Toolbar, AdWords, etc., the search giant is, in all probability, keeping a track

"The recent past has thrown up a few trends that may or may not hold ground in the times to come."

of your search habits. As a result, the next time you search for something, it will throw up a personalized search result, tailor-made just for you. It is becoming imperative for SEO companies to understand the nuances of this kind of search and build their campaigns accordingly.

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What's Hot in SEO

What's Not Hot in SEO

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The amount of information on the Internet is growing exponentially. SEO companies employ different techniques to stay ahead in search engine rankings. Following are some of the things that in our experience have contributed in attaining top rankings for clients

1 Thorough keyword research and analysis – When you sit down to analyze the right keywords for your site, make sure your research is thorough. Study the target market and competitors of the website and then outline the set of keywords that are to be optimized. Don't ignore the long tails!

2 Unique and keyword rich content – Optimize your content using the right keywords on each web page. Keep the content precise and relevant to the topic of the page. This will attract both visitors and search engine crawlers to your site.

3 Carefully crafted Title and Metas – The Meta Tags and Title Tags of your web pages have to be created with precision. Keep search engines' prerequisites in mind and insert keywords at the right places.

4 Social Media Optimization – Get involved in social media networking through channels such as social networking sites, blogs, discussion forums, social bookmarking sites, etc. These techniques can popularize your brand on the web and get you visitors as well.

5 Links from relevant and high quality sites – Submit your website in relevant directories and generate links from high quality sites. This will not only improve your Page Rank, but also lead to an increase in your website traffic.

“Get Links from relevant and high quality sites – Submit your website in relevant directories and generate links from high quality sites.”

6 Usage statistics - There will be a paradigm shift in search that will shift to include user perspective. Keep a watch on your site's usage data. Monitor time on site, Bounce rates, top exit pages etc. In times to come this will become even more important.

What's Not Hot in SEO

There are quite a few other means used by SEO service providers in the name of getting you rankings. However, most of these techniques are becoming increasingly outdated and are not really needed to get good rankings.

1 Keyword stuffing – Imagine a piece of content where every sentence is laden with one particular keyword. It is such a put-off for the reader. For search engines too, the tactic of keyword stuffing is not a smart move anymore. You can get good results by simply using

the right keywords judiciously throughout your page. Google has evolved from keyword density to concept density.

2 Submitting your URL to search engines - In today's search industry, most search engine crawlers reach a page by following a link. Therefore, the need for submitting your URL to search engines is not relevant anymore. It is surprising how many companies are still running this service of submitting the site to Google, Yahoo etc and even more surprising is how many companies are paying for it.

3 Spreading your content over several domains - A number of SEO firms register different domain names for a single website and incorporate similar content in their web pages. They then optimize each of these domains for higher rankings in a bid to capture maximum ranks on the result page. While keyword rich domain name helps but domain farms will hurt.

4 Targeting overly general keywords - SEO firms

"Avoid targeting keywords that are generic in nature"

should avoid targeting keywords that are generic in nature. Though such keywords look 'hugely searched' and you would ideally want your site to rank high on them, they actually have very low conversion rates. This is because your website might not be providing the product/service/information searched for by the user.

5 Relying on only reciprocal links - Reciprocal linking was the in-vogue optimization technique for quite some time. However, today, you cannot rely only on this technique. Go for one way linking and get traffic to your website through relevant sources.

Conclusion

As an online entrepreneur looking for top rankings for your website, you ought to make the right moves when choosing an SEO company. Firstly, enlist the best available companies on the basis of your budget and requirements. Then, undertake a thorough research of their portfolios, style of working, case studies, etc. In the end, opt for the firm that can best live up to your expectations through the use of smart SEO techniques.

Arrow Internet Marketing is one of the leading Internet Marketing companies in Australia. The company provides a range of SEO services that can help clients garner high search engine rankings, enhanced traffic and consequently better revenues.



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