



*Do you hear the words SEO (Search Engine Optimisation) and run in the other direction?  
Would you rather swim with sharks than entertain the idea of SEO?*

If you are confused about SEO, fear not! You are not alone and we are here to help!

### **What is Search Engine Optimisation (SEO)?**

SEO is a marketing tactic focused on growing visibility in organic, also known as non-paid search engine results. SEO combines both the technical and creative elements required to improve rankings, drive traffic and increase awareness in search engines. There are many aspects to SEO; from the words on your page, to the way other sites link to you on the web. Sometimes, SEO is simply a matter of making sure your website is structured in a way that search engines understand.

SEO isn't just about building search engine-friendly websites. It's about making your website better for people too. These principles essentially go together.

### **Why does my website need SEO?**

Most web traffic is driven by the major search engines, such as Google. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is a fact, whether your site provides content, services, products or information regarding any of the mentioned.

Search engines are unique in that they provide targeted searches for what people looking for. If search engines cannot find your site, or add your content to their databases, you may miss out on incredible opportunities to drive traffic to your website.

**Search queries;** the words that users type into the search box, carry extraordinary value. Statistics have shown that search engine traffic can make or break an organisation's success. Targeted traffic to a website can provide publicity, revenue and exposure like no other channel of marketing. If you have the money, investing in SEO can have an exceptional rate of return compared to other types of marketing and promotion.

## **Why can't the search engines figure out my site without SEO?**

Search engines are incredibly clever, but they still need help. The major search engines, such as Google, are always working to improve their technology to crawl the web more deeply and return better results to users. However, there is a limit to how search engines can operate. Whereas the right SEO can bring you thousands of visitors and increased attention; the wrong moves can potentially bury your site deep in the search results, where visibility is minimal.

In addition to making content available to search engines, SEO also helps boost rankings so that content will be placed where searchers will be able to find it much quicker.

## **Can I do SEO myself?**

Of course! The world of SEO is complex, but most people can easily understand the basics. Even a small amount of knowledge can make a big difference. Free SEO education is widely available online; combine this with a little practice and you are well on your way to becoming an SEO novice!

However, depending on your time commitment, your willingness to learn and the complexity of your website, you may decide you need an expert to take care of things for you.

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your current IT requirements, including your security. You can also email us at [hello@365itsupport.co.uk](mailto:hello@365itsupport.co.uk) – we are always happy to help and provide advice for your IT.