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RESEARCH ARTICLE

A NEW APPROACH TO IMPROVE BUSINESS USING SEO TECHNIQUES

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Abstract:

SEO Stands for "Search Engine Optimization". Increase the website results via paid/natural resources. Search engine optimisation should not be seen as an end in itself. It is a function that should be undertaken to improve the overall commercial performance of a web site. The role of SEO is to legitimately process of improving rankings. There are few genuine guarantees of a top placement, particularly for highly competitive search terms. Good SEO will improve a web site's ranking across a range of selected terms. However, any process whereby a search engine is illicitly manipulated in order to guarantee a high placement is referred to as spamming. The successful execution of a search engine optimisation project requires skills in the areas of analysis, research, planning, copy writing and communication.

A comprehensive search engine optimisation project is divided into four interrelated phases.

- 1. Pre-site activities – The research and planning activities undertaken before an existing or new site or page is actually touched or built.*
- 2. On-site activities – The activities directly involved in the content and design of webpages.*
- 3. Off-site activities – Building a portfolio of quality inbound links to your website.*
- 4. Post-site activities – Analysing and responding to site traffic and user feedback once a website has been optimised. Effective SEO is a continuous activity.*

Keywords: SEO; PPC; Metatags; Alttags

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