



The Importance of Search Engine Optimisation (SEO) To Your Business



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Why is SEO Important?

Quite simply because it is the only real way small businesses can compete with the big guns in today's digital marketplace.

This year has seen a step change in the way people are accessing the internet and the way they are using it. iPads and other tablets along with proper Smartphones allow people to take the web with them wherever they go. Our culture is changing to accommodate these changes too. Take a ride on a bus or train and you will see a large percentage of people texting, browsing the internet, even buying products all from the comfort of their seat. We have all changed in this respect and we accept it as part of normal everyday life.

Verdict Research (a leading authority on retailing in the United Kingdom) predict that on-line expenditure will increase by more than 56% to £35bn by 2014. In the last year, mobile has increased this growth with retailers reporting traffic of between 2-12% via their mobile channel. Morgan Stanley predict that by 2014, sales via mobile devices will overtake sales from a PC.

The companies who are exploiting these new channels spend a great deal of effort on SEO because it works. Any new or expanding business must get their products and services seen by their clients and at the moment the most cost effective way to do this is via the internet using digital marketing. SEO is the key component here and the following pages explain why.

So to begin. When all boiled down there are only really 3 main ways to promote your website:

1. Word of mouth, person to person. I give you my business card or send a letter and ask you to take a look at my website.
2. Pay Per Click (PPC) using services like Google Adwords. Instant access to Google's powerful search directory.
3. Search Engine Optimisation. A longer term approach but a longer lasting strategy.

The first 2 only work when you do, meeting people in the case of (1) and being able to pay for it in the case of (2). SEO works for you 24/7 once you have put all the elements in place. This is why it is so important as both options (1) and (2) either rely on your time or your budget.

Would you rather use marketing techniques that you have to continually work on, or techniques that work for you? The third sounds the best option to me!

SEO improves your presence and reputation in your market. The physical process of carrying out the optimisation on your website will also fine tune your sales message and the way content on your website is presented. This is a very welcome side effect because not only will you gain a higher search engine ranking but when visitors come to your site they will be able to find what they are looking for faster. This in turn increases the likelihood of them buying from you or making the call.

Once you are involved in the process of SEO you will begin to reduce your reliance on word of mouth and, if you use it, Pay Per Click advertising. This in turn reduces your overall risk and costs.



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How?

Well let's say you are having a cash-flow issue one month. If you can't spend money on PPC you may not get sales, making things worse for your business. SEO is not effected by blips along the way so a bad week or two will not stop its effectiveness. It tails off far slower than any positive gains made over word of mouth or PPC so it is ideal as a long term website marketing strategy.

So why doesn't everyone do SEO?

Most larger businesses do a lot of SEO because they have seen the benefits and the impact it has on their business. What happens a lot in smaller businesses, especially start ups, is that they do not understand, value or cost in SEO early enough. This means that when their website is ready to launch along with all the other collateral there is no money left to promote it.

Would you spend money on fitting out and stocking a new shop which is not located in a main shopping area and not spend money telling people about it?

Businesses must factor in SEO costs at the outset, particularly if undergoing a website redesign. If they don't they will have spent money for little or nothing.

Understanding how it works is vital for businesses as there are a lot of untruths about SEO. Many people think of it as a 'black art' or associate it with underhand activities. It is none of these things. SEO is a methodology, which when carried out correctly by professionals will lead to more sales and a better reputation in the Internet environment and beyond.

SEO is all about ensuring the structure of a website is as logical and as relevant to the marketplace and clients as possible. It requires that headings, content and other related factors are audited to make sure that the search terms the company wants to be found under, flow through to everything on the website from page titles, meta tags, image names, the list goes on.

Once this is done the task of getting other websites to link to yours can begin. Linking accounts for the majority of a websites' ranking on search engines. This makes sense as you would expect a great website with lots of relevant information to be linked to by many other websites. Google sees this as reinforcement of a websites reason for being. Our SEO guide explains things in more detail.

Once these SEO methods are understood we can then address the value to the business of SEO. If a company had a turnover of £50,000 and after an SEO campaign this increased to £100,000 it would be clear to anyone that the SEO had a positive effect on the business. Let's say that the SEO cost £10,000. We can see that although the gross profit has reduced a little, it still makes good business sense.

Knowing what is done in the SEO process and the value that it brings to a business should convince any business owner that SEO is one of the most important tasks that must be done to gain advantage in this digital marketing age.



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In summary

- More people are taking the internet with them wherever they go using tablets and smartphones.
- More people are using it to find and buy products and services
- New and expanding business must get found on the Internet or they will lose out
- SEO is the best way to do this and it works!

What Next



You now have **3** choices:

- 1.** Do nothing and miss out on making real money from your site. Let your competitors get wise to SEO and get there before you.
- 2.** You or your staff carry out SEO by making sure you understand how each and every task is actioned and devote the time and resources to achieve it. Download and read 'The SEO Experts Guide to SEO' which we wrote to explain what you need to do. Download it from here: <http://www.googleseoexperts.co.uk/seoguide>
- 3.** Get our **SEO Experts** to carry out the SEO for you with the added benefit that we guarantee first page position for your keywords or we give your money back for each keyword phrase that does not achieve a Google first page position within 6 months.

Call us today on 020 3468 7160 and get new business from the Internet.



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