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There used to be a time when SEO and web design services are disjointed but this has changed in recent years. Any SEO company worth its salt will not only offer to change the design of your website to make it user-friendly and more attractive for customers but also make it easier for search engines to find. One revealing statistic is that most designers still donâ€™t find the importance of learning the basics of SEO to be incorporated into their clientsâ€™ sites. A good analogy is a theme park in the middle of a jungle, with no signboards to provide directions search engines wonâ€™t have any way of knowing its existence.

How search engines find your site

Google uses spiders or crawlers to comb the Web. They find your site, pore over the content, follow the internal and external links then finally index this information into the database. It sounds pretty simple but itâ€™s really not, especially when you are talking about millions of sites. Unless the consumer already knows your site and type â€œwww.google.com,â€• for example, thereâ€™s no other wa find you but through the search engines and this is where it gets messy. If they type â€œLos Angeles web designâ€• they get millions of hits. The trick is to get to the top of the page because consumers rarely go past the first page in Google and SEO is still the most effective way to do this.

What to expect from web designers

As stated, web designers should also have SEO background. This makes the whole process earlier as the vendor can already introduce SEO-friendly elements into the website like links, HTMLs, RSS feeds, URLs and even pay per click management. Off-site SEOs can also be introduced to boost the chance of people and other websites relevant to your industry of linking your site. This includes joining online forums and social media sites to create discussions and draw attention to your website.

Success doesnâ€™t happen overnight

A bit of advice though, you have to be patient. You canâ€™t expect that your investment will immediately yield returns. Take comfort in the fact that historically, websites with great content, attractive designs and effective use of optimization generally perform better in terms of sales and traffic compared to the websites with no such advantages. Employ the services of an SEO company that also offers web design to boost your chances of success.

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