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The First Page of SEO by Peter Wilson

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SEO? Yes. What does it stand for? Search Engine Optimization. Why is everyone talking about it? Why do we need it?

Funny isn't it? There are always lots of questions. Of course, for anything radical, there will be lot a curiosity about the what, where, how, when, who, and most importantly 'Why'.

Let us take our minds of the words: "Search Engine". Focus only on "Optimization". What is it?

Our car is sent to the mechanic periodically for servicing and maintenance. We hit the Gym or the swimming pool (or at least try to) regularly, don't we? Trim the hedges, mow the lawn, change the air filter in the air conditioner, or heater. Etcetera, Etcetera. Doesn't all this seem very familiar? Do we ever think why do we do it? Or, we just do it out of habit since our childhood, when we helped our parents with these chores?

In the grand scheme of life, all these tasks clean-up, enhance, or improve the quality of the things (or our life) we work upon. We definitely feel much better after hitting the gym or diving into the pool for an hour at the end of the week. Right?

Much similarly, in the intertwined scheme of things on the internet, yes, our website, too, needs quite similar manner of servicing and maintenance. In fact, it requires much more care and specialized treatment, since about a million competitors are vying for its spot on the internet. A single slip of even an alphabet in text on your web page will cause a drastic skewering of your website's status on the internet. Given this criteria, consider the thousands of lines of code that are used to create the very, indeed, interesting page describing you and your company, definitely needs some brushing and polishing up, wouldn't it?

Think of the 'Search Engine' as a sergeant who you have to report every morning - neat and tidy. And, on time! You should know precise instructions, duties, mechanics of your weapons, strategies, and charts and plans as taught, all the time. One slip, and off you go to boot camp, or on a 20-lap rounds of the entire camp. Not to mention, losing credibility of your abilities, and time lost, which you would have benefitted when the sergeant was teaching something new, or even recruiting his best men for that important frontline operation.

Just imagine your web site in your place. If it is not optimized for the leading search engines who are recruiting web sites (that is, 'Ranking' them) for posting amongst the top search results, the search engine would not even know of its existence. Much to your chagrin, it would be too late before you realize about completely losing precious customers to the fierce competition on the Internet. Therefore, your website needs to be SEO - Search Engine Optimized. Tweaked and Tuned for all those search engines looking at it, and measuring it against their database for content, which is searched by people all across the globe. By serving the search engine all the relevant information, via SEO keywords, which helps determines that your web site is exactly what all your potential and existing customers are looking for.

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