

SEO Frequently Asked Questions

What is Search Engine Optimization?

Search Engine Optimization, also known as SEO, are efforts to improve a site's position within the Search Engine Result Pages, or SERPS.

Why should I have my site optimized for the search engines?

The World Wide Web is not what it used to be – it's just not as easy as it once was to compete online. Many businesses find themselves frustrated when it comes to understanding search engines and the placements their site is given within the results pages. Website owners often wonder, "How can I be #1?" The answer in a nutshell: Search Engine Optimization.

While it's not quite as simple as "apply these techniques and you shall be seen" – the sooner you begin, the sooner you will see results. Strong and desirable positions come with time as well as effort.

What about the other companies that "Guarantee #1 Placement on Google"?

Fact - There is no guarantee you'll receive top placement in any search engine using natural (organic) optimization methods. If someone tells you they can guarantee it, run for the hills. Or, we could simply utilize Google Adwords (paid ads) and get your website to the top in minutes!

Then how can they make that claim?

Some use techniques, often referred to as "Black Hat", which can boost your rankings for a short time. This might work until the search engines catch on, at which time, your site will crash and burn. They often utilize keyword stuffing & invisible text. Your site will eventually be penalized or even worse, banned from the search engines entirely – It's a fact. You'll be sitting around wondering why you can no longer find your website in the Search Engine Ranking Pages. Slow and steady wins the search engine race - with careful planning and implementation.

What do you do that so different from those other guys?

All of the techniques used by Big Leap Design are "White Hat" and legitimate. We are constantly staying on top of changes within Google and other search engine algorithms and changes. We use tried and true honest approaches that withstand the test of time. We also adjust our strategies based on the most current valid information, not on the latest fad or rumor.

I've heard that keywords are important, why?

Keywords are vital in the success of your website. The next most important question is, "which keywords should I use on my site?" Well, that depends on the results of our keyword research. See, we don't just guess at what your potential customers might be typing into the search engines – we know *exactly* what they are typing. You may think that a potential customer is searching using a particular keyword, but, in actuality, the keyword research we perform may very well tell you that your potential customers are searching using a completely different keyword than you first thought.

Why is it important to know what my competitors are doing?

Depends on which competitors you are looking at – are you looking at the competitors that are on page 15 of Google? Well then yes, who cares? But if you are looking at your competitors on page 1 of Google – you need to know exactly why they have such great placement, and how you can not only be there too, but what it takes to beat them! It is of vital importance to stay ahead of the game by monitoring your competitor's placements and efforts.

Ok, so basically, you just take a bunch of keywords and put them on the page?

Not at all. There are very specific areas in which keywords/phrases should be applied and in a specific manner as well. Proper placement and proximity can make a huge difference in the SERPs (Search Engine Result Pages).

We use keywords and phrases that we have researched to create a "theme" in the eyes of a search engine, without overlooking the importance of looking and reading "natural" to human visitors. It is imperative that your site reads naturally and not "forced". Search engines ban and penalize sites that are over-optimized or do not appear natural. This explains why the efforts of inexperienced SEO often results in no change or even worse, disappearing entirely from the SERPs.

If you're going to perform all of this optimization, then why do I need a Linking Campaign?

While on-page factors are important, don't underestimate the power of off-page factors, such as a linking campaign - they go hand in hand. Search engines, particularly Google, are placing more and more importance on incoming links than ever before. However, it is not just any incoming link, but the value of that link that matters most. Improper linking is another way to risk being banned or penalized for the link relationships. We can set up a linking campaign that can boost your rankings significantly. Once we set up your linking campaign, we can maintain your linking campaign weekly, biweekly or monthly, depending on your needs and budget.

Do I have to change the information on my site constantly to rank well?

Yes and no. Yes, the content on your site should be fresh, unique and relative to your industry in order to encourage search engines to crawl through on a regular basis. Adding fresh/relevant content to your site on a regular basis is a great way to naturally keep the engines coming back for more, not to mention, it gives more opportunity to optimize for additional keywords/phrases. So while it's important to add fresh content, which can be in form of new products, services, articles and press releases, no, you don't have to be a slave to your site on a daily basis.

Each time you do make a change, and the search engine crawl through your site, it is another opportunity to change your positions. The more often they visit your site, the more quickly you can see the results of your SEO efforts. Sites that are stagnant for long periods of time will not be visited by the engines often, and will eventually drop in rankings due to the SEO efforts of their competitors.

I like the way my site looks, do I have to change that to rank well in the search engines?

It depends. The navigational structure of your site is one not to be overlooked. It should not only be attractive and easy to navigate for visitors, but must make logical sense to the search engines as well. Without knowing it, you could be keeping the search engines from crawling particular pages within your site, thus, giving them little or no value to your overall rankings. Sometimes changes can be made to enhance the search engine friendliness of your site, but maintain the look you desire. Did we mention, we also specialize in website design and redesign?

How quickly can I get my site to the top?

There is not quick fix to get you to the top - just as you built your business; it takes time to see real and steady success. Some search engines are easier to rank well for, such as MSN, others, such as Google and Yahoo, take more time and work. There are however, very specific techniques that must be employed if you are striving to be on page 1 for any given search term or phrase.

How often do I need search engine optimization done?

Over time, depending on how often you are indexed and how often Google performs one of its highly anticipated updates, you will see changes occurring in your placement. If you are not seeing any improvement over a length of time, it's time to reevaluate your search engine optimization strategy. We can continue to build your online presence with a great linking campaign, fresh content and periodic evaluation of keyword placement

Do I have to optimize every page in my website?

No. Most of your pages? Yes. You have very limited time when someone lands on one of your pages to keep that visitor looking – about 4 seconds, according to the latest survey. The better optimized each page in your site, the more likely when a potential customer is searching, that they will land on the page that offers exactly what they are looking for.

People are impatient – they want to see what they are looking for right away. Give them what they want - the page that specializes and sells exactly what they searched on. The less time a visitor has to search through your site to find what they are looking for, the more likely they are to become a customer. A few seconds of frustration can lose the sale.

With that said, you may choose to prioritize, optimizing pages such as your homepage and main section pages first.

Can I just use some of your search engine optimization services?

Yes. We have broken our services down to give you options to add on to your search engine optimization strategy. Some techniques should be applied in conjunction with one another and we have grouped our services as such. So, whether you employ all of our SEO services or start with a select few, you will be well on your way to better rankings, more targeted traffic, and a stronger online presence.

Where will your site be when a customer visits the search engines to look for your products or services? Will they find you, or your competitor first?

Hire a company that knows how to apply the techniques required in order to succeed online. **Leap.**

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