

If you own a website, this is a term that you hear more often than not. And while most web companies say they know the keys to have your website properly optimized for the search engines, there are several things that you should know and understand before you get started.

There is no quick fix for getting your site optimized in the search engines. The engines are dynamic tools that vary with information from day to day and with approximately **224,749,695** sites as of March 2009, there is a lot of competition for content and attention. (source: Netcraft.com)

First of all, you should be looking at what your objective is? Are you looking to sell a product? Are you looking to brand a name? Are you looking to promote content? Are you looking to do a combination of the three? All of these are questions you should figure out before hand. One of the most important things to look at is your domain name. Does it display the message you are trying to convey? Is it in line with your brand? If you sell computers and your domain name is [www.cheapcomputerguy.com](http://www.cheapcomputerguy.com)

, you will be very effective at reaching the niche audience of cheap computer buyers. However, you may find it hard to branch out into higher end computers and even other components for that matter because your domain name is very niched. If you were to name your domain [www.computersandmore.com](http://www.computersandmore.com)

, you have a more broad appeal and you could be able to expand your line down the road. It all depends on what your objective is.

One thing that is very important is keeping your domain name simple. Keeping the domain simple and credible is important because it is the first thing that displays your brand. A website with a name like [www.nsupp4u.com](http://www.nsupp4u.com) is more difficult to brand and remember than [nutritionandsupplements.com](http://nutritionandsupplements.com)

. Remember that consumers like names that are easy to remember and ones that sound credible. Unless you already have a already branded name ie Starbucks, it will be hard to get those rankings in the search engine you desire.

Another important component of Search Engine Optimization is linkability. Google, the biggest and most common search engine here in the country recognizes the importance of websites by its links. Or in other words, how many other sites link to it. Link building may be the most important component of Search Engine Optimization because it builds credibility across the network. If you happened to visit 6 or 7 publications or blogs that you know and trust and they all mention in an editorial about you or your product in a positive manner, that can improve your ranking as well as your credibility. The same is true in the real world. Nike is a worldwide recognized brand because it has links just about everywhere. When you turn on the tv or attend a sporting event, chances are they are sponsoring the event. They are sold in almost every clothing store and they have some of the most high profiled endorsers. Because of that linkability, they have built a very well known brand and Nike continues to sell their apparel at a very high rate. One of the best ways to get your links on other sites is through networking and

getting blogs and review sites to review your product or service. They are constantly looking for content and the links back to your site will be priceless. Press releases help as well to exposing your brand into places you may otherwise have difficulty reaching. Another way to providing back links are through widgets that are becoming quite popular on the web. They're similar to what apps are for the iphone. They usually provide information that can lead the consumer back to your site. A great example of this would be a mortgage broker that creates a loan calculator widget. People will download the widget and either place it on their blogs or websites or share it with others. These are links that can increase brandibility and linkability.

Websites like

[www.widgetb](http://www.widgetb)

[ox.com](http://ox.com)

will

allow you also to create and place these widgets on their network increasing your exposure to the web community.

Lastly, relevant content is very important to providing valuable search information. We'll use the example again of a mortgage broker. If a broker wanted to attract more views onto his page, he may talk about relevant and recent information on his website. Studies show searches about a topic go up if that event has happened recently. If a bill was just passed, he may want to give information about his opinions on it. If a bank has just closed he may want to mention how he thinks this will affect the industry. This type of fresh content will keep old visitors coming to your site and attract new ones as well. There will be information they will want to share with others and they will send that to friends and associates alike also bringing new viewers to your website.