

## Optimizing Your Website - FAQs

### **What does website optimization mean?**

This is a process of ensuring that key words users search on are placed in your site in ways that ensure that the appropriate visitors will find your site. Using the right process optimizes the site for the various types of algorithms for searching, used by the primary search engines.

### **What does search engine optimization mean?**

This is another name for website optimization; see above.

### **Do I have to optimize my website?**

If you are going to count on search engines to generate traffic to your site, it's important. If you run a local/regional business and traffic will be coming through other marketing techniques it may not help you to optimize.

### **If I optimize my site, will I show up at the top of all the search engines?**

It is not a guarantee. Optimizing your site properly requires a great deal of diligence. Optimizing the first time is good, but factors like how often your site changes and who links to your site have an impact on the standings. To keep your site high in the standings requires ongoing attention.

### **Are there other ways to generate traffic?**

Yes. There may be local or regional sites that link to businesses and researching those is a good idea. Pay-per-click advertising and paying for local ads in electronic yellow pages are options. Vehicle ads with your website, listing your site in newspaper, radio, TV ads, and more....

### **Can I hire someone to optimize my site?**

Yes. The really good optimizers are expensive. Be cautious about companies who say they can do the work quickly or for significantly less than other estimates. There are many who will charge less money, but don't do an effective job.

### **What kinds of things increase my chances to of being listed on the front page at search engines?**

The use of key words, the nature and quantity of sites your site links to and from, how often your site changes, and the size and quality of your site as perceived by the search engine reviewers. If search engine reviewers perceive that you are padding your site with key words, the chances of you being listed and getting a good position decrease considerably.

**Should I pay to register at the search engine sites?**

You can pay to register but that does not guarantee that your site will be placed in a better position than someone who doesn't pay.

**Which search engines really count?**

The top four search engines today are Google, Yahoo, Ask, and MSN, according to Wikipedia.org.

**What is pay per click advertising?**

Pay per click advertising is placed on searched engine pages and listed as sponsored links. The advertiser bids on keywords and the highest, second highest, etc. are listed depending on how much is bid per click.