

Search Engine Optimization: What is it and why do we need it?

Contributed by Jason Bobich
Saturday, 21 June 2008

If you want to find something new on the Internet, where is the first place you turn? The answer is simple; you navigate to your favorite search engine. Well, you aren't the only one. Search engines are how we all find what we are looking for on the Internet because it's so easy and convenient. This is why being at the top of the list is the ultimate way to get traffic to your website.

When someone searches for your topic, you want them to somehow navigate to your website. Internet users want to find what they are looking for as quickly and as easy as possible. If someone searches for your topic and your website comes up #1 in the search engine, it is fast and easy for them to find you.

The world's widespread desire to be at the top of the search engines is no secret, but how do we make these results a reality? Well, there are many things we can do to our websites in order to optimize them for this. In the Internet world, this is known as "search engine optimization". It is also commonly referred to as SEO.

Search engine optimization is important for almost everyone online. Most people have websites because they want them to be seen, and the search engines are the best way for that to happen. The basic principles of search engine optimization can apply to all websites from online stores to personal blogs.

The good news is that search engine optimization is something that everyone can do. If you do your research around the Internet and read some of the articles I have written for this website you will begin to understand all of the basic principles of optimizing your website.

The bad news is that while search engine optimization is not all that difficult to understand, it's a lot of work. If it were easy, everyone would be at the top of the search engines. Because being at the top of search engines is a competition, we cannot all be up there. So, sometimes simply understanding the basic principles of search engine optimization isn't enough if you are not willing to put in the work. Fortunately there are companies and software out there to help us get our sites to the top.

Search engine optimization can be done. It all depends on how much research, time and money you are willing to put into it. There is a reason why major corporations come up highest in the search engines and that is because they have the money and popularity to make this happen.

Start by checking out: [The Basics of Search Engine Optimization](#)