

SEARCH ENGINE OPTIMIZATION

MAKE YOUR
WEBSITE WORK
HARDER!



MULTICULTURAL SOLUTIONS
SEO + WEB DESIGN + TRAINING

Search Engine Optimization is the process of getting traffic from the natural (free) search results on search engines like Google, Bing and Yahoo.

MOBILE FIRST OPTIMIZATION

By the end of 2020, Google will index mobile websites first. It's critical that your website be built to suit mobile technology. According to Google, "Although our search index will continue to be a single index of websites and apps, our algorithms will eventually primarily use the mobile version of a site's content to rank pages from that site...". Don't say you were not warned!



RESPONSIVENESS & DESIGN

A website has to be easily ready read and used on any screen or device. Mobile responsive websites easily allow readers to experience the site without difficulties like text size, lack of input buttons, and horizontal scrolling. Over 60% of all internet searches now happen online.

PAGE SPEED

Generally speaking, the longer time your page spends to load, the more likely that a customer will move on to the next website so keep pages light and fast.

CONTENT STRUCTURE

The structure of your content is important because it helps search engines figure out what your website is about. This is called site crawlability. The pages of your website must link to each other in order to create synergy for Google bots crawling for information. Other considerations include URL structure and content duplication.

TECHNICAL SEO

A website without regular technical SEO audits is like running a car without servicing it. It might be okay for a while, but sooner or later things start to break. The load time of your website slows down, it starts to accumulate multiple errors and ultimately visitors have a bad experience on your site and won't come back.

CLICK THROUGH OPTIMIZATION

Do you have attention grabbing headlines on your website? Can visitors easily get in touch with you or easily check-out the shopping cart? Have you written meta descriptions and described images? These are some ideas you can use to retain customers on website and increase click through rate.

**YOU
SEARCHING
FOR
SOMETHING**



Search engine. Google, Yahoo, Bing etc. (Google delivers 90% of all search)



Search engine goes crawling billions of pages indexed by internet servers



Pages are found based on how a website has structured them: content, URL, page rank, speed etc



Search engine delivers FIRST page results based on how a domain is authoritative



Your search, and the rest of the results associated with your search.