

What is Search Engine Optimisation (SEO)?

Search Engine Optimisation makes your website and its individual pages visible and relevant to search engines and search engine users. Put simply, you're making it easier for them to find you.

Do I really need to have my site optimised?

Over 55% of all Internet purchases begin with a search engine. However Google currently has literally more than a billion web pages in their index and most searchers won't look beyond the first 30 search results. That's what makes SEO essential, because it leads to an increase in targeted traffic to your website and helps generate more enquiries, leads and sales. Having a top ranking in a major search engine is like having a full page Yellow Pages ad in every major city in the world.

Can I optimise and submit my site myself?

Yes, with a lot of time, effort and research, you can optimise and submit your site. However, with the time and effort needed on your part it would be more logical to let a professional search engine marketer do the job. Poor optimisation is hard to undo and won't yield results.

What can I do to improve my site's chances of being found?

Getting your site professionally designed by people who know what it takes to make a website attractive to search engines is a good starting point. Well-written content is also a must. If it's badly written, never updated, or not relevant to your target market, you've got a site that is neither search engine-friendly nor user-friendly.

Do you have to change anything on my existing website?

Sometimes. This can be answered after the SEO analysis. However, we can assure you that the changes done will be the minimum required. We have worked with many clients without affecting the look and feel of their sites.

How Long Does Search Engine Optimisation take?

If your site is already indexed by search engines you could see results within a matter of weeks. If not, success will likely take longer while we wait for your site to be indexed. For instance Google places new content in a reserve for between 8-12 weeks where it is evaluated before being ranked. The process cannot be sped up because each search engine has its own agenda for spidering and ranking websites. So don't be fooled into using a company who promise instant results.

What happens to my listings once they start to show up on Search Engines?

Big Ideas can provide monthly maintenance to ensure your listings stay on top. As search engines change their ranking systems, we rebuild our formulas and resubmit sites accordingly.

What about people who claim to submit my site to thousands of Search Engines at once?

Beware! Research has shown that 95% of all Internet search engine traffic comes from the largest search engine, so submissions to thousands of engines is a waste of money and can actually hurt your rankings. Google are known to penalise people who use multiple/batch search engine submissions using automated website submission software.

How do I go about e-marketing?

Search engine listings are without doubt the most effective form of e-marketing, nevertheless, you should not ignore the effectiveness of other media and your marketing strategy should comprise both online and offline activities. Big Ideas can assist with a range of online marketing strategies, banner and pay-per-click campaigns, email newsletter management and much more.