

Is Your SEO Bound To Success Or Doom To Failure?

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Is your search engine optimization campaign bound to success or doom to failure? Beware of convincing lies that overpower the search engine optimization process. There is a thick line that separates successful SEO process from failing SEO. And this line is revealed on this article.

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The primary purpose of search engine optimization is to drive more traffic to your website and to increase the ranking of your website on the search engines in various search terms. Search engine optimization is the process that is meant to convert site visitors into online customers.

{bot_wrgoogle}However, confusion may have overpowered other webmasters and web marketing so-called specialists. These webmasters believe they can achieve the highest rankings on the search engines on all the keywords that come into their mind. But SEO is not about getting your website listed for all the keywords and keyword phrases you can think of.

Targeted Keywords, Not Overloaded Keywords

Instead of achieving higher rankings on the search engines for all possible keywords, you should try to achieve higher rankings only on the most targeted keywords. In search engine optimization, it the effectiveness of the keywords that matter, not the quantity. Trying to achieve top rankings on the search engines for all keywords and keyword phrases you can think of will mean load of works and waste of time.

Effective search engine optimization is not about getting your website listed on as much keywords as you can think of. SEO is about getting your website listed on the right keywords. Targeted keywords and keyword phrases will drive targeted traffic to your website. Targeted traffic means higher conversion rate for your online business.

Relevant Web Pages, Not Irrelevant Web Content

Search engine optimization urges website owners and online business owners to provide their websites with relevant and informative content. Furthermore, it discourages overloading your website with several web pages that are not important at all. If you can't just give your site visitors the information they need, why still bother getting them to visit your website in the first place?

The web pages of your website must be convincing enough to convert your site visitors to customers. They must be designed specifically to attract site visitors to purchase your products or services. To create a convincing web page, you must incorporate elements that will gradually create trust from your visitors.

Key To Successful Search Engine Optimization

Contrary to what other webmasters believe, search engine optimization is never about getting loads of keywords for your website. It is neither about overloading the website with numerous web pages that contain nothing relevant to your target market.

Search engine optimization is about optimizing your web pages for the most targeted keywords, keyword phrases and search terms. Furthermore, it is about creating relevant web pages and content that will be beneficial to your target market. Search engine optimization is not just about giving your website higher traffic; it should also increase your website's conversion rate.

This article is written by nPresence an online web marketing agency that specializes in Search Engine Optimization, Pay Per Click advertising, Content Management Systems, Web Design, Conversion Tracking and Analysis. For all your all your web marketing needs, please see [Search Engine Optimization Ireland](#).