

WHAT is Search Engine Optimization and WHY it is important for your website

You build a house, worth thousands of ringgit, using the best architect and interior decorator you can find. Then, you invite all your friends to come to a house warming party. You give them your new address, so that they can find their way to your new beautiful house.

The same scenario, you build a flashy, expensive website, but how do you expect your potential customers/ visitors to come to your website without knowing your website address or URL? How will they find your website? Through search engines... of course. Google, Yahoo, MSN, Cari, Catcha, you name it.

What happens if your website is not listed in the search engines?
If you are not found in the search engines how will anyone find your site?
If no one can find your website, why bother having one?

That's why the website we create for you follows the basic guidelines of Search Engine Optimization, which are :

1. Potential site design :
There are some site design/set up issues that can make it very difficult for the search engines to list your web pages no matter how well you optimize and submit them. There are :
 - sites that uses frames
 - sites that uses Dynamic URLs
 - sites that uses Flash
 - sites that uses Image Maps for navigation

and we follow all these rules.

2. Selecting the correct keywords :
To get listed correctly in the search engines, each page of your site that you want listed needs to be optimized to the best of your ability. Since the keywords that you decide to target will be used throughout the optimization process choosing the right keywords is essential.

We will use the keywords that is listed by you (as you will be the one who knows your website's target audience or potential customers.)

3. Your title tag.
Without question the title tag of your page is the single most important factor to consider when optimizing your web page for the search engines. This is because most engines & directories place a high level of importance on

keywords that are found in your title tag. The title tag is also what the search engines usually use for the title of your listing in the search results.

4. Your meta tags

Meta tags were originally created to help search engines find out important information about your page that they might have had difficulty determining otherwise. For example, related keywords or a description of the page itself.

Where are they located :

The correct placement for both meta tags is between the <HEAD> and </HEAD> tags within the HTML the makes up your web page.

What they look like:

Description Meta:

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<META NAME="description" content="This would be your description of what is on your page. Your most important keyword phrases should appear in this description.">
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5. Your images "alt" attribute.

Did you know that any images on your page can help your listings too? Each image on your page can include a keyword phrase or two that relates to the image. This text will also show up & help those that may have their images turned off when visiting your site. This does not work for all engines, but it certainly does not hurt so we recommend you give it a try where you can.

How long does it take to get listed?

Here's the length of time it currently takes to get listed at each of the major search engines once we have submitted your web page to the search engines :

MSN	Up to 2 months
Google	Up to 4 weeks
AltaVista	Up to 1 week
Fast	Up to 2 weeks
Excite	Up to 6 weeks