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You Must Have Your Site Seen And Discovered Or It Isn't Worth Having

Brand new businesses are being indexed, businesses initiated and entrepreneurs have great ideas for making cash every day. It never stops and many of them will need the internet to get the word out. Working businesses might have got so far then concluded that they have to have a website to expand business or keep up with the competition. They may all spend a lot of cash putting the site together either by doing it themselves or using a designer to do it for them. The finished product is fantastic, the URL logged and it goes live. What next? What is definite is that no one is going to come across it by coincidence. Steps have to be taken to have the website available and viewable.

The company stationary and advertising for the business can include the domain for the website which customers can type in directly, links can be put into emails to pass to prospective patrons but what after that? If you are retailing something you require patrons to be able to find it on your website and the main way they will do that is through via search engines.

Now, search engines such as Google do not just direct searchers to a site by magic or by chance. They are required to know that the site is present and the words to associate it with so that they can show a link to the user. This means that the search engines have to be told so that they can make a position of the pages and examine it for significant to what someone might be after.

The site needs to have some [search engine optimisation](#) done on it and for that, the best solution is to find an affordable SEO company. What they will do is to work out the key words or phrases (keywords) that explain the firm, products or services and the sector in which it works that users may use to search online. Once done they will agree with the site owner which keywords they will support across a range of general and specific and initiate the task of optimising the pages.

First of all they will examine the pages and suggest ways to include the keywords into the text presented to the visitor. Following that they analyse how the pages are created from the HTML in the background that is not shown but is crucial and recommend ways to improve that to make it search engine friendly. At the end of all that, a report will be presented which will show how the pages can be improved to incorporate the conclusions of the analysis and register the site with the biggest search engines.

Then the important work of the search engine optimisation begins. The higher up a site is placed varies mainly on how pertinent it is compared to any other site that may have the same keywords. The way this is managed is by writing articles and blogs, bundles of them which will have the keywords and relevant links to the pages on the supported site. The articles then get published around the internet, hundreds of different versions of each one. When Google refreshes itself on the contents of the website containing the articles and reads up the links it will build up the target site's importance by the total number of links and so bump it higher up the results pages.

As far as what makes an [affordable SEO company](#) depends mostly on what and how they charge. You can suppose to pay a flat fee for the analysis and report on the first part and a smaller fee for the second month as the article writing gets underway, but subsequent to that payment will be by results only, which is based on how many of the agreed keywords appear in a page 1 search result on Google. This way a long term relationship between the website owner and the affordable SEO company can be created and if needed, further keywords can be added to those being worked by the search engine optimisation.

To find an [affordable SEO company](#) visit [Osiris Web Services](#)

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