

As mentioned in the 'What Is SEO' ezpak, SEO is a term that means **S**earch **E**ngine **O**ptimization.

We surely do recommend you read that ezpak first. If you are unfamiliar with the basics of SEO, this ezpak may confuse you.

THE GOAL: To get your web site as close to the top of the organic search results as possible.

When we optimize a web site, we follow guidelines as laid out by Google. There are other search engines out there, such as Yahoo and Bing. But we use Google in our explanations since they handle the bulk of all searches in the world.

These guidelines are just that....guidelines. There really is no set procedure for optimization. This is mainly due to the fact that there are so many different types of sites in cyberspace. And Google installs provisions in their software to monitor sites that cheat.

We will explain a simple, basic way to optimize a web site. There are simply way too many things involved to explain here in this ezpak.

The main thing we need to have in a site are **KEYWORDS**. Keywords are the words that folks use to search with. We need to have these keywords within the content on your site. Let's say you have a site that sells candy. You would want words such as, **CANDY**, **GUM**, **CHOCOLATE**, and so on. There are more words you can use, of course, but we use these just for our explanation.

That's a first step to SEO for your site. Another step is how we place the images and the explanations we add to each image. There are two types of image info you can use. One is visual; which is what a site visitor sees. Another is a 'hidden' section that seo spiders see.

Another thing to do for SEO is to make the site 'mobile friendly'. That means that it will show properly on all devices. Google requires this type of site, to be listed properly. The most popular type is a Responsive site. This is a site that is developed in such a way that it will automatically adjust itself for the size of the screen you are using. This is what BestFriendz designs and develops.

One last thing that is used is a system of special coding in the software of the site that the spiders look at. This information they see helps to put the site higher in the results.

Those are four basic steps to use. Within those steps are many more things involved. But it's just technical details you don't have to know to understand SEO.

Finally....keep in mind that SEO is not an exact science. But we can follow guidelines to get a site as close as possible to the top of the results.

BestFriendz Enterprises
1440 Beaumont Ave., SPC A2-146
Beaumont, CA 92223

Phone : 1.909.206.1139
E-mail: pa@bestfriendz.com
Web Site: <http://www.bestfriendz.com>

