

Here's another term that's confusing. It's an acronym for **Search Engine Optimization**.

So what does that mean? Yeah, I know....so much to remember. But try to think of these terms with your own words. It may a bit easier for you.

A search engine is simply the software that searches for the term you enter on a search site, such as Google. It searches a massive database to find the results.

Here's how it works in a pecan shell....let's say you go to Google.com and put in a word, or words, you want information on. In this example we will use the word 'Truck'. Enter the word 'Truck' and click search. The web site will pass the word on to the software (search engine) to search the database in Google's computers. Then their computers pass the results back to Google's web site and lists them for you. The results will list any web site that uses the term 'Truck' in it.

These results are called 'organic results'. In our example there are about 900 million listings from all over the web. Thus it's obvious that the listings can't be listed all on one page.

This is where the optimization of a web site comes in. We strive to optimize our sites to land on the first page, as near to the top as possible. Search engines use special programs that 'crawl' all web sites around the world and collect data about them. These programs have different slang terms, such as BOT, SPIDER, and so on. They are simply software programs written to search web sites and gather information. There's a lot to them, and we won't confuse you with technical details you really don't need to know....really, you don't.

TIPPER Says: SEO is not a black and white procedure. There is no way to do optimization step by step and expect your site to be in the top of the results. There are just too many variables involved. It's more or less a trial by error procedure, based on guidelines. It may end up in the top section, but it can't really be guaranteed to do so.

So to sum it up.....SEO is the way we design a web site, both visual and behind the scenes, to list it as close as we can to the top area of the first page of the search results.

There is more information on SEO in the ezipak entitled 'SEO Placement'.

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>

