

## Search Engine Optimisation: Why it has to be done

E-commerce is a cut throat business. You have to arm yourself with the proper know-how and the tools to make your site just that bit more interesting and informative. Each day, more and more sites are clambering to optimise in their website rankings and if you lose your guard, you may just get trampled on and be left out in the cold like so many other failed e-commerce sites.

Search Engine Optimisation or SEO is a term widely used today by many e-commerce sites. Since the beginning of the internet, search engines have been the most widely used internet tool to find the product, service or information required.

Most people that use search engines use only the ten top search results in the first page. Making it to the first page, more so to the top three is the peak of a sites success in search engine optimisation. You are much more likely to be clicked on when you rank high. The more traffic for your site, the more business you rake in.

But, it is essential to grab a hold of that spot or make your ranking even better. To repeat, each day is a new day for all e-commerce sites to make themselves rank higher using search engine optimisation. It is imperative to make your site better and better everyday.

So just what is search engine optimisation and do you have to use it? The answer to why you have to use it is an easy one. You need search engine optimisation to be number one, or maybe at least make your site income generating.

With search engine optimisation you can get the benefit of generating a high traffic volume. Let's just say you get only a turn out of successful sales with 10 to 20 percent of your traffic. If you get a hundred hits or more a day, you get a good turn out of sales already. If you get only ten or so hits a day, you may only get one or two if not any at all.

So once again, what is search engine optimisation? Search engine optimisation is utilising tools and methods in making your site top ranking in the results of search engines. Getting yourself on the first page and better yet in the top half of the page will ensure that your site will generate public awareness of your site's existence and subsequently generate more traffic, traffic that could lead to potential income and business.

Search engine optimisation requires a lot of work to be fully realised. There are many aspects you may have to change in your site or add as well to get search engine optimisation. These will include getting lots of information about the keyword phrases that are popular with regards to your sites subject or theme. There is a great deal of exploration needed in choosing the right keywords and phrases, but don't let that put you off, SEO is a series of processes that can be easily learnt. These processes are applied both on and off the actual page

You may also need to rewrite your sites content so that you get the right keyword phrases in your site content without making it too commercial but light and informative. There are certain rules and guidelines to be followed with making your site's content applicable and conducive to search engine optimisation.

Try to gather as much information, tips, guides and tutorials on SEO as possible. The link below will give you much of what you need to know and how to do it. The more knowledge and information you gather the better. This will all help you in getting those high rankings. This may require a little time and effort in your part but the benefits will be astounding. All of these will result in better traffic and more business for your site and company.

## About the Author