MORE SUCCESS ON THE WEB USING SEARCH ENGINE OPTIMIZATION

How your website is found using search engines. Charlatans and dangerous promises. "Good" and "bad" measures for the influencing of search results.

/SEO

POSSIBILITIES AND BACKGROUND INFORMATION

SEARCH ENGINE OPTIMIZATION

No other topic on the Internet has been so strongly surrounded by rumors and charlatans. In no other area are there so many unserious and dubious activities as in the "optimization" of websites. Indeed, this supposedly simple business is in reality a very individual and dangerous one.

BEING FOUND ON THE WEB

"Search engine optimization is the technical term for methods that serve to allow websites to appear higher on search engines' lists of results for certain search terms."
(TRANSLATED FROM SOURCE: HTTP://DE.WIKIPEDIA.ORG)

Search engine optimization is individual ...
Ignore the cries of the salesmen and the promises of "You'll be first on the list for a standard price and performance-oriented payment." After all, this is about your webpage, which is one-of-a-kind in terms of both content and technology. Every website has to be tested individually as to whether it follows established SEO rules as well as regarding the amount of work necessary. There aren't even content management systems with uniform standards, much less one-size-fits-all solutions that are any good for the search engine optimization of websites.

... and search engine optimization carries inherent risks.
Google and other search engines punish behavior not conforming to the rules as well as breaches of their guidelines. Indeed, being famous and large is no protection, as even sites such as www.bmw.de have in the past been temporarily removed from the search index. Or maybe you don't even notice punishment — how do you want to find out if Google doesn't simply always show your website two or three spaces lower than it should? Besides which, you can also be punished when others who are working for you have used unscrupulous methods. Many of these unscrupulous service providers implement extremely dubious methods in order to satisfy results-oriented customers who are completely unconcerned by the risks.

This supposedly simple business is not so simple.
Many of the offers out there might make you think that SEO is a simple business, as some service providers will already start with a contract, an Internet address, some money, and no individual concept — a quick business transaction for both sides. However, what's important for you, the customer, to understand is what possibilities are out there and which risks and opportunities these have to offer. Fundamentally, the manipulation of search results from Google and other search is not punishable by law. Nonetheless, it is important to understand the possible consequences. We will explain the possibilities to you and then let you decide how you would like to proceed.

THIS IS HOW SEARCH ENGINES ARE USED

Search engines are the most important authorities on the Internet. They are powerful instruments, and a good ranking greatly affects the economic success of a website. Especially for businesses offering products and services, search engines are important tools for customer acquisition.

A few example statistics make clear the enormous significance of Google, Yahoo, MSN, and others, and they also help underline the necessity of being permanently and securely listed at a good position:

96 % of all users use search engines at least some of the time when looking for websites.
80 % of all Internet sessions use a search engine as the starting point.
80 % of all users first come into contact with a website through the use of a search engine.
74 % of all search engine users are looking for information on products and services.
70 % of all online transactions begin with the use of a search engine.
88 % of all users are most likely to use Google.
95 % of the searchers only notice the first results page; 98% do not notice more than the first three results pages.

SEARCH ENGINES AS AN IMPORTANT INSTRUMENT FOR CUSTOMER ACQUISITION	
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(Source: Forrester, Webhits.de)

FINDING THE RIGHT PARTNER

Serious, long-term SEO is a complex service requiring a number of comprehensive measures. Nevertheless, for many companies, SEO has become a favored showcase for unsound business practices (including uncountable semiprofessional companies or amateur information scientists). The motto "We can outsmart Google" is one of the more overused assumptions in this context. If you would like to avoid seeing your website's list ranking success be over before you have even paid the bill handed to you by your SEO guru, then you should work together with a serious service provider.

Help & Explanations
A serious service provider explains what possibilities there are and does not act as though there were some kind of "magic potion" for search engine success. All service providers are using the same ingredients. After all, everyone on the web can read the rules for good search engine optimization.

Expertise & Seriousness
A serious service provider has experience in doing what he does and creates trust by showing you his own examples of how certain activities function. He does not promise you a certain ranking position for certain search terms. This is namely impossible as it is not within the realm of his influence; rather, it is done solely by the operators of the search engines. An expert can at most give you prognostications for your success perspectives related to a certain search term.

Professional On-site Optimization
For this, the service provider considers the webmaster guidelines for the largest search engines (Google guidelines, Yahoo rules, MSN codex) and uses the possibilities for search engine optimization during the creation of your website, for example, through the creation of professional "landing pages." This optimization includes changes to your website in terms of both technology and content, changes that require your active collaboration. If your service provider can work without any of your help or without an analysis of your website and it seems that changes to your website won't be necessary, then this is a clear sign of dubious activities.

*CAN YOUR INTERNET PRESENCE
BE FOUND IN AN OPTIMAL PLACE
ON THE SEARCH RESULTS LIST?*

We will help you achieve this.

WHAT //SEIBERT/MEDIA CAN DO FOR YOU

//SEIBERT/MEDIA is the correct contact for you if you trust in long-term effects, if you want to be informed competently and honestly regarding possibilities and costs as well as risks, if you want to maintain an overview of all the measures that have been taken, and if you value enduring support and advice. We will put our accumulated know-how into your services and create solutions – working together with you – that are customized to your needs and future-oriented, which means sustainable.

We analyze: In the first phase, we use a standardized procedure for the analysis (Guided SEO-Inspection by //SEIBERT/MEDIA), a procedure that considers over 40 criteria for on-site and off-site optimization. Based on this website analysis, we identify, together with you, measures for the improvement of your success with search engines.

We advise: We explain exactly what the execution of individual measures can hold in store for you in terms of potentials, risks, and costs, thus enabling you to make independent, "informed" decisions, which means that you do not have to give up any power by simply trusting our expertise.

We execute and support the implementation: We help you in executing the selected measures. To accomplish this, we set up an internal project for you in our project-management system and use every measure available to follow up and ensure better quality, just like with a website project. For this, it does not matter whether you, a third party service provider, or our company are responsible for the implementation.

We accompany, analyze, and report: With the help of software programs and internal processes, we provide a regular analysis of the results as well as substantiated reports about the shared successes. Naturally, we always customize these services individually to your needs so that you can also order and implement individual elements.

Are we the right partner for you? To answer this question, just ask yourself the following questions:

> Are your Internet presences optimally located in the search results lists of Google, Yahoo!, MSN, and other search engines?
> Do you know which search terms are the best for you to be found under and which ones admittedly look good but are irrelevant?
> Do you have a regular reporting system that gives you a fast overview of how you are listed according to the relevant search terms?
> Do you execute regular analyses and optimizations in order to improve the results in the search results lists?
> Are you and will you remain up-to-date regarding the developments being made in the Google ranking algorithms? Is your service provider regularly providing you with information about these developments?
> Do you know what is being done to improve your search results? Are you sure that you are not undertaking any unwanted or unnecessary risks that could lead to you being punished by search engines for attempted manipulations?
> Is enough attention being paid during the optimization efforts to ensure that the people in front of their PCs are being made happy – not the search engines?

Because we want you to be able to answer "yes" to all of these questions, we would like to warmly invite you to contact us and set up a personal meeting. We want to explain to you in detail exactly what we can do for you.

THE MOST IMPORTANT CRITERIA FOR A GOOD RANKING

How can you manage things so that your own website is listed as highly as possible on Google's search results lists? The leading experts in the field of search engine optimization have named the most important criteria surrounding a good ranking, criteria that //SEIBERT/MEDIA use in their work.

The Top Ten most important criteria for a good ranking:

1. Using keywords in title-tags
2. The global link popularity of the site
3. Meaningful anchor texts
4. Site-internal link popularity
5. Age of site (last relaunch)
6. Topical relevance of inbound links
7. Link popularity of site in topical community
8. Keyword use in body text
9. Global link popularity of linking site
10. Frequency and timing of external linking

Further information and sources regarding these topics can be found in our Weblog at *blog.seibert-media.net* under the term "SEO".

WE WILL HELP YOU MOVE UP

A good, and most importantly, stable ranking cannot only be based on an opaque set of tricks but is rather the result of professional work directed by clearly formulated and comprehensible guidelines and principles.

WHITE HAT SEO

//SEIBERT/MEDIA knows of many measures for the improvement, influencing, and manipulation of search results at search engines such as Google, Yahoo, or MSN. Our competency and know-how are based on experience gathered since 1996. We recommend to our customers the following of all webmaster guidelines (Google, Yahoo, or MSN) published by the search engines, and in general suggest the following of the principles known as White Hat SEO.

We rely on "legal" on-page optimization though high quality content and the creation of professional landing pages and, while programming the source code, follow the search engines' requirements. In addition to this, we execute regular analyses of the current rankings with the goal of undertaking new optimization steps as needed. We provide for topic-relevant backlinks for the webpage (a backlink is a hyperlink from one website to another website from a different domain; it acts like an endorsement for the website and helps it to achieve a better rank in the search engines' lists results) and in general recommend the use of valid HTML tags (tags are formatting mark-ups that are not visible to the readers of the website and are used to format, or present, the text).
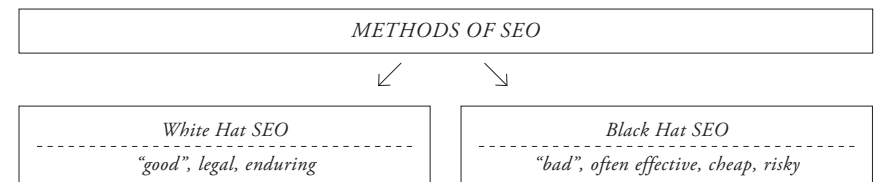
//SEIBERT/MEDIA has been in the business long enough to know that even in the fast-paced world of the Internet, sustainability, seriousness, and consistency always pay off. We are honest: complex measures have their price, of course, and don't always pay for themselves immediately. But it is your decision as to whether your website is listed in the Top 10 of a search engine tomorrow and perhaps due to the breaching of guidelines is removed a short time later from the Index, or whether your Internet presence receives a high ranking in the middle- or long-term and also remains high on the list for a long time after. A website optimized according to the principles of White Hat SEO may achieve its success more slowly, but it is a more enduring success. Why? Because White Hat SEO means quality, legality, and most importantly, the optimization of the site for the users — not for the search engines.

BLACK HAT SEO

There are serious measures for the optimization of search engine results, measures that rely on sustainability and show enduring results in the long-term; there are also aggressive methods that lead to quick success but may also harbor not inconsiderable risks. Black Hat SEO intentionally goes against the guidelines given by search engines.

The most normal methods for this are to place websites at cheap hosting sites in order to minimize risks, to buy static links that continually push people with link texts to their own landing pages, and to execute off-site optimizations until your own optimization pages are ranked first. These methods work quickly and impressively, are cheap, lead to more visitors, and can be achieved with relatively small amounts of time and effort. However, search engines vigorously punish such breaches against their guidelines. One danger is the possibility of your optimization sites being shut out of the index; in addition, all linked sites could be similarly removed. Besides this, the intended effect can be removed without warning by a change in the algorithms.

In general, the described measures are considered to be dubious and unfair, and //SEIBERT/MEDIA teaches everything possible about the risks and dangers of these methods to customers who nonetheless, due to reasons of efficacy and their desire to improve their search results, wish to use practices falling under Black Hat SEO.

METHODS OF SEO

White Hat SEO	*Black Hat SEO*
"good", legal, enduring	*"bad", often effective, cheap, risky*

THE COMPANY

//SEIBERT/MEDIA consists of three areas of expertise: Consulting, Design, and Technologies. We have been developing intranets, extranet systems and web portals as well as classic Internet sites since 1996. Starting in 2005, our design department designs high-quality media representation for companies along with communicative concepts for both web and print mediums. Consulting in the area of online marketing and usability rounds off our service portfolio.

//SEIBERT/MEDIA/CONSULTING – Profitability through strategic far-sightedness. Communication is a goal-directed process which follows specific intents and purposes. Clear, strategic thinking and the binding commitment of precise plans for the implementation of goals are the basic requirements for the success of a project.
Our consultants have a distinct know-how in the area of Business Process Engineering, which enables them to oversee all the areas of project planning, from process analysis to the shaping of the business procedures to the definition of an appropriate web strategy.
The Usability Department is part of //SEIBERT/MEDIA GmbH's consulting area of expertise.

//SEIBERT/MEDIA/DESIGN – Companies are like personalities. Every company leaves behind – through its image, its language, and its behavior – an impression within its environment.
A company that would like to be attractive to its customers, business partners, and employees needs competent and professional consulting to achieve this.
The service portfolio of our Design Department includes the areas of Corporate Design, Web Design, and Print. Our artistic and creative work is marked by passion and ambition. This combination always leads to high-quality solutions. We build our conceptual design on the thought model "Companies are like personalities." If you would like to know more about your company, just ask us.

//SEIBERT/MEDIA/TECHNOLOGIES – Performance through variety. The Technology Department is the center of expertise for individual application development, web programming, system integration, and professional hosting solutions by //SEIBERT/MEDIA GmbH. We plan, realize, and operate professional web software for our customers. To accomplish this, we utilize competent programmers and system administrators who have accumulated much know-how over the years.
We pride ourselves on our customers' high demands on quality. Since 1996, we have been investing our knowledge into web development and hosting to serve our customers completely.

OUR SERVICES IN THE AREA OF SEO:
ANALYSIS, CONSULTATION, IMPLEMENTATION