

SEARCH ENGINE OPTIMIZATION (SEO) for Effective Internet Searching

NATURAL RESULTS VS. PAID RESULTS

- 1. What are natural results obtained from a key word search on the Internet?**
 - Natural results are the listings provided by a particular search engine.
 - These results are non-biased; the search engine does not accept money to influence the rankings of an individual site.
 - These listings are the unnumbered, non-highlighted, main body listings.
- 2. What are paid results?**
 - Paid results are listings where money has been paid to ensure a high ranking. These results show up as numbered listings, highlighted, or in columns as "sponsored" or "featured" results. These are also listings where the highest positions are rewarded to the individual or company willing to pay the most per visitor.
- 3. Why are natural results for SEO important?**
 - Astute web visitors who understand the difference between paid and natural results are more likely to consider natural results over paid results. Print follows the same rules as an article printed about an organization would like be more objective than a paid advertisement from that organization.
 - Further, having effective, as well as the most popular, meta tags in your website pages puts the power of your website's ability to be found *in your pages*, rather than relying on payment to third parties to produce your results.

Keys to improving your natural search results:

- ▶ Content is unique, contains top key phrases, and is error free.
- ▶ Links from quality sites to increase popularity.
- ▶ Length of time in search engines.
- ▶ Meta tags including keywords, description, and title.
- ▶ SEO should not be an afterthought. When integrated at the time a site is being developed, results can be achieved faster and far more effectively than after a web site has been launched.

