

Search Engine Optimization (SEO) Everyone who has been online has undoubtedly used a search engine such as Google, Yahoo, or MSN's Live Search to find information. But did you ever wonder why certain results always at the 'top' of search results and easier to find than others? These results have a higher search engine ranking because they are displayed based on information such as how many sites are linked to the site, or how many people have visited it.

Search Engine Optimization (SEO) is the practice of creating or modifying a website so that it can be properly read and indexed by search engines. Those such as Google or Yahoo! send computer programs known as "spiders" or "robots" to scan your website. An optimizer's task is to understand how to present these spiders with the information they are looking for in order for the search engines to better determine the value of your site. In many ways, internet search results are today's modern day directories for anything from services to general information. For today's successful businesses, using search engines has become an important business asset. Since internet use has become an integral part of daily life in today's world, search engine results are an excellent way for prospective clients to find information about a business. Thus, having a high search engine ranking is very important as it's easy access will result in more people visiting a business' website.

VIDEO: <http://www.youtube.com/watch?v=r6--NfGKbsA&feature=related>

What can Dimnet do for me?

We understand that change will always be crucial in the world of search engines.

Several years of research have gone into feeding the knowledge that our team of programmers has, and we are constantly monitoring what reaps results and what does not. Our aim is to get your website listed where you want it to be, targeting the visitors that you want. It is all very well to have a flashy website, but if you don't get the hits you have nothing. We work in partnership with all of our clients to ensure that our performance reaches if not exceeds their expectations.

Every month we send our clients a tracking report, which shows the position of their selected keyword search terms in the top ten search engines. We can tailor these reports to show comparisons from one date to another and even show a graph display of the improved rankings since the search engine optimization process was implemented.

While incredibly important, Search Engine Optimization is no easy task. From choosing the right keywords to joining directories, Search Engine Optimization certainly requires a unique set of skills. Dimnet has proven experience with Search Engine Optimization and as a result has helped many clients successfully take advantage of the benefits that high search rankings bring.

For more information or to get a quote for our services, please don't hesitate to contact us using the form below!