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## Let's Talk Web...

### Why do I need to SEO my website?

How can I make my website more findable? How do other companies get to the top of internet search engine pages?

Typical questions asked of web journalists, and the answer is straight forward: The web ranks websites according to what it perceives to be the most relevant and interesting in a subject category. When it comes to writing articles and information for your website content, it is essential to know about SEO (search engine optimisation).

When searching the web, users don't necessarily have an organisation or web business in mind. The majority of web consumers use search phrases to research a range of suitable websites. Search engines give a list of websites that best match search phrases.

Similar to getting your organisation onto the front page of traditional media, getting to search engines top slots is about knowing how the web evaluates you. Sites with the most relevant information will make it to be 'number one', of a search engine find, the same as the most interesting story of the day makes it onto the front page.

When categorizing a website and ranking it as interesting and relevant - site size, dynamics and activity is important But content has become King. Your website content is scanned/ 'read' regularly by search engine robots. What is written on your website influences the categorizing of your website.

Before you blow your entire web marketing budget on complex software, genius technicalities and intricate design – think about your site content - its management and maintenance.

Websites need regular new information in the form of SEO articles, blogs, news releases and photos. How you appeal to search engines is not about the funkiness and amazing-ness of your ware but the content you upload.

If you need help with your content management or editing your website: -

*Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see [www.writeup.com.au](http://www.writeup.com.au)*

*No time to write? Email us at [contact@writeup.com.au](mailto:contact@writeup.com.au)*