

A Word About SEO

Contributed by Jamey

In this section, we'll try to tackle the complex world of Search Engine Optimization and why it is, or isn't important to your website. We'll offer common sense tips that you can employ yourself or have your web designer utilize. We'll also try to define commonly used terms, debunk common myths and provide interesting statistics relating to SEO.

Please note, if you are looking for sneaky, underhanded tips to get your page at the top of Ask.com or Google.com you'll have to look elsewhere. Dala Ad Agency believes the integrity of the internet depends upon aboveboard SEO practices and that you can achieve greater results through ethical methods.

For the purpose of making the coming articles less confusing, and wordy, here are a few common definitions we'll be throwing around.

- SEO

Search Engine Optimization. The process of fine tuning, and marketing, your website in an effort to make it more relevant to potential searches and ultimately get placed higher on the search results.

- SERPS Search Engine Result Pages.

- SEM Search Engine Marketing The act of promoting websites by increasing their visibility in Search Engine Result Pages (SERPS).

- White Hat Slang for truly ethical methods and practices for increasing page ranking.

- Black Hat

Slang for unethical, and potentially misleading methods and practices for increasing page ranking. Engaging in such practices put your site at risk for falling off SERPS all together or getting banned from certain search engines.

- Gray Hat

You guessed it, gray hat is slang for methods and practices that blur the line between ethical and unethical.