



WHAT IS SEO?

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Being in this business, sometimes I forget that not everyone knows what the term **SEO** means.

SEO stands for [Search Engine Optimization.](#)

SEO, or [Search Engine Optimization](#), is the process of making a website more visible to the search engines which results in better and higher rankings. Better and higher rankings usually translates into more traffic to your website which in turn usually translates into higher sales. In short, it's a good thing to have your site "optimized".

As with most sales processes it's basically a numbers game. The more calls you make the more leads you get the more sales you make.

Same thing with **SEO**.

The more people who come to your website from a search engine after doing a search where your listing comes up as one of the results, the better chance you have of converting that prospect into a paying customer or client.

After all, the person was actively searching for the term that led them to your site, right? So you know they must be interested in what you offer, right? It's a solid warm lead. The trick, of course, is being able to come up in those search results.

So if you had a business as a general contractor named Joe's Contracting who specialized in kitchen remodeling, when someone searched for "kitchen remodeling" you would want your website to come up, right. This isn't about coming up if they searched for Joe's Contracting, because that would mean they already know your business and are specifically looking for you, which is fine.

But it's when they DON'T know the name of your business but are looking for the product or service that you offer that you want to come up in the search engine results, to, in effect, strike while the iron is hot.

So how do you do this?

Glad you asked.



There's no single magic bullet but rather a range of things you can do, some no cost and some low cost, which we'll be covering in future videos.

Thanks for reading.

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