

## Ecommerce and SEO Services

The abbreviated form of Search Engine Optimization Services is SEO Services. SEO services was a term taken by consultants who would undertake optimization projects for their clients. Search engine optimization services (SEO Services) is a method by which one can improve the quantity and quality of traffic to a website by using the search engines. This is done by the method of organic or algorithmic search results. The number of visitors routed to a website via search engine depends upon the rank of the site in the search engines list. SEO services target different kinds of search which includes image search, local area search, and vertical search engines which is industry specific.

It all started in mid 1990s when Webmasters and content providers began the optimization process of sites for search engines. Search engines would send a spider to "crawl" across the page or the URL submitted by the webmasters and this spider in turn would extract the links of other pages on that page and submit it for indexing purposes. This was a two step process where the spider after "Crawling" the page would save the information on search engines own server where a second program known as the indexer would extract the relevant information from page. For crawling at later date the data was saved in a scheduler. Owners of sites later realized the importance of a good rank of a site in a search engines list.

Types of SEO services can come as individual service package or a marketing campaign at a bigger level. Changes by the SEO services can be involved at the most intrinsic level of website development and design since they are required at times to change the HTML source code of the site. Those websites which can be easily designed when it comes to menus, their content and system are termed as "Search engine friendly". SEO Services when defined in the internet marketing context takes into consideration the working of the search engine. Optimizing of a website by SEO Services involve editing the content and the HTML coding to increase the relevance of specific keywords and remove the barriers in the search engines indexing activities.

Spamdexing or Black hat SEO Services is another class of techniques which uses methods that links farms and stuff keyword which degrades the importance of search results and the also the user experience of the search engine. Sites using black hat SEO Services have to been scanned and removed from the search engines indices. To provide better results to their users, search engines ensure their results pages shows most relevant search results instead of unrelated pages having numerous stuffed keywords. Search engines popularity is determined by the relevant results it displays.

Search engines like Google, Yahoo and Microsofts Live search havent yet disclosed their algorithmic pattern which they use to rank pages. Investment returns are guaranteed when it comes to SEO Services. But search engines are not paid for their organic search traffic and since their algorithms are bound to change there is no assurance of continued referrals. Because of this factor, the lack of guarantees and the uncertainty, any business relying heavily upon search engine traffic is bound to suffer losses. It is always wise to go for strategic business breaks in order to reduce the dependence on Search engine traffic. More Reading [Seo services](#) | [Seo experts](#) | [Seo outsourcing](#) | [Free seo help](#) | [Cheap seo](#) |

## About the Author

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