

Search Engine Optimization

Written by razseo

Wednesday, 17 March 2010 14:53 - Last Updated Thursday, 13 February 2014 23:48

Deprecated: preg_replace(): The /e modifier is deprecated, use preg_replace_callback instead in /home/razltd28/public_html/seo/libraries/joomla/filter/filterinput.php on line **501**

"Search engine optimization (SEO) is the process of affecting the visibility of a [website](#) or a [web page](#) in a [search engine](#)'s "natural" or un-paid ("[organic](#)" [search results](#) " **
http://en.wikipedia.org/wiki/Search_engine_optimization

SEO increases your websites change of being found by existing and potential customers. Search Engine Optimizations is obtained by making modifications to your site that make it easier for the Search Engines to find you. Search Engine Optimization offers a very good ROI (Return on Investment) because there is no charge associated with people clicking on your Website's listing in the organic search results. Search Engine Optimization is about making your site appear in the natural, organic, un-paid search results of all search engines.

It is important to differentiate the terms Search Engine Optimization and Search Engine Marketing. The terms have evolved such that Search Engine Marketing generally refers to paid inclusion where a customer is paying for their ads to show. Search Engine Optimization, however, refers to things that can be done to increase a sites ranking in organic (natural) Search results.

Search Engine Optimization (SEO) does not involve pay per click, or pay per impression, payments as would be found with SEM. SEO involves making changes to your site so that the robotics spiders that Search Engines send through the web are more likely to take note of your site, and register it with their masters such that those using the particular search engine are likely to see your website when they perform their searches.

Site map submissions to Search Engines, and directory submissions to various web directories

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are other things that should be done to ensure that your website can be found on the Web. At RAZSEO, we perform those services as part of our SEO solutions.

[Contact Us for a free report on how your website could benefit from Search Engine Optimization.](#)

RazSEO Search Engine Optimization Services		
SEO Service	Description	Cost
RazSEO SEO Website complete	6500/Project	6500/Project
RazSEO Search Engine Optimization	1000/Project	1000/Project
RazSEO SEO Content	50.00/Page	50.00/Page
RazSEO SEO On Site	1500/site	1500/site
RazSEO Search Engine Submission	5500/site	5500/site
RazSEO Page Title Optimization	10.00/Page	10.00/Page
RazSEO Landing Page Review	1000/Project	1000/Project
RazSEO Snippet Review	1000/site	1000/site
RazSEO Keyword Research	1500	1500
RazSEO Keyword Research	500/Project	500/Project

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