

What is SEO and Why Does it Matter?

When you start a blog, you usually do so for a reason. The specific reasons vary widely. Some people want to use their blogs as a lead generation tool, while others are more interested in demonstrating their expertise. Many people hope to make money through advertising on their blogs, or use a blog as a tool to help them create and express innovative new ideas.

Regardless of their motivations, just about all bloggers need visitors to accomplish their goals. If you're a blogger, you probably know what I mean. Without visitors, you're just talking to yourself.

There are many good ways to get visitors (a.k.a. "traffic") to your blog. One of the best sources of traffic for many bloggers is Google (and other search engines like Yahoo! and MSN). Why? Because search engines connect people looking for information with the sites and blogs that have the information. If your blog contains good information, search engines can turn searchers into visitors.

When someone searches for information that you have on your blog, you're effectively competing against other sites and blogs that have similar information. When a search engine gives the searcher their results, the information is ranked in order based on which result the search engine "thinks" is most useful (search engines are computers, not people, so they don't think at all, of course, but it sure seems like it sometimes!).

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As a result, the more relevant and respectable a search engine finds your blog, the more likely you are to appear near the top of the results. The top results get a lot more traffic than their competitors simply by being seen first.

Because of this power the search engines have over bloggers' traffic, there's a lot of interest in tactics you can use to move closer to the top spots in the search engines. In fact, many people try tricks to effectively cheat the system, only to get caught and banned completely.

But here's the thing: your interests and the search engines' interests actually have a lot of overlap. Think about it. You have good information you want the world to see. The search engines' success relies almost entirely on providing good information to their users. If you provide good, relevant information that helps people do something better, why would you have to trick the search engines into sharing it?

The truth is, you don't. All you need to do is help the search engines accurately assess the information you're making available. That's where Search Engine Optimization comes in.

Search Engine Optimization (SEO) is all about making the valuable content of your blog front and center. Most blogs contain a lot of information, and it can be very difficult for a search engine to "figure out" what an individual post is about. If the search engine doesn't know what a post is about, it's not going to be able to send interested visitors to that post.



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SEO helps the search engines analyze a post more logically and learn what the point is. This mostly happens by improving the code that runs your blog and using the code that search engines understand. At Findable Blogs, that's our specialty; we can fix up the code for your blog design or create a new design that helps the search engines help you.

The results can be dramatic. One our clients saw her monthly visitors from Google triple after we improved her code. Though that was a bit of an extreme case, all of our clients have seen a significant jump in traffic after optimization.

The great thing is, SEO can help you no matter how long you've had a blog. If you're just starting out, SEO can get you started on the right foot; all of the content you create in the future will benefit from the changes we make early on. If you've had a blog for a while but would like to get more visitors, SEO will magnify the impact of your existing posts and help your future posts, too.