

Internet Marketing - Online Marketing - Search Engine Optimisation (SEO)

Having a website is of little or no benefit without visitors to marvel at your creation...

Search Engine Optimisation, usually abbreviated to SEO, describes the techniques used to help your webpages appear in the 'organic' or 'natural' search engines results - as opposed to the 'sponsored' or 'paid for' results that are accessed through Pay-Per-Click (PPC) campaigns.

There is far more to this than picking a few relevant keywords and including them on your webpage.

Wearing The Hat provide a structured methodology to identify and apply keywords most likely to benefit your website.

Please ask for more details and a no obligation discussion by submitting an enquiry form.