

CASES IN KNOWLEDGE MANAGEMENT & INFORMATION RETRIEVAL

Editors

Roslina Othman
Mohamad Fauzan Noordin
Noor Azura Zakaria



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Roslina Othman

Abstract

Search engine optimization (SEO) assist in identifying ways to improve rankings in Google, Yahoo! and Bing. Most of the attention was then given to Google due to the many features available to promote the visibility on the web. SEO proposed campaign, domination, selection of appropriate keywords, emphasizing on return of investments, and measurement of online competition. However, since many website developers are following the strategies proposed by SEO, the uniqueness of a website in sustaining competition is rather blur.

16.1 SEO

With nearly 14 billion online searches every month and social media sites that rival populations of large countries, there's unlimited opportunity. But to take advantage of that opportunity, it is vital to rank high in the search engines, to leverage social media and pay per click advertising, and to make sure your website turns visitors into leads and sales. If you don't understand how to successfully apply these strategies, then your customers will go to your competitors instead.

Welcome to SEO.com: a search marketing firm with the knowledge, skills, and a proven process that consistently delivers results. Results that deliver a significant increase in traffic and a Big ROI.

Here's how we do it: We form a strategic Internet marketing plan around search engine optimization (SEO), pay per click advertising, social media marketing, conversion optimization and search-optimized Web