

Search Engine Optimisation

Search Engine Optimisation is the process by which the contents of a web site is changed so that the Internet search engines rank individual web pages highly against certain keyword phrases. This definition may seem very precise and it is as it is meant to reflect the well defined processes that need to be executed to move web sites onto the first two or three search engine results pages.

Search Engine Optimisation (SEO) is a combination of internal web site factors such as META data and well structured content and external ones such as incoming links from other expert web sites. All good SEO practitioners use techniques approved by the search engines (known as 'White Hat') and not temporary fixes that will later be penalised by the search engines ('Black Hat'). Google is the most vigilant of the search engines and the one that will act swiftly to remove a web site from its listings.

You can trust KPR i-Services Ltd to use ONLY valid processes as agreed upon by the major SEO companies worldwide. KPR i-Services Ltd changed its policy on SEO in 2010 and now provides this service to customers with a support contract at no extra cost.