

So you want to do search engine optimization (seo) to get traffic.

## **Two steps!**

First a brief overview about search engines. The essential things you need to know to be able to optimize your website. The required knowledge.

Second how you go about doing search engine optimization.

You don't want to know everything about search engines, because you end up reading some 2000 page ebook. Most of the things are not "important" or little useful. For example knowing that Google motto is **Do Not Be Evil** – is not going to help you in any way :).

You want to understand this first of all: There are thousands of search engines, but only Google, Yahoo and MSN for us are important.

Search engine optimizers are we who do the so called seo.

In fact I only optimize my website for Google.

Why?

Google is the number one search engine. The best traffic you get is from Google. It's better to have a #1 rankings in Google rather than in Yahoo or MSN. Other search engines like Altavista aren't even taken in consideration. And to top it off FOCUS is a very powerful word.

Focusing on one thing and doing it as best as you can means probably success.

Here's something important as well... you know or soon discover that we use techniques, or strategies when doing seo. The same techniques work for all search engines. There are some minor things like for example a certain technique works better in MSN than in Google... or doing this will help you in Yahoo more than it will in MSN.

So here's an overview of search engines, the first step for this powerful knowledge. Like I said I focus on Google, so will only mention Google (if required in some cases I mention other engines too).