



Organic Search Engine Optimization

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What is Organic Search Engine Optimization?

Organic search engine optimization differs from the general term "search engine optimization" in that it deals specifically with an emphasis on natural on-page optimization. The "organic" term relates to the free listings on the search engines as opposed to the paid listings. Organic is also referred to as "natural" meaning that the search engine listings that appear in the non-paid areas of the search results are completely dependent on the algorithms of the various search engine websites and not impacted by paid search services.

How does Organic SEO work?

Experts utilize specific methods of researching valuable keywords and rewriting the important elements of the corresponding web pages to correctly optimize the relevance of these keywords and the pages all within the guidelines of the respective search engine standards. Additionally pages within a website are efficiently coordinated with each other using best-practice internal linking methodology. Essentially it is a page by page optimization process.

Why page by page and not just optimize the whole site?

The best approach to generate strong rankings on the search engine results pages (SERPs) for valuable and relevant key terms is to limit key terms on a page by page basis. In other words, it is ineffective to try and optimize the home page for 5 or more key terms. Instead, if the optimizer has identified 10 strong primary key terms, the strongest 2 or 3 should be optimized on the home page and the others should be coordinated in groups of 2 with other pages of the website. Thereby each page is specifically optimized for the appropriate and limited key terms whereas the overall effect is much stronger SERP rankings.

Should some pages not be optimized ?

Yes! To some this may sound counter-productive, that is, to NOT optimize certain pages. However, some pages are not important for optimization purposes while they may be very important for you human visitors. A perfect example is the traditional "Contact Us" page. This page is crucial for the purposes of potential customers to contact your business; yet, it is **not** good for a visitor to *enter* your site on the contact page from a search engine. Rather, you would want a visitor to come in on the home page or another content page that will hold their attention and get your message to them without confusion. Therefore, optimizing a contact page is a useless concept.

What do you offer?

Core Web Solutions has discovered that most small business website owners and start up businesses are most concerned with getting high rankings in the organic search results for the key terms that are best for their business, but they don't know how to do this. It starts with Organic on-page SEO. We offer a services where we provide the know-how and optimize your site for the best possible results. Visit our [Organic On Page SEO page](#) for more information.

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