

# Fact Sheet



**Wikipedia says “search engine optimisation (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via ‘natural’ (“organic” or “algorithmic”) search results”.** Usually, the earlier a site is presented in the search results, or the higher it “ranks”, the more searchers will visit that site. SEO can also target different kinds of search, including image search, local search, and industry-specific vertical search engines.

### **Media consumption has changed and SEO becomes more important than ever before**

The web is seriously challenging traditional media. More Australians than ever before use it to keep themselves informed or to search for products and services.

A 2006 Galaxy Research report on Australian Online Search Habits found that only 15% of people click the sponsored links to access sites. It is therefore important to not only engage in pay per click or ppc but to also pay attention to raising your organic searchability.

🎧 79% of online Australians prefer the internet as a source of information over television, radio, newspaper and magazines

🎧 96% of online Australians turn to the internet for information about specific products and services

🎧 98% believe that the internet to be as good or better than traditional media

Search Engine user studies in USA, UK and Australia consistently show that most people use the natural search results to find information.

### **Content is King**

While ensuring that your website is coded correctly is important the content on your website is even more important as Google increasingly makes relevant content a large part of the page rank algorithm.

Understanding what your customers are searching for and including relevant keywords and phrases within your website is critical.

### **Network PR**

Network PR is a leader in the use of Online PR including the area of natural language Search Engine Optimisation.

We are the first PR agency in Australia to recognise that the web is now a powerful media channel, and to develop proprietary PR tools and processes to enable organisations to take advantage of it.

Read more about our other online services including social media and the related key influencers that are most relevant to them at our website [www.networkpr.com.au](http://www.networkpr.com.au)

We maintain our own proprietary social media databases to enable you to reach and talk with your communities effectively.