

## A beginner's guide to SEO

**There are many myths about how the internet works. One is that a new website will be easily found. It takes a long time, lots of original content and continuous search engine optimisation before your site will rank on Google.**

Sometimes, business owners don't understand that, to get such a high ranking requires time and patience, and that spending even a modest budget might be required. Search engine optimisation (SEO) is the term given to a set of practices that help your website achieve good organic search engine results. It's the practice that takes time, patience and some knowledge of how search engines work.

The term SEO is often used interchangeably with Search Engine Marketing (SEM). However, SEM is a different type of service involving an advertising budget which is normally spent on pay per click (PPC), and may also include some more sophisticated SEO activities.