

Fusionbox :: Denver Internet Marketing Agency

A Featured Article from the Fusionbox SEO Blog

SEO: Three Things You Must Know by Ivy Hastings

Clients are always asking me about [SEO](#), or search engine optimization. They want to know what it is, how it works, and what they need to do.

I tell them this: SEO is comprised of three main components:

- [Content](#)
- [Code](#)
- [Inbound Links](#)

Content is still “King,” not so much because great content creates sticky sites (think [usability](#)), but because great content does more to help your search engine rankings than many of the other tactics that SEOs use. Knowledgeable SEOs must be first and foremost great writers who can incorporate the right ratio of keywords within content.

Still, the way your website is coded can have dramatic results when it comes to your organic positioning. Make sure your designer knows what this means. If your web design and development company knows what they are doing, they will know how code affects your SER (search engine ranking). Your site should also be optimized, but that can sometimes have less of an effect on your SER than the structure of the code itself.

Finally, inbound links are perhaps the most time-consuming and troublesome of the three keys to great organic positioning. Don't clutter your site with unrelated links that you trade with just anyone. Trading links does not have nearly the effect that inbound links do. Save your energy by increasing links. If you spend your time and energy on these three core tactics, you'll definitely increase your organic ranking.

The beauty of it is that these techniques will also improve the stickiness and performance of your site while building your reputation as an expert in your industry.

Ivy Hastings is the Director of Business Development at Fusionbox, a full-service [Denver interactive agency](#) specializing in [search engine marketing](#), [web design](#), and [web development](#). She can be reached at her [Fusionbox email](#) or at (303)952-7490.