

## Search Engine Optimization (SEO) for Pet Industry Businesses

No matter what segment of the pet industry you are in, you want your web pages to have the best SEO possible. By paying attention to this component of your web marketing, you will increase the likelihood of prospects finding you online.

The phrase SEO may seem a bit technical or intimidating, but some basic understanding will remove any fears and help position your pet business to attract customers and prosper.

SEO is the industry term for enhancing the code and content of your web site so it ranks higher in the search engines (Google, Yahoo, MSN, etc.), helping more people to find your business online.

As mentioned earlier, search engine marketing is based on algorithms and formulas that search engines use to determine how to rank web sites. SEO professionals concentrate on improving a web site's effectiveness by tweaking its content.

The foundation of any successful SEO effort is knowing the keywords that your prospects use in search engines to find solutions to their needs. With this knowledge, you are able to construct your web site's content in such a way that search engines find your your web pages naturally, or in a way that is “organic.”

The important thing to always remember is this:

***Those with pet needs will use certain keywords in the search engines to find solutions, and your ability to be located will depend on whether those same keywords can be found in your content.***

Some of the most basic keywords are often forgotten. These are your physical address, service area, and even driving directions. Be sure and include these, or prospects searching for pet businesses in your particular geographic area will miss you.

Other keywords to use are specifically related to the pet-oriented material you have in your content. For example, if you sell reflective dog gear, good keywords would be “reflective dog gear,” “reflective dog leashes,” and “reflective dog collars.”

As you work on your web site's SEO, seek to have keywords appear in your page's URLs, titles, headlines, subheads, bullets, links, and footers. This will go a long way to help the ranking of your site.

Remember too, that you want to keep the copy on your pages as natural as can be. Definitely, keep your keywords in mind, but also be sure your message remains customer focused and is user friendly. This blend will help give your site the best SEO possible, and help to give your pet business maximum visibility online..