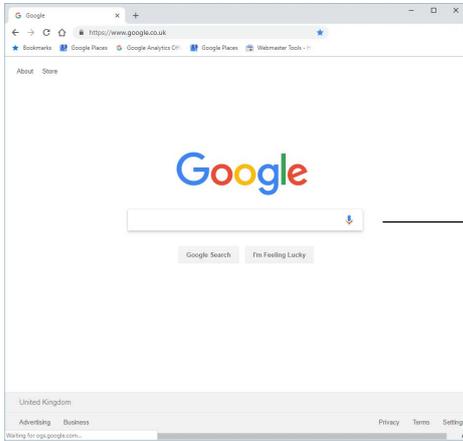


# Search Engine

What is SEO, it stands for Search Engine Optimisation and is the process of get results from a search engine. The browser search string is entered into "Google Search", for example: 'washing machines' once the return key is pressed the search string is matched with your request and a list of results returned and displayed on the screen



Above we have the Google search engine screen. Enter the search string Washing Machines and press enter

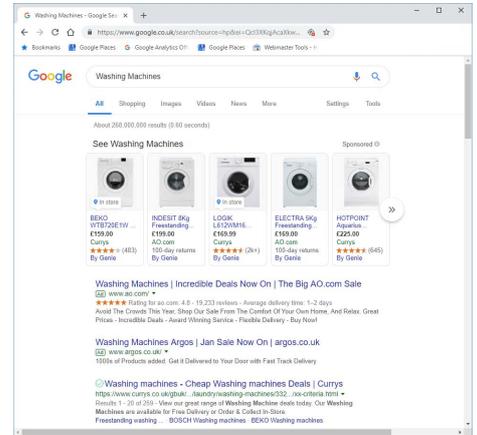
Once the search string washing machines has been submitted to the Google search engine the request is then searched for in there data resources

There is no guarantee that optimising your website for organic SEO will bring customers to your website alone. Try typing in a search term as if you were a customer looking for your products, then see how many results are returned, I just tried searching for "washing machines" and got 268 million results. I tried again and this time added my nearest town to the search string and this time the results were considerably less only 3.4 million This illustrates the challenge of getting your website in the right place for your audience. This is more about organic SEO.

Search Results:

Washing Machines

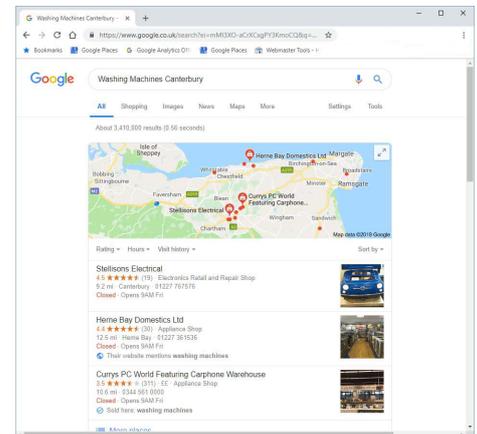
268,000,000



Search Results:

Washing Machines in Canterbury

3,410,000



Once the results are available a small amount of information is displayed for each result identifying all the businesses that include washing machines