

SEO BANGKOK

What is SEO and how can SEO Bangkok help?



What is SEO?

SEO is the art of gaining top search engine placement for relevant keyword phrases by making the search

engines believe your website is more important than your competitors. This is achieved by "optimising" keywords you expect visitors to search on after research and analysis.

Brand promotion

Marketing strategies vary from company to company, but there are a set of given rules on how the process should

be handled, primarily by providing useful content visitors will want to read, not only on your website but with other reputable "authority domains" the search engines know and respect.



What are the benefits of SEO?

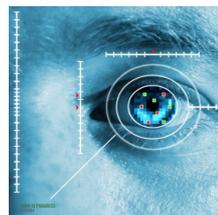
When you are listed at the top of the search engines, it brings fresh enquiries to your

business and maximises your ROI from this source. It also reinforces your company's brand so that it is seen as a company people trust. Search engine optimisation (SEO) also plays a critical role in the generation of web commerce.

Fusion of web design and SEO

Just having a website will not in itself expose your products and services to a worldwide

audience. First, you need to find a web design company that is able to understand your brand and communicate your company's goals visually. They also need to incorporate best practices in getting your site to the top of the search engine listings.



How to best market a website

When your site has been optimised, you then need to concentrate on search engine

marketing, which involves the writing of articles and press releases using relevant keywords on leading third party sites and the creation of profiles across a broad range of social media channels to compound the efforts made in the SEO process.

Form should follow function

This principle is key to developing your business on the internet. Some clients insist that

the look of their website is paramount, but instead it should be primarily based on its intended function. SEO is not about web traffic per se, it's about driving people to your website for services they want in your market sector. SEO is not about quantity any more, if it ever was; it's about quality.



How SEO Bangkok markets your website

As experts in the field of search engine optimisation, copywriting and article production, **SEO Bangkok** produces measurable, results-driven SEO positioning and strategies for our clients.

- **creative content marketing**

Creative content marketing is a technique of writing and distributing relevant information about your company to attract and engage with a target audience that are looking for products and services within your market sector.

To achieve this you need professionals that are able to write lively copy and know the distribution channels that work best and are highly regarded by the search engines. Even if you have adeptly written pieces on your industry or services but submit these words to websites that are hardly used, it's going to be a waste of time and resources.

However, if you engage a team of experienced, professional content writers that take the time to research your company's business and can disseminate your message to make it a "compelling voice" on both the search engines and via social media, that is the way to go. They will be able to speak of your brands' traits, and this is Matt Cutts' view on online marketing today. He works with Google on SEO issues and has commented that you should be moving towards a traditional marketing-type discipline.

- **build your brand via top-quality journalism**

What is clear today, as Google continues in its quest to enforce its policies for websites to engage in high-quality journalism, website owners are being pushed into brand building, which is smart link building. SEO is now about producing a website that people want to experience, which in turn provides you with sustainable rankings.

At **SEO Bangkok**, we provide our clients not only with tried and tested SEO strategies to achieve the best possible positions on search engine listings for targeted keywords, we reinforce this with articles, blogs, social bookmarking, PDF distribution and through social media channels.

We achieve this through top-quality copywriting from our journalists and social media specialists, all with years of experience. Our technical team constantly keep abreast of changes being made to search engine algorithms.

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How SEO Bangkok markets your website

- **track records do matter**

The objective of any campaign is to first make sure the on-site SEO has been well researched and implemented correctly. This will eventually drive online sales through organic search when a website is listed high in the major search engines, as it will win market share from the site's competitors on keywords applicable to the company's products and services.

The next phase of the campaign is to provide additional content. This can be produced with an on-site blog, article writing and PDF distribution to attain high-end content links. We also provide social bookmarking, press releases and other relevant services.

It should be stressed that with the changes to the way Google treats these links it is important that the headlines to the stories are searchable in themselves, there are no duplicates or syndication and that they don't contain the main keywords over and over again, which is seen as spam.

Our clients enjoy top placement for the following keywords: cloud hosted voip service provider #1, thai polo club #1, asian textiles #1, rayong real estate #1, british pub bangkok #1, guitars london #3 and vienna tickets #5.

- **keyword analysis and repair**

We are approached more often than not by companies that have had their website for some time but find they have hardly any presence on search engine listings and are receiving very few enquiries on the strength of it. They may even have many quality links from other websites but that is still not enough in a competitive environment.

SEO Bangkok provides a keyword analysis and repair service so that flaws in the underlying code of a website can be addressed. We need to make sure that the keywords you are using not only matches the content but is organised correctly.

First of all, we research the keywords that are the most beneficial to your business and find out what your competitors are up to. We then make suggestions on how best to fix the problems following research. This is the very essence of any campaign, as you can have as many links as you like but if the SEO is not working you will struggle.

A small matter of client communications

A while back I spent a very agreeable afternoon being shown around a client's art gallery. He asked me to talk to him about the website they had just launched and to advise him on why it was not performing very well on the search engines. Later in the day I set about writing a very simple report I thought he would understand, then thought better of it as he is well versed in art but has no particular interest in web technology.

When I was analysing the site I saw that the gallery had received positive reviews from some of the world's best-known media companies: CNN and the New York Times. When we are talking about SEO it is tremendously important that "votes" for a website from "authority domains" such as these will help push a site to the top of search engine listings on the strength of being mentioned in such prestigious online journals. But no, instead of that the "votes" were not being cast for the gallery, they were being misdirected to a parked domain.

So it took some time to grapple with the idea of effectively communicating not just the missing links from CNN and the NYT but also that the site had been built using what is known as "framesets", a practice that has not been used since the last millennium. It certainly wasn't going to be any use just sending him a technical document as he would have no hope of ever understanding it. So, I decided to meet him for lunch instead.

During the visit he had given me a pamphlet on the latest exhibition running at the gallery. The works were generated from computer code assembled from public input centred around the politics of fear, suppression and paranoia and how people felt about today's society. Once the ingredients had been swapped for code, the output then formed complex structures.

With this in mind, the idea of communicating domain names, framesets, linkbacks, titles, h1 tags and body copy – which is what we must painfully analyse to get to the root of the problems before any keyword repair work can commence – it seemed almost churlish to unleash an avalanche of codified logic as to why his site had achieved very little and visitors to the gallery were sparse. So I was happy with the decision to meet him face to face.

This year some members of the SEO industry faced major challenges from Google's algorithmic updates called Penguin and Panda, especially for agencies that had been gaming the system. But to articulate this to a man who has a great knowledge of contemporary art, what would he make his website being bound up with aquatic, flightless birds and a creature living in the mountain ranges of central China?

When you look around the internet for SEO companies, the reports they churn out for their clients is about as comprehensively impenetrable as an art dealer's notion that Foucault's rules of exclusion are deeply insightful to the art world. It is not always an easy balance to achieve but is perhaps best conveyed if the technical aspects of SEO remain in our domain so as to free the client from the abstract laws of search engine algorithms.

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