

Tech -Talk is an online newsletter that is circulated by Blue Sky Net to our network of contacts throughout our service delivery region. People, events, and ideas discussed in "Tech -Talk, will all revolve around improving technology and E-Commerce practices.



Resources for Businesses

Thursday August 22nd, 2013

SEO - What It Means, And Why It Matters

SEO or “search engine optimization” is a term that has quickly become one of the hottest topics for business owners, internet marketers, and web developers. SEO is the practice of designing your online presence in such a way that it appears at the top of results listings, when certain words or phrases are entered into search engines. In the simplest of explanations, SEO is to your website, what location is to your brick and mortar storefront. Ranking at the top of search engine results, through proper SEO, is comparable to having the most convenient storefront location on the busiest street in town. Check out this [SEO youtube video](#) for a well articulated explanation of what SEO is.

Unfortunately, while the concept of search engine optimization might be easy to grasp, achieving results and maintaining that success can be very challenging for many businesses. Search engines vary amongst themselves, and also evolve over time, in the way that they rank their search results. Many methods that used to be utilized as popular ways to improve SEO, are now either ineffective, or in some instances can have a negative effect.

This edition of Tech –Talk will provide you with information on how these search engines operate to help you use SEO to maximize your internet marketing return on investment. Follow this link for a [beginners guide to everything SEO](#), produced by MOZ. This guide provides insight into how

search engines operate, how people use search engines, how different factors can affect rankings, and even how to measure and track your SEO progress.

Free Online Resources

Check out this article from the Tech section of Huff Post titled, "[The Changing Face of Search Engine Optimization](#)" for an interesting read on how SEO practices have, and will continue to evolve. For those who wish for a more in depth guide to Search Engine Optimization, take a look at this [Starter Guide](#) prepared by the search engine superpower "Google".

The "Resources for Businesses" section of our website @ <http://www.blueskynet.ca/for-businesses> is a great place to find free materials such as E-Books and articles to get information on important business topics.

Also, don't forget to browse the rest of our website for more information on Blue Sky Net's current projects, including BAIMAP (Broadband & Associated Infrastructure Mapping & Analysis Project), BEAM (Broadband for E-Business And Marketing), or our Municipal GIS partnership project.

A Note From Our Executive Director

According to Bill Gates "The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency." We sincerely hope that the assistance provided by the BEAM program is helping all of our business succeed to new heights. Remember we are going to be back in touch to see how your new technology or website presence has helped your business.

Yours in success,
— Susan Church

BEAM Recipient of the Month



Upcoming Volumes of Tech -Talk

The topics for the next issues of Tech -Talk will be listed here. Make sure to look here for upcoming topics that might be of help to you and your business. Also feel free to [contact us](#) to suggest future ideas you would like to see discussed.

9/19/2013

Pay per Click Advertising

10/17/2013

Managing your Online Reputation



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