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## search engine optimisation

Search Engine Optimisation (SEO), or Search Engine Management as it's becoming known, isn't the black art that many people would have you believe. It's more a case of applying common sense and bearing in mind that the search engines have the same aim in view as you do. You want relevant hits on your Website, and that's exactly what a search engine wants to supply you with.

The approach down under on-line uses re: search engine optimisation works. We guide you through the process of choosing the right key phrases, which is absolutely fundamental to the whole process.

We help you to make sense of search engines, to understand how spiders work, the differences between search engines and Web directories. We help you to make sense of search engines, to understand how spiders work, the differences between search engines and Web directories. We'll cast light on the widely misunderstood subject of headers and meta tags and on how your site should be designed. Instruct you on reciprocal links. We'll highlight some of the pitfalls to be avoided. All of this before we even submit the site to search engines.

We don't believe that there's anything particularly mysterious about search engine positioning, and we're happier when our clients know exactly what we do. You'll find us completely open about what we're doing on your behalf, so it's easy to judge your return on investment.

Successful Search Engine Optimisation should include but not be limited to: