

## Search Engine Optimzation

SEO stands for Search Engine Optimzation, which is the un-glamorous world of getting your website higher in the Google natural listings. The natural listings are those on the left hand side of search engine results that are deemed to be the most relevant. These listings are shown because the search engines believe they are the most relevant to your search query.

Unlike the box ads that appear on the right hand side of Google, the natural results are not paid for. Getting your website to appear as the number 1 result for your keyphrase of choice is the holy grail of most online businesses. Milk offer SEO services of 2 different types: