

SEO Tips

SEO Tips for Optimizing Your Web Site Content

To get your website in the top search results you need to make sure it's worth being there. After all, Google's interest isn't what your website offers, it's about giving the public the information they are looking for. Therefore, to make sure you get your website on the top search list you need to make sure it is worth the time for a real live human to look at it and share it with others. You need a clearly defined set of SEO tips to optimize your website with. You need some guidelines, someone who knows what it takes, to get you there. You need us and what we are about to tell you, to get real live people to want to come to you and see what you have to offer them.

SEO Tips, Creating a Search Engine Friendly Site

You need to inform your visitors, first and foremost. Give them a reason to come to your site, a reason to stay on your site, and a reason to come back. Starting out with well formed and well informed content is key here. Then make sure to update it on regular bases. You can either replace content with fresh content just rewritten with some new tidbits of information, or you can add new pages. Providing high quality content makes search engines give your priority, and give people a reason to come to you for their needs. Think about the words users would use to find your information or products. Use these as your bases for information.

Make sure other well respected and legitimate websites link to your sites. Some have request feature. This is called cross linking. Cross linking is how web crawlers find your website. The more reputable websites you link to and that link back to you, the better. Try for websites that have been on the internet for quite a few years, and ones that seem to rank highly and have well informed content and popular products. Absolutely do not get involved with any link farming or link sharing companies that you buy into or that are free, this is one sure way into internet marketing hell!

Get familiar with page rank. Google's program uses page rank and cross linking coupled with an algorithm that looks at your content in order to index it properly. This is important for keeping important search results relevant for the live public. Page rank, and other programs used by other search engines, uses an assessment program to tests and develop a sense of your websites importance. These are like "votes"; it assesses natural links both to and from your website and per each page of your website compared to how they are used and how heavily they rely on the content of your page. Unnatural links, or links that have no relevancy to the content, are like subtractions from your "vote" account. Look into "webmaster schemes," and "door way pages"; for further details about unnatural links.

Make your site easily accessible. Make your URL short, sweet, and to the point. People won't go to it if they cannot remember it. Build the site itself in a flat level structure. Make the home page no more than three links away from any other page. Every page needs to be found by at least one other static, unchanging link from someplace else. Use a text browser to check your site for browser readable content. Make sure to include dynamic pages or duplicate pages in the robots.txt file so that your website does not get kicked out because of "duplicate" content.

Make sure your website is mostly made from text and not graphics. Although newer versions of search engines are beginning to include graphics, HTML, and java as part of the searchable content. They still really heavily on the visible context that your real live audience can see as part of their indexing system. The more time you spend on the actual text content the better. This is better for the search engine and the visitors, and ultimately you.

SEO Tips to Avoid for Better Results

Do not cloak your pages. What do we mean? Simply, do not include any content that your visitor's cannot see. If only the search engine crawler can see it, then it will think you are being deceptive and will put your website on the "alternate index," this is also know as Google Hell. It can take you months or years to figure out what you have done wrong on your site to wind up here, and then many letters and changes later to get back in the main search engine. Just ask BMW!

Do not purchase any SEO service that is not backed by Google or another search engine. Some companies make claims that only kill your website. Legitimate ones can do wonders, so choose carefully. If your website is found to be connected to a deceptive company, you will be permanently banned from the internet and have to start all over someplace else. So, don't get involved with link farming or any other SEO scheme. If it is not endorsed by a top ranking search engine, it is not worth your while!

Success With SEO Tips For Your Website

When it is all said and done, more needs to be done than is said. Be sure to follow all the tips above and read over the “guidelines” provided by the top three search engines. With the knowledge you have gains from this article, and by following those guidelines to the letter, you can ensure that your website will not only bring in the traffic and repeat business it needs to, you will make sure that it stays indexed on the internet for a long time. Your business doesn’t just rely on being on the top spot in search engines, it also relies on you keeping it there through legitimate means, this means hard work on your part, but it is all worth it!

Free SEO Health Check, find out how you can improve your search engine ranking and what benefits your business could get from Search Engine Optimisation.

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