

What Is Search Engine Optimization or “SEO?”

A brief insight. Written by James Vivian.
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Search Engine Optimization or “SEO” Involves a range of skilled and basic methods to help improve your website’s page ranking on search engines such as Google, Yahoo, Msn etc...

Utilizing “SEO” methods takes time and patience, some more than others – Many web developers spend hours, days and even months optimizing their pages to perform in well in search engines. As many people are not trained professionals in this sector, here is a brief insight into three ways in which web developers increase traffic to their web pages.

SEO methods usually include the following:

Meta Tags:

“Keywords” – Are the “key” to helping web crawlers index a website by implementing relevant words relating to the content, products or services it offers. If, for example, you owned a restaurant in the Norfolk area, a user looking for a restaurant wouldn’t type the word “Restaurant” into a search engine, they would generally type “Norfolk Restaurants” or “Restaurants in Norfolk”. Carefully selecting relevant keywords for your web content will increase your chances of gaining more visitors to your products and appearing on the top landing pages of search engines.

Links:

Link Building – A crucial method in climbing the ranks in search engines, this method can sometimes be abused by “Link Farms”. This “Organic” method to link building to this strategy is to provide a page for users relating to the same content, services or products you offer to place their web address (<http://www.example.com>) upon your website. By being selective in choosing the right pages, primarily users with a higher page ranking, will cause will cause an increase in where your website is listed upon a search page.

Social Networking:

The modern internet is swarming with social networking sites such as the highly popular “Facebook” so naturally these websites are going to attract many visitors. We can utilize these networking sites to create business profiles. By doing this users can post updates on

current business relating news, blog useful information (Unique, not copied from another website), submit pictures videos and most importantly the ability create a community to advertise your business to. The important thing as with link building is to join groups and communities with others who offer the same products or services. Remember; “share the love!”

These are primarily three ways to help increase traffic to your website, there are many more strategies that web developers utilize to improve rankings.

For more information or companies that provide “SEO” services visit:

<http://www.furiousdesigns.co.uk>

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