

SEO: Implementing Basic Changes for Beginners

Search engine optimization is the process of making your web site irresistible to search engines. Search engines use algorithms to decide how relevant and important a page is, using factors like the pages content, URL, meta tages, site history, and inbound links. How well the page does determines how prominently it is featured in the search engine results when a browser searches for a given keyword. Pages that use these principles to do well when measured by search engines algorithms are called "SEO friendly." The average reader does not look past the first couple of pages of search results, often not even past the top two or three results, so appearing in the top ten or twenty results for your sites keywords is essential for getting traffic to your site.

How do you use [Seo](#) to rise higher in the search results? First, you select the keywords to target. Ranking well for a general term like "coffee" is everyones dream, but almost impossible to do; you will probably find that the more specific the keywords, the easier it is to rank well. "Coffee beans" is a more specific keyword, but "Blue Mountain coffee beans" is better, and "roasted Blue Mountain coffee beans" is excellent. When competition is too high, you may need to use an even longer keyword phrase, like "roasted Blue Mountain coffee beans mail order."

Once you have a list of keywords, retool each page to target one keyword apiece. The best practice is to put the keyword in the pages file name, title, and description meta tag. (Ignore the keyword meta tag, which was so heavily abused that it is now irrelevant to SEO.) The keyword should also appear in any anchor text on links pointing to the page, and should appear in the body of the page a certain number of times. The number of times a keyword should appear in the body is a delicate and tricky part of search engine optimization; to prevent abuse, search engines change their algorithms frequently, so one year the most SEO friendly percentage of keyword appearances is 10%, then the percentage drops to 6%, then to 4%. Read reliable SEO forums and keep up to date on the latest SEO developments to know how often to mention a keyword in each of your web pages.

When you are done with the page content, consider your page design. Is the content of your site at the top of each HTML page, or do search engine spiders have to wade through unfriendly walls of code to find the body of the page? If the code is now at the top of the page, can you relocate it after the page body? Are there plain HTML links between pages, or do you have to hope the spiders know how to read Javascript or Flash links? Do you have a sitemap that spiders can read?

As you can see, making your site SEO friendly is not an abstruse, magical process. It is simply a matter of creating search engine friendly content that readers enjoy, and adding a few minor enhancements that are visible only to spiders. Read search engine blogs and spend some time on reliable forums, and soon you will know everything you need to make your site SEO friendly. Related articles [Seo boston](#) ... [Seo reseller program](#) ...

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