



How to Derive Maximum Benefit Out of SEO

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Over the recent years, the online business and online marketing sectors have experienced a huge boom. Lots of web designing and web developing companies are rising up across the world. It has now become one of the most profitable businesses in the world. Now, the question arises - what is the guiding factor for these online jobs and online industries? The answer is SEO or Search Engine Optimization. Search Engine Optimization, as the name suggests, is referred to the method of making a website "Search Engine friendly".

Now, the phrase "search engine friendly" is not an easy term to define! Most search engines exhibit a high affinity towards some websites or web pages as compared to others depending upon lots of things. However, this affinity gets reflected in the Page Rank of a website. Higher the affinity of the search engine for a particular website, higher will be its page rank in the search engine list.

It has been a dream for many Website owners to be at the top of the search engine lists. However, many of them fail to recognize the fact that website optimization can not only fetch them a high rank in the internet search engines but can also help them in drawing maximum traffic to their site. SEO optimization, thus, gives you two-fold benefits in attaining higher rank in search engines as well as attracting online visitors to your web site and web pages.

Research on keywords: - Before developing your own website, it is better that you perform an extensive research on the possible keywords that your website may target. There are many public tools available on the Internet such as Wordtracker that can help you in getting the rich

keywords that the online users frequently use while searching for the subject of your website. Now, your only work is to use those keywords in your website content. You must insert the most frequently used keywords in the title, first and second paragraph and the last paragraph of your content.

Quantity and quality of the content: - The content of your web site must contain a minimum word limit of 200 per page. In fact, search engines have a high affinity towards large content. So, more the content more will be chances for your website to attain a higher search engine rank. It will be easier for any search engines to point out a web page that has more content for a particular keyword typed by the user. One thing you need to keep in mind is that only the quantity of the content is not sufficient to fetch you a higher search engine ranking. The quality of the content is also important.

HTML size must not exceed 100kb: - While on one hand you have 200 as the minimum word limit, on the other hand you have 100kb as the maximum limit for the HTML content. Search engines tend to ignore those sites which have a larger content than the limit specified. There is a saying that "too much of anything is bad". This proverb applies for HTML content also. Excessive content makes the web page user-unfriendly as lot of time is wasted to download a 100kb file.

CSS layout: - The full form of CSS is Cascading Style Sheet. There has been a recent trend among the website owners to opt for the CSS layout rather than the normal table-based layout. The reason for this transformation is due to the higher affinity of the search engines for websites with CSS layout.

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