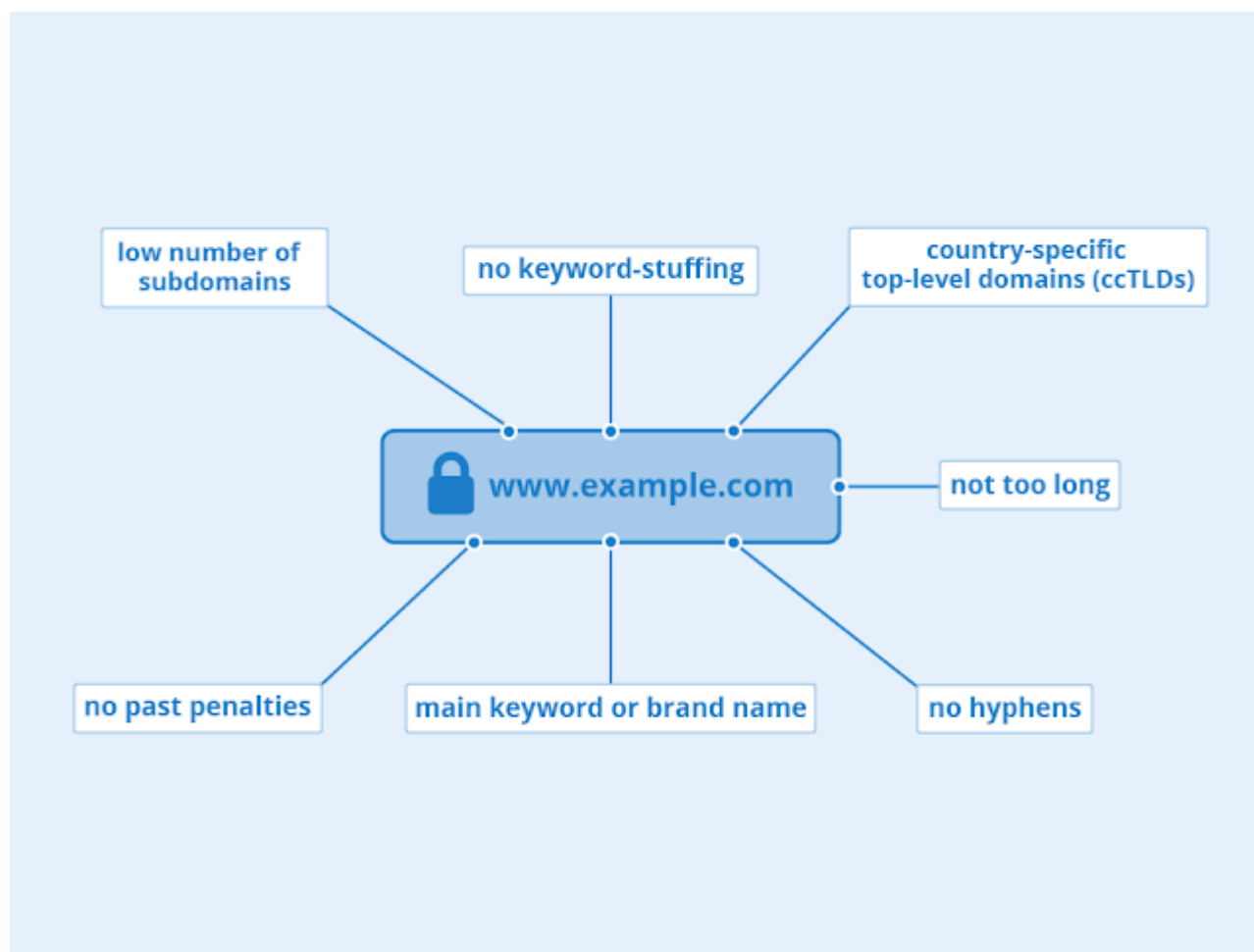




SEO: Google Optimization Practices-Tips to Improve Your Google Rankings

Webmasters perform SEO and want to urge smart program ranking in Google as a result of it is the foremost common program at intervals the planet. However, you wish to recollect that Google is extraordinarily strict in fighting against the manipulation of program ranking... **SEO: Google Optimization Practices.**

To make positive your web site has the potential to urge high Google ranking, your SEO effort should alert the following:



Website Structure and Content Development

Make a website with a clear hierarchy and text links. each page ought to be approachable from a minimum of 1 static text link. The key purpose is also a transparent hierarchy, and approachable from a static text link.

Offer a website map. it's an extremely vital SEO part for Google to index your sites and assign applicable program quality scores (link popularity) to your sites. it's notably helpful for big websites.

Create a helpful, information-rich website, and write pages that clearly and accurately describe your content with words users would sort to hunt out your pages. Google clearly states that they love the information-rich web site. So, SEO ought to emphasize on content development, and not SEO tricks...**Tips to Improve Your Google Rankings**

Try to use text instead of pictures to show vital names, content, or links. The Google crawler does not recognize text found in the photos If you use pictures, ensure you give descriptive and correct EL tags.

Avoiding SEO Spam

The fundamental works for SEO are to form positive solely program acceptable practices are used, that is, create pages for users, not for search engines. If you or your SEO company implements unacceptable SEO practices or tricks, your web site ar typically illegal and away from the program index. this is often very

true for Google. From expertise, they are terribly determined to fight against program spam.

Therefore, you wish to alert merely|that you just} simply do not commit in unacceptable SEO practices listed below:

Don't deceive your users or gift completely different content to appear engines than you show to users, that is typically mentioned as "cloaking." Cloaking refers to the observation of presenting completely different content or URLs to users and search engines, as associate degree example, showing completely different content to appear engines than to users, or gift hypertext markup language version to appear engines and gift Flash pages to users. Serving up completely different results supported user agents are typically perceived as cloaking.

Hiding text or links in your content will cause your website to be perceived as tricky since it presents data to appear engines otherwise than to guests.

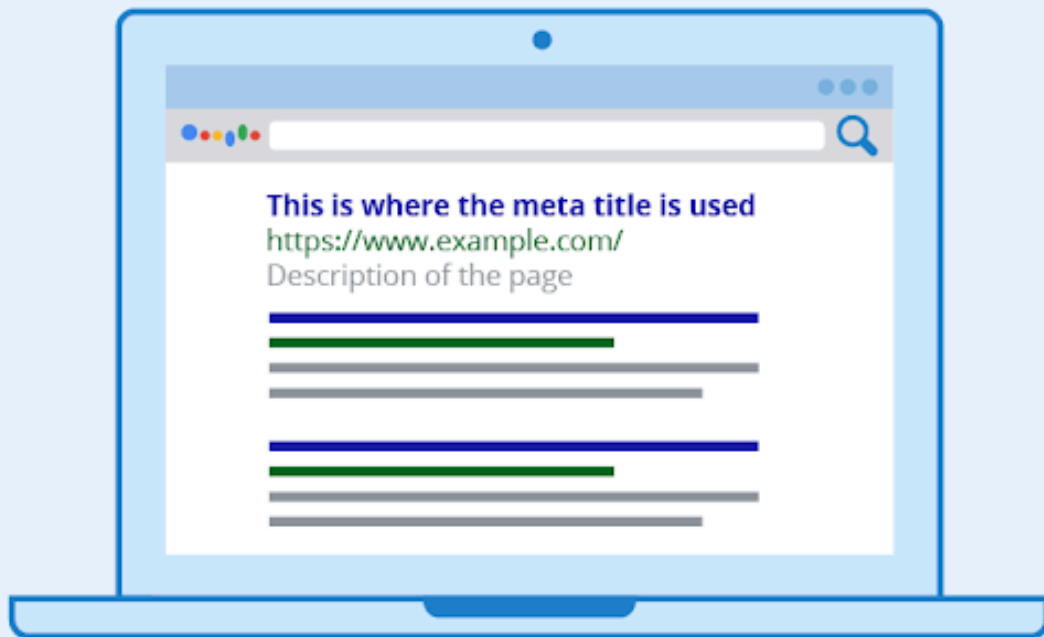
Text (such as excessive keywords) are typically hidden in many ways in which, together with however not restricted to the next "black-hat" SEO techniques: white text on white background, use of CSS display: none or display: hidden to hide text, together with text behind an image via DIV tag or layering techniques, tiny font size like setting font size to zero. Some SEO firms believe that

Google cannot sight spam if CSS tricks are used. sadly, this is often wrong.

Links are typically hidden together with however not restricted to the next "black-hat" SEO techniques: link consists of hidden text, use of CSS to create a little link like text with one component high, link hidden throughout a little character like link a hyphen in the middle of an online page.

"Keyword stuffing" refers to the observation of loading a webpage with keywords in an endeavor to regulate a site's ranking in Google's search results. Excessive keywords throughout a purposeful web site are typically perceived as keyword stuffing. correct SEO should beware of this part.

Duplicate content typically refers to substantive blocks of content at intervals or across domains that either utterly match different content or are appreciably similar. Google tries onerous to index and show pages with distinct data. This filtering suggests that, for example, that if your website options a "regular" and "printer" version of each article and neither of these is blocked in robots.txt or with a no-index meta tag, Google can select one amongst them to list...**SEO: Google Optimization Practices**



In the rare cases throughout that Google perceives that duplicate content may even be shown with intent to regulate our rankings and deceive our users, Google conjointly creates applicable changes within the compartmentalization and ranking of the sites concerned. Google implies that your web site or a whole network of websites are typically fined with low program rankings or away from their index. ar you willing to require these risks and still build shadow websites?

For some reason, if you cannot avoid duplicate content, Google suggests you may create the use of robots.txt file to avoid Google compartmentalization duplicated sites or websites.

Alternatively, you may re-think of consolidating duplicated pages into one or expand every page to contain distinctive content.

Conclusion

SEO is not which means of applying tricks to regulate program ranking. SEO is concerning creating an online website program friendly and trustworthy and building name to your web site. To be program friendly and trustworthy, you wish to avoid unacceptable program improvement practices delineated on top of. If your SEO service supplier is committing to those practices, stop to use them currently and deduct all spammy components before your website gets illegal....Tips to Improve Your Google Rankings