How Search Engines Rank Web Pages

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Smart Search Engine optimization starts with looking at web pages with one eye closely watching the search engine spiders. once that the search engine optimizer is capable of doing this, he or she is half way to mastership of the search engine results.

It has been said many times that search engines rank web pages and NOT web sites as a whole. what this means to the optimizer is that high ranking cannot be achieved for a main page dedicated to ten keyword phrases. However different pages within your site will appear up in the list of search engine results if you optimize each page for just one or maybe two keyword phrases.

if you cannot use your chosen keyword phrase in the url of your website then do not despair, use it as a folder name or even the name of the web page itself. All search engines show the url's of definitive pages within the site, not just the main url itself.

Search engine spiders do not see your graphics or javascript dynamics on your page that you use to capture your visitors. you could use a wonderful graphic page that mentions you sell widgets, however the search engines will not be able to determine that you actually sell widgets. This is where the world of image alternative names take pride of place in the optimizers eyes. The ALT attribute therefore can be a very search engine friendly way of describing your sales conscious website.

As a general rule, search engine spiders have a definitive limit on how much of your web page it will load. For example, googlebot does not read more than the initial 100KB of your page even if it is directed to do so, such as the method of adding keyword phrases to the bottom of

your page. Keyword phrases used outside of this range are generally wasted and become 'invisible' to the search engines. our advice is not to overload the HEAD area of your page with various script calls or style attributes.

There are many, many more examples of contextual relevancy a spider considers whilst visiting a page, one of these is the proximity to the beginning of the page that your main keyword phrase occupies, Wasting space with menu bars etc. before the search engine reads the main context is an optimizing nightmare waiting to happen.

Without doubt, no one really knows what all indicators are for ranking highly within the search engine results, however, keep your web pages, simple, clean and relevant, it seems even in these days of latent semantic indexing this method is indeed the best way to ensure search engine optimization success.