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How to SEO your website

Search Engine Optimization (SEO) is the process of creating and programming a website that is technically suitable for all search engines to index. Think of a search engine as a large library where all the books are web pages. In a library all the books are indexed so you can find them easily, and the same goes for search engines with a website. A website that is designed for indexing will rank higher on search engine result pages.

Organic or natural traffic from search engines is the biggest generator of your website's traffic and it is important for you to know how to optimize your website to achieve high rankings.

How to SEO your website and achieve natural search results? There are 3 important SEO strategies that must be put in place:

1. Proper page optimization.

It is important to create a website that is aesthetically pleasing for your visitors, but you can't neglect the coding behind your website and content of your site. Every page should be optimized for target key phrases that are relevant to the content of the page itself. Make sure that the relevant HTML Title, H1, H2, Alt, P, A, and Meta tags contain your target key phrases. The HTML Title is what you see in the browsers tab or on top. H1, H2, and so on are headings. Alt is an alternate text name for an image or picture and the Meta tags provide data about your HTML document.

In this example for a simple page for brown shoes, the page is set up with the key phrase in all the important locations for a search engine to index it correctly. In order to obtain good natural search rankings, the coding architecture and content of your website are extremely important. You need to ensure that the basics are in place for each page of your website.

Also important is that every page needs navigation text links for spiders to follow, so that it can index other underlying pages. Some navigation designs do not allow this to

Example: Key-phrase is "Brown shoes" for a website that sells shoes. The Title of the page and Meta tag data

```
<html>
<head>
<meta name="description" content="Shoes of all sizes and colors, Brown shoes, Black shoes, etc. . ." />
<meta name="keywords" content="Brown Shoes, etc. . ." />
<meta name="author" content="Squiggout.com" />
<title>Brown Shoes</title>
</head>
<body>
<*/Heading 1 Important for search engines to index/*>
<h1>Brown Shoes</h1>
<*/Heading 2 Important not to match h1/*>
<h2>Our Brown shoe sizes</h2>
<*/image file of shoes with alt text "Brown Shoe"/*>

<*/Content is king, you scatter the keyword in the content/*>
<p>Our Brown Shoes are the best etc. . . It is important not to put the key phrase in too many times. These beautiful brown shoes will make a great addition. . .etc and matching Brown bag are perfect for these shoes</p>
<*/Order link with the key phrase name in URL/*>
<a href="mywebsitename.com/brown_shoe_order.html">Buy these Brown Shoes now</a>
<*/Links are very important, to give and get links from other relevant websites /*>
<a href="mywebsitename.com/link_page.html">Important links</a>
</body>
</html>
```

happen so text links are very important. In the example, "Buy These Brown Shoes Now" is a text link to the brown shoe order page.

2. Optimize your content.

When it comes to SEO, content is the most important thing. Keywords should be scattered within your content so as to make your pages more relevant to search engines. The key phrase should be next to each other like in our example. The <p> tag has brown shoe and just brown and shoe. You should also keep the content of your site fresh so as to facilitate indexing by search engine spiders. One thing to note is that you should not place too many keywords within your content just so you can rank well; remember visitors must be able to read it. Search engines will view this as keyword spamming. Also, ensure that your content is unique and never copy content from other websites.

3. Get back-links.

Another important factor for your website to rank well is to have good link popularity. To obtain link popularity, you need to get websites to link back to your pages. You should add your website to all search engines like Google, Yahoo, MSN, and others. Plus add your site to directories such as listmysite, Yahoo, and DMOZ to get valuable links. Link to relevant websites that also have "brown shoes" like the manufacturer of the shoe. Simply ask their webmaster for a back-link for their site and in return you will link to their

site. This is what a link page is for. In the example the link_page.html would be where you add the text link to their site. To obtain even more links, you can write articles, make videos, and submit them to article directories like You Tube, craigslist, and other video websites.

SEO is part science and part art. I have tried my best to un-complicate a complicated topic, and have just scratched the surface. If you require help or want to know more about SEO, please contact Squiggout, and a SEO technician will gladly help you.

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