

SEO – The Basics You Should Know

by Alan Lim

SEO is the acronym for *search engine optimization*. This title refers to the process of improving the page ranking of your web site through careful use of keywords, keyword placement and links to and from other web sites.

What is it?

SEO is a carefully created method of improving the probability of your web page appearing on the results page of a search engine query. The nearer to the top of the search engine results page your web site appears, the more likely that searchers will click on the link to your web site and go on to purchase the product or service you represent. You can perform search engine optimization yourself, or hire an expert to do it for you. There are approved ways to improve your standing and ways that can get you banned. It's important that you do the optimization correctly to avoid getting your web site shut down.

Who needs it?

Any small business owner with products or services advertised online should make the effort to optimize their web site so as to achieve the best results when the search engine spiders visit your site. There are SEO algorithms that are used that are generally proprietary and different search engines look for different components in order to determine the rank of the specific web page. Naturally, each web site owner wants to achieve the highest possible page ranking for the products or services that are displayed on the web site. Getting your page

ranking as near to the top of the search results as possible gives you more web browsers seeing your link.

How to get the best results

The best results for SEO is to determine the specific algorithm used by a particular search engine and write your web site to use the best possible mix of keywords, links, and placement so as to improve your ranking. Attention should be paid to using the keywords or keyword phrases correctly. Not only the number of times they are used, but in what context they are used. Even the placement of keywords on the page is important for best results. Another factor that is important is that of links to other web pages.

How does SERP apply?

SEO best results are returned on the SERP or Search Engine Results Page. When a searcher on the internet uses terms in a search engine query box, the search engine returns results on a page called the Search Engine Results Page. This can be a few links up to thousands of links, but few searchers look beyond the first page or two of results, since the results often are less relevant as you move further down the page. The ranking of your web page up toward the top of the list is what can increase your sales significantly.

Page rankings

Page rankings are the somewhat arbitrary number assigned to web pages based on the SEO results identified by the search engine spiders or robots. Each major search engine relies on a different algorithm for ranking, although there are similarities between the three major search engines, MSN, Yahoo and Google. The goal of search engine optimization techniques is to have the web page appearing on the first page

of search results for the specific query.

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About the Author

Optimization techniques and resources information can be found at Search Engine Marketing or Search Engine Optimization. SEO is the goal of each business and web site owner in order to increase the sales revenue for the product or service.