

Search Engine Optimization

How To Be Captured By Search Engines

Being captured by the search engines means a lot. It spells having a lucrative site. This is the very reason why Web development is pretty crucial to a site. Moreover, every Web site owner must be knowledgeable and resourceful to know and find ways to keep their Web site flourishing and coping with the changes of today's Internet environment.

Here are some of the tips for making your Web site tempting to the search engines:

1. In connection with meta tags, do not use same words more than thrice. Bear in mind that most engines are case sensitive so be cautious of that fact.
2. If possible, use your keywords in your links.
3. Place your keywords at the top of the page. Practice proximity in them. The closer they are to each other, the better.
4. Back up the keywords found in your meta tags by placing them in the contents. In order for your keywords to be considered by search engines, said keywords must appear both in the meta tags and the body of the page.
5. Put your keywords in your title, meta description, meta keywords and body tags. You can use five of these keywords in your body tag. Use of more than five keywords will result to spamming. If this happens, chances are, you are at risk of being kicked out of the engine.
6. Also place keywords in your Alt tags.
7. Think of a keyword that is not used by your competitors. Nonetheless, be sure that it is still connected to your site and your topic. Also, make sure that it is specific.
8. Another instance of spamming is when you use texts having the same color as your background. This thing should be avoided not only does it ruin the form and function of the site but it also gives the search engines the reason to kick you out.
9. Another opportunity for search engines to kick a Web site is when the latter submits page more than twice a day.
10. One thing that can make your Web site a search-engine friendly site is to make a doorway page in order to rank higher in the search engines.
11. Another thing is to have links to other good sites so that together you all boost each other's web development and ranking potentials.
12. To rank even more, be sure to update some of your pages every thirty (30) days.
13. Some search engines are choosy. In fact, they can tend to overlook a site with fast meta refresh pages. Thus, avoid having the same.

There you go! Now you know the secrets...

About WorkingDialogue

By combining strategic thinking, creative design, and marketing expertise, WorkingDialogue helps entrepreneurs, businesses, and organizations meet their marketing and communications objectives — creating brand awareness, impacting behavior, and generating new opportunities. WorkingDialogue designs and produces marketing literature, Web sites, corporate identity and print advertising.

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