

SEO Techniques for Beginners

Author:
Resale Rights

Created On: 07 Oct 2009 11:07 PM

If you are not quite familiar with the processes and tools of SEO or search engine optimization, you can rely on different programs and individuals available online. As a beginner, you will find that everything is relatively easy to understand, provided that you have the right background and know your customer, products and services very well. Your company can benefit more through the heightened visibility and improved search rankings.

Boosting Page Ranking

The title is one of the most important parts of your web site or content. This is the name which you find at the top of the window of the web browser, or Title Bar. The title has to be descriptive but brief and short. It should also contain the targeted keywords that are highly related to your web site. The search engines also present the title in the search engine results. The title should therefore describe the site's content so that users can be more interested in entering your site time and again.

Keyword Use

The keywords are also important when using SEO techniques. Several web masters overdo keywords though, which you should avoid. You can rank high if you use keywords wisely, but your site can also suffer or lose credibility if you overstuff. You can find a lot of support in using and adding keywords, like ALT tags, other areas and anchors. These are generally used to help boost the keywords. These should also be relevant to the image or place where you plan to link. Most individuals try to stuff keywords in a lot of different areas in the site or article. As a general precaution, you should try to optimize a single page with no more than 3 keywords or keyphrases. You can safely use secondary keywords or terms by using keyword generating tools online. Start with one or two keywords and avoid overusing these. Tertiary keywords can also be used which are related or similar but not the same as the main terms. Using alternative keywords help drive other potential visitors that come from different areas and use different related terms.

Understanding Meta Tags

Meta-tags have two parts namely the description and the keywords. The description should generally be short, but it should also be both descriptive and logical to the reader. Several times, it will be the text that is found under the title during the search. You should aim for the reader to have a minor overview of the page. Include content that will help them understand what they need to expect when viewing the page or site and drive them more into clicking on your web site. The keywords should be the very same ones you used while running SEO research. These should also be used in the page text.

Using Links

The search engine spider can easily locate your site as other sites create web links leading back to your site. These links will be counted as a vote of support. More quality pages on the page link will eventually lead to higher search engine ranking. Submit your link to popular directories and use more links in your signature when joining online discussion boards and forums. Always have informative and new content on your web page to keep your target market interested

and keep linking back to your site. They will also refer other potentially interested individuals to your page over time.