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Design of a Website Proves to be an Important Component of SEO by [Gregory Lambert](#)

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Design is a very important component of a website as well as an effective tool of SEO. These days, having a search engine friendly design of a website is very important for attracting a reasonable amount of traffic. If the website has an aesthetically pleasing and user friendly design which is not search engine friendly, then it would not be very successful since it would not be able to attract a lot of traffic. This is because search engine traffic is the most important form of traffic for a website. So, if the design is search engine friendly and proves to be quite effective in getting a higher search engine ranking for the website, the website will be able to get more traffic and become more successful. When designing a website, many web designers do not pay much attention to SEO. They forget that a good design for a website is not the only thing that is important; the website must also be able rank high in search engines. As new trends come up on the internet, web designers have to keep track of the changing needs that result from the new trend. One of the biggest needs is to have the site rank high in search engines and attract more people towards it.

There are many things a web designer can do to increase the ranking of the website in search engines. Firstly they should use text for the headers of the website. Most web designers use text within images when developing the headers. However, this can have a bad effect on the ranking of the website since search engines do not process the text found in images. Secondly, the web designers should place the keywords in the title tag. This is because having a keyword rich title tag can prove to be quite beneficial for the optimization of a website since search engines read title tags. The title tag also tells the search engine what the website or web page is about. Similarly, the description tag, which provides a short description of the web page, should also contain the keywords since this tag is also read by search engines.

In addition to this, web designers should put keywords in the navigation as well since search engines also process the navigation bar. Also, the alt tag for image should contain keywords. The content on the website should also be keyword rich but that is the work of copywriters. To check whether they have effectively optimized the website, they can put some analytical tools on the website by pasting a particular code. Thus, design of a website can prove to be an effective tool for SEO and should therefore, be made search engine friendly.

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Search Engine Optimisation (SEO) and Pay-Per-Click (PPC) help websites to achieve top search results. SEO is a specialized strategy which enhances your website position and attract more visitors. It is an ideal way to drive leads as the leads you receive from a [SEO](#) are free leads.

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