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your SEO has been a hot topic in the Internet town in the recent years. It is a great method to promote website. Most of us depend on Google to search for relevant information on any topic. The result pages of Google and other search engines are very important for every business owner who is looking forward to online business. The position of his website on these results decides his online revenue. Till now everyone would have understood how important Google is for you. To rank high on Google and other search engines, you need to optimize your website. You can also ensure good promotion if you go for paid advertising, but SEO is an easy solution with minimum investments.

SEO can be carried out on your own or you can hire an SEO specialist or a company. If you decide to optimize your website on your own, here are some strategies that will help you out.

Keywords

If you want people to search you on Google, you must list out the keywords that they will be typing to find you out. These keywords should relate to you niche. You must optimize your website based on these keywords. When developing your website, you must remember to include these keywords in the website content. The position of keywords also varies the level of optimization of your website. It is very important to place your main keywords in the first paragraph of every page.

Meta tags

A debate is going on between the SEO community and Google enthusiasts about the keywords meta tags. The Google community believes that the keywords meta tag has faded away, but the SEO community seems to be consistent on this tag. It states that although Google ignores keywords meta tag, many websites, search engines, social applications, etc. still consider them. Hence, it totally depends on you whether you want to include the keywords tags in your website or not. However, we recommend using them as a secondary SEO tool with other meta like description.

Design and layout

The design and layout of your website is very important for SEO. Optimization depends on the structure of your website. Google uses spiders or crawlers that crawl through the pages of your website in search of information. If your website has a clean and clear design, these spiders will be able to crawl and find the correct information. If your website design is complex, some of your pages might be ignored by them. The navigation and accessibility of your website can make or break the optimization of your website.

As we discussed, keywords, meta tags and design of your website are very important if you are looking forward to optimize your website. Besides these, there are other factors like backlinks, social media, etc. that add to SEO of your website. If you employ these tools, your website too will rank high on Google and other search engines.

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