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How to Understand Search Engine Optimisation by Trevor Southwold

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As the internet becomes more important as an arena for commerce, many businesses are facing the challenge of learning to compete in the online space. Particularly for businesses whose human resources are not specifically geared towards internet skills, the world of search engine optimisation can seem intimidating and alien.

Understanding search engine optimisation first requires a basic understanding of how search engines work. Without focusing too much on the details, search engines use algorithms to ascribe authority to content on the web. Because a huge number of websites are often relevant to a particular search query, search engines must use automated processes to differentiate between content that is likely to be useful and that which is unlikely to be of interest to human readers. Content that search engines deem authoritative and useful appears at the top of the search results, while content that search engines consider less authoritative and useful appears at the bottom of the results (or not at all).

Search engine optimisation is essentially the process of developing a web presence in such a way that search engines see it as an active and vital part of the online world. Because search engines use a mind-boggling array of different metrics to calculate relevance and authority, an effective search engine optimisation strategy must use a number of different techniques to improve search rankings. These techniques can be split roughly into two categories: on-site optimisation and link building. A competent SEO marketing agency will develop a comprehensive strategy that addresses both categories.

When learning about search engine optimisation, it makes sense to start with on-site optimisation because this provides the greatest reward compared with the amount of work required. A few simple changes in the structure and layout of a website can precipitate rapid ranking gains. Unlike link building, this process is relatively straightforward and many authoritative websites about search engine optimisation (such as SEOmoz) cover the basics in detail.

Link building represents an enormous commitment of time and resources, but the rewards can be great. On the web, an inbound link counts as a vote of confidence for the content at the link destination. Search engines calculate the volume and quality of inbound links to a given website, and use this figure to determine the authority of that website. Link building is the process of earning inbound links from other websites, but this seo company tactic can also be employed by private individuals. Many different approaches yield similar results, but the strongest way to ensure high-quality link building is by ensuring your website contains high-quality content that attracts natural links from interested parties.

Although the internet contains a great number of resources about search engine optimisation, many of these are outdated or inaccurate. It is worth noting that it can be difficult to tell the difference between genuine advice and misdirection propagated by greedy professionals. Until you learn your way around the industry sources, it is best to stick to established websites such as SEOmoz. There will be no shortage of opportunities to go off-piste a little further down the line!

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