Search Relevancy â€“ Optimize to Match Latest Trends By Payal Jain

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Everyday Google is optimizing their algorithm and making it tough for the site that are lacking in quality will rank well. All other search engines are also following the trend to provide better result for the user. Recently Google added â€œSearch your worldâ€• feature in personalized searches that will show your friends updates in social circle related to the query you search. So, websites need to be optimizing according to the updates by search engines.

Search engines mostly Google is going tougher with poor quality websites because of its latest updates. Google recently announced Page layout algorithm improvement in which Google will focus more on users experience, when user comes on the site then the presentation of the information for which user comes to the site will matter most. More easily the user get the relevant info more the page will rank, for this Google will count the layout of website, Ads on the site on the top position and how these ads trouble the user on the site. This algorithmic change noticeably affects less than 1% of searches globally. So update your page layout for better user experience in browsers and better provide navigation.

Google â€œSearch your worldâ€• will show the result from your friends share and updates, so include and share your websites in friends circle on Facebook, twitter and Google+. Right now this update only includes Google+ share but in future its more likely to include all the other social sites so be prepared for this.

Search is most efficient way for users to get the relevant information so, optimize your site so that they comes on the top of first pages of search engines and get better result and experience well, interact well with your website.

Consult SEO company to get optimized your website; it will help you to rank well in search engines. SEO is the optimization of website for search engines. There are basically two ways to get optimized for a search one is On-age optimization other is off-Page optimization. If your site is lacking on search factors then SEOâ€™s will suggest you to make your site perfect. SEO services optimize webpage objects to make your site perfect for search engines to crawl easily, give suggestion to optimize web page content that make your sire relevant to searches. SEO will make your site search engine friendly and will use their marketing skills to promote your site in the targeted market online.

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