SEO: Making a Huge Difference by Stella Richard

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Search Engine Optimization is basically the process of simplifying the navigation procedure of the website or webpage in the search engine. Optimizing a website involves editing its content, HTML and associated coding to increase its relevance to specific keywords and also to remove barriers to the indexing activities of search engines. Today, companies strive for SEO-friendly design. No matter how expensive and attractive the website is, but if the site is not SEO-friendly than it defeats the ultimate purpose of the organization that is to establish the brand name. SEO- friendly design help the companies to establish their digital identity among the masses. All the efforts in the on-line businesses are focused in one direction that is to get maximum traffic on their sites. The key to attract traffic on the site is its content. If the content is well-written and interesting than it will always inspire the visitor to come back to the site.

Companies in the process of creating its digital identity often choose heavily flashed sites which is the biggest mistake in terms of SEO. A simple HTML sites rank better with search engines rather than a heavily flashed sites. SEO basically considers the working of search engines, people searching habits, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. So while optimizing flash sites, if the use of Flash is a necessary, then an HTML version of the same page is more than mandatory for the better ranking of the websites in the search engines. The another mistake while designing the site for SEO is the lack of the anchor text and use of image. The use of image can enhance the beauty of the site but not its functionality, hence the anchor text is must for optimization.

To maintain an edge over others, companies need to identify their SEO-competitors. The competitors could be sites in your given niche, sites that rank well for your major keywords, or direct competitors for your long tail keywords, etc. It is difficult to identify all the competitors so the companies can at least identify their main competitor and try to gain advantage over them by choosing the keywords with utmost care. For the best keywords companies can use the website keyword suggestion tool that suggests which keys goes best with the particular site. Beside, keywords companies can also use the keyword density cloud tool to check the keyword density of their competitors' keywords. So, with proper planning & direction, any website can be made SEO-friendly, which in return will help an organization to increase its business and to attain the monetary gains.

For any company or business SEO is extremely important without SEO customers would not be able to find your site let alone the products & services. SEO is the first tool that potential customers use to find the products and services they need on internet. In the absence of Search Engine Optimization, the sales and profits of the companies will be hampered to the great extent. Hence, to increase the traffic on the sites as well as to get the better placement in the search engines, companies should update their website everyday and add some material into it. Nowadays, the maximum business for any company comes from search engines therefore the SEO is vital for any on-line business. Companies need to plan an outreach strategy to optimize the search engine and with proper planning and focus online business can be extremely profitable as it provide an opportunity to potential customers to find the company & its products or services.

The present era is the internet era. No company can excel without putting its efforts into internet marketing and in order to give your brand the best chance at succeeding in the online world, optimization is the necessity of the day.

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Stella Richard - About Author:
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