Article Side
The on Page, off Page Express by Peter Wilson

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Under SEO or Search Engine Optimisation methodologies, today, content is not the only thing based on which leading search engines will rank a web page. No matter how good your content is at readability, or that you have extensively created content has a lot of information or facts, for which people interested in your product, or services, are scourging the internet, search engines will not notice it if it is still not visible. You may be wondering, "how in the world is that true?"

Now, think of the medieval times when technology wasn't advanced and you didn't even have electricity. What can you visualize? Can you picture a man, standing at the town square, and announcing the arrival of the neighbourhood king, or an impending attack on his village? The people would then have been congregated at the spot because, of course, the rumour mills running a buzz even before he took his stand there.

Search engines are just like those simple people always on the lookout for some gossip, some chit-chat, or banter doing the rounds of the internet. Nevertheless, only things which make sense is what it is looking for. As, primarily search engines work by measuring snapshots of data it captures while it is passing through on the internet that is, keywords searched by people and saves them in a central database. The next step is to be checking all the newly created, updated, or modified we sites for content that matches to the previously stored keywords. Whilst this is going on, it also looks for any activity happening around the internet which doesn't fall into 'searched terms' or new web pages with content.

Then what is it looking for? It is looking for people exchanging information. Don't we always say - 'by word of mouth' - publicity? Exactly! It then checks via several channels for what pass phrases or (again) 'keywords' are noticeable in what the people are talking about. Once it finds a match, it simply compares all the sites it was going to classify, and rank in a pre-determined order. Which order?

Now, this can be a tricky part. You can't say, "I can keep updating web pages so frequently that they contain all the new keywords, which are â€˜in vogueâ€™, and therefore my web site will always rank highe or better and be visible on the first page of the search results list."

Why? Firstly, millions of pages each search engine has to analyze, compare, classify, and rank. This takes a lot of resources and time. It doesn't happen overnight. The time involved usually ranges between 24 hours to even 6 months in a few cases. Search Engines also categorise, and prioritise which web sites to refresh or check often from all the billions of pages on the internet. It will check, news or email or social media pages more frequently than other sites such as e-commerce, personal web pages, data sources, information libraries, etc.

Therein lies the solution for making your website appear to be one of the most important or rather - 'happening places' - it needs to index regularly, frequently, and rate it better than the rest. Create content that is not limited to be read on your web site only. Take it out; Out of the box! Popularise yourself via social media avenues. Write about yourself, your organisation, its products, services, availability, the experiences of your customers, suppliers, employees, etc. through blogs, or wiki articles, etc.

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