Article Side

Useful SEO Vancouver Facts for Business Online by Simon David

Article published on January 12th 2012 | Seo

Internet marketing companies have been successfully serving the individuals with varying online business needs including SEO Vancouver, web designing, web development and much more. Competitor tracking and quality market analysis of Search Engine Optimization practices support boosting online presence and gaining visibility over major search engines.

There are several things or facts which one should know about SEO Vancouver. Go through the article.

High ranking with long tail keywords

It has been observed by leading Search Engine Optimization experts that use of longtail keywords can offer better and quicker results to boost a brandâ€™s SERP. As per modern research done by leading SEO companies, arriving on a website from a longtail keywords search were about 2.5 times more likely to convert as compared to search done from shorter keywords.

Submitting sitemap is useless

It is said that submitting sitemap to Google can help in improving websiteâ€™s SEO. But, now experts have been realizing the fact that submitting the sitemap including XML sitemap and HTML sitemap is actually useless. The reason is that once Google come to know where your pages are in order for Google to index such pages, it reflects that there is something wrong with your internal linking structure and it affects the user experience badly.

Page rank affects siteâ€™s ranking

Another SEO Vancouver fact is that page rank affects the ranking of websites on major search engines. But, it is also true that page rank is not the only factor to keep websites among top of search engine results. Low page rank websites can easily outrank high page rank sites. Ranking is actually done on the basis of quality and relevance of websites in the respective domain. Unique quality content pages with easy and friendly navigation also add to high ranking of sites.

Factors considered by Google

Next fact of Search Engine Optimization illustrates that Google considers around 200 factors to display results. This is the reason why SEO Vancouver firms focus on all essential factors likes use of keywords correctly & ethically, right density of keywords in content, avoiding content duplication, maintaining quality back links other than quantity, putting readers on priority and much more. Adding to it, they also consider maintaining information structure with meaningful information on the site.

From the discussions, it can be concluded that modern SEO Vancouver firms have become very much competitive as they keep check on all modern SEO practices and methods to support boosting of the growth and development of clientâ€™s website.

Article Source:
http://www.articleside.com/seo-articles/useful-seo-vancouver-facts-for-business-online.htm - Article Side

Simon David - About Author:
Nirvana Canada is counted as a leading a web design Vancouver and offers a range of services including a SEO Vancouver, web development and much more in Vancouver, BC.

Article Keywords:
seo vancouver,web design vancouver,web development vancouver,internet marketing vancouver,seo company,online marketing vancouver

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!