Article Side

W3C Validation Does Matter when it comes to SEO by Michelvar Smith

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The World Wide Web Consortium or W3C is working to make the Web accessible to all users despite differences in culture, education, ability, resources, and physical limitations. W3C also coordinates its work with many other standard organizations such as the Internet Engineering Task Force, the Wireless Application Protocols (WAP) Forum and the Unicode Consortium. The most important work done by the W3C is the development of Web specifications called â€˜Recommendationsâ€™ that describe communication protocols (like HTML and XML) and other building blocks of the Web.

Being able to practice successful search engine optimization (SEO) relies on getting search engine spiders to visit websites. A website needs to be built or constructed in a way that attracts these spiders. Anything that is visible is because of coded instructions built in during development that tells the web site how to display them.

Since early days W3C is responsible for putting in place standards for how HTML is used in website building. Although these standards are voluntary it allows web designers to make the choice of whether or not to comply with them. If implemented however, they provide websites that are accessible by every computer operating system in the world. In Canada many website developers practice successful SEO. In Vancouver, clients stress on compliance to W3C standards.

Does W3C compliance help in SEO

In order to get good rankings for oneâ€™s website it must be visible to search engine spiders. To keep track of the billions of web pages on the WWW, search engines uses spiders or web robots. Spiders are able to instantly recognize badly written code or a code that is not W3C compliant.

Whether W3C validation matters in case of SEO is a topic that has been discussed time and again. While purists think that compliance to W3C standards is necessary, there is a school of thought that says 100 percent compliance is not necessary for ranking. If such a site when pitted against competition is just as fast and compliant enough, then the SEO focus should rather be on quality content, site architecture etc. Also, just because a site is 100 percent compliant does not guarantee that it will be properly displayed across web browsers. Validating a site with the W3C standards does not validate the semantics of the HTML.

W3C validation is to make sure the page is coded so that it appears consistent among the various compliant browsers. It checks the mark- up language for proper syntax, helps us to make the code very clean and clear, provides increased understanding of web semantics etc. But validation is in no way a guarantee of high search engine rankings. In fact Matt Cutts, an engineer at Google specializing in SEO, has also confirmed that Google Algorithm does not take into consideration W3C standards when it comes to ranking of the web pages. Complying with W3C standards does however ensure that the website is correctly rendered across platforms as best as possible.

Typically, no single web browser truly complies 100 percent with W3C standards.

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We help to get high ranking in all major search engines by our expert team of a SEO Vancouver based.

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