Article Side

Hand in Hand: Web Development and SEO by Tommy Welgone

Article published on November 25th 2011 | Technology

Here is a common practice in many companies that we want to have an online presence: The client instructs a web developer to create a website from scratch. The developer completes the project and gives it to the owner. The client then contacts a SEO specialist and discover that there are some things must change in the way the site is designed to make it more attractive and readable for search engines and their robots. The client then contacts the sponsor to make changes to the site.

There are a lot of things that can go wrong with this situation. First, if the client hired a freelance web developer, the former can not be sure that he would be free for the moment the customer decides that there must be changes to the site about search engine optimization. Another reason, what if the site is built around Flash and JavaScript? Then the SEO specialist tells the client how they built the site would not be able to rank well. This might mean from an almost square again.

My point is that before the commission someone to build a website, make sure you are aware of on-page optimization. This is the part of the concern about how the website is built and how it would be read by search engine robots SEO. If you are unfamiliar with it, you can look for another developer or an SEO specialist working closely with the developer.

Now, if you are already in the process of having a website built and not have the budget to hire a full time SEO guy or girl, here are some tips to serve as a guide to help you make your site more engine search friendly.

1. Just have a URI of the page. Yes, because a URL is a URI URI URI is a URL, but I digress. This means that if I visited www (dot) yoursite (dot) com / index. html or www (dot) yoursite (dot) com / index or http://yoursite com (dot), you must point to a single page. You can set the www or without, with / index.php / index.html, or a normal rate / too, but with only one stick. Your web developer should know how to do this.

2. When it comes to page size, keep it under 150 kilobytes. If you said that some websites have page sizes that way is because this type of limit only applies to sites without significant authority. Yes, as the site is yet to join the World Wide Web.

3. Content is king. While it may be attractive to a website to have all sorts of bells and whistles, if no readable content for the search engines bots (words / text), not a good position. So try to stay as Flash intros.

4. Do not drive people. Yes, people (in general) love the music and the music is to be shared. But please, do not want our speakers come to life without warning. It can be very frustrating if auto-play some background music on your website. In this age of multi-tabbed browsing is the norm, which can be very frustrating to go from one tab to another to see what the music is coming from.

Apart from these four, there are other things to consider in making your website more attractive to search engines. Do not be overwhelmed, but because if you made the right decision in hiring a web developer or web development team, known at least the basics of incorporating SEO tactics in web development. Then you can throw in new things to learn along the way as the four previous indicators.

Article Source:

http://www.articleside.com/technology-articles/hand-in-hand-web-development-and-seo.htm - Article Side

Tommy Welgone - About Author:
Author is a proficient web developer with huge knowledge in a Web Development Company and offers some of the best a Social Media Marketing at the best prices out today.Is now taking new SEO clients for their SEO plan.

Article Keywords:
web development, web development company, web development service, web development agency, web marketing company

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