



Article published on August 7th 2012 | [Web Design](#)

â€¢ Links - Quality Counts

A widespread belief about SEO is that it is important for a website is to have a massive number of links pointing to it in order to be well indexed by search engines. You should know that this is false. The important thing is not quantity of links pointing to your site but the quality of these links. By quality I refer to a number of factors, such as the age of the domain name from which it comes and the credibility of the site as well as its Page Rank. In short, make sure to gain links from quality sites that are credible to search engines. The amount of poor quality links will not affect how you are indexed by a Google search engine. As for content, if your site is full of useful, interesting and high quality content, then search engines will rank you higher than if you have poor quality. If your web content is full of poor quality material, that is keyword spamming, poorly constructed, grammatically incorrect and/or incoherent, then Google will most likely penalise your site.

â€¢ URL - Structure

It is important to structure the URL of your website so that search engines index them faster and easily. Your shortest URL should be that of your website, for example [www.findoutfree.co.uk](#) would be the home page. Any additional pages are then added onto the end of that address with the correct keywords attached, so for example if you were selling carrots, then it the keyword carrots should be in your page URL like [www.findoutfree.co.uk/carrots.php](#). Any other text within the URL would be pointless.

â€¢ Update Frequently

Another easy way to improve the indexing of your pages is to update your site frequently. The more your site is routinely updated the higher are the chances that search engines will rate/index it more highly. Search engines tend to give more value to up to date content. Having a corporate blog is a good way to ensure you have fresh content that is frequently updated. User comments and notes written on a frequent basis provide new content for search engines too.

â€¢ Donâ€™t duplicate

Another SEO technique to follow is to avoid duplicating your content. Indeed, search engines penalise sites that have duplicate content. It is therefore important to ensure that your content is not included in another place on the web. The rules are not as tight if it is a one off. For example if you have copied a large portion of someone elseâ€™s site on just one of your many pages but do it too often and Google will penalise you. You will not be punished so much if your own web pages are similar to other web pages of the same domain, but if you are copy/pasting content from one page to the next, then your site is unlikely to rise very high in the search engine results pages.

Article Source:

<http://www.articleside.com/web-design-articles/ecommerce-search-engine-optimisation-made-simple.htm> - [Article Side](#)

[LogicSpot](#) - About Author:

LogicSpot have been designing a [SEO for ecommerce](#) for a huge number of client base. Their team of professionals are the best when it comes to designing websites.

Article Keywords:

Ecommerce solution, Web design London, Online Marketing London, SEO London, Website redevelopment.

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