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For any web designer search engine optimization is a very important consideration. And why not after all search engines are a major source of traffic for websites. PSD to HTML conversion is one of the best ways to achieve search engine friendly websites. Using this method you can have a website which is visually striking as well as technically strong. No wonder most professional web development firms around the world convert PSD to HTML when it comes to developing high performing websites. Let us take a peek into the reasons behind SEO friendliness of PSD to HTML.

1. Clean Coding - Manual conversion of PSD to HTML helps you achieve cleaner codes in your website helping the websites improve their rankings on the search engines. This isn't so when you use a template as most of their coding is auto generated and sloppy in nature. Most developers use semantic coding techniques during this conversion where all the contributing elements are defined making it easy for the search engine crawlers to find them and index the site high on the results page.
2. PSD to CSS - Cascading Style Sheet plays a very important role in making the website SEO friendly. PSD to CSS conversion reduces the size of individual webpages and standardizes the website reducing the load time and helping get indexed on the search engine results. It also makes the websites cross browser compatible adding to the SEO score of the website. Lastly it separates the content from the design element of the website helping webpages look uniform despite the size and length of content.
3. Code Validation - In this conversion technique the website codes undergo W3C validation which checks for the errors existing in the markup code which may affect the performance of the website. You can rectify the errors which are highlighted ensuring your website performs better on the search engines. It is a very important step in improving the quality of the webpage. Apart from this most developers also run a CSS validation to check for the quality of codes in the CSS file.
4. Meta Data & Alt Tag - When you convert PSD to HTML you can optimize the Meta data (keywords and description) in each and every webpage. This helps in attracting highly targeted traffic to your website. Apart from this you can also make use of Alt Tag or alternative description for all the images used in the website. This is one of the potential sources of huge traffic as it helps in attracting traffic from image based searches on the search engines.

Thus you can clearly see that PSD to XHTML/HTML conversion is the best way to achieve a SEO friendly website. All that you need to keep in mind is hire the services of a professional web design company. They should have expertise in manually coding the website and things such as PSD to CSS conversion. You can design the website yourself in Photoshop and get it converted into HTML codes by a professional designer.

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