Article Side

Hire WordPress Developer to Leverage Its SEO Properties by Rajeev Ranjan

Article published on June 22nd 2012 | Web Design

In today's business system, the demand for holistic solutions is quite high. Enterprises want to adopt systems and solutions that offer multiple functionalities. For example- in the case of content management systems, functionalities like SEO are very important aspects and therefore it is important to find such a CMS that offers it rather than implementing a separate strategy altogether for making the website SEO friendly. WordPress as a content management system has gained immense momentum because it is very easy to implement and publish content. Now anything that revolves around content has to have SEO functionality. The in- built WordPress editor allows the addition of keywords and the H1 tag at the page title level, bolding the chosen keywords and the further addition of links. Since it is based on the open source philosophy, WordPress has a huge community of developer constantly working on it thereby making it SEO friendly. This open source back up can be one of the pertinent reasons why WordPress development has reached great heights and increasingly the job market is getting flooded with the requirement to hire Wordpress developers.

The feature of customizable permalinks is another important aspect of WordPress. It has been developed in a way that anyone can customize their urls using the required keywords without having to bother about words such as 'the', 'for' and 'to'. The WordPress cms has this inherent framework to help create SEO friendly architecture for the websites thereby enabling users to easily create pages and posts and then further categorizing them. Integration of RSS feeds are also an important aspect of making a website SEO friendly. An enterprise should always hire Wordpress Developer, who is aware that the CMS comes with in-built RSS feeds. This feature enables the blog posts to get syndicated with the other directories thereby linking the website to that directory. This makes the readers not only subscribe to your post but also enables them to remain updated about any new activity. One of the other main reasons why WordPress development has become so popular is that the CMS not only allows an easy installation of the Google analytics but also further helps in verifying a site to the Google Webmaster tool thereby, automatically adding a sitemap to the website. The site map generated allows Google to easily crawl on the pages of the website.

The WordPress development has progressed to add advanced features like auto pinging which is more like an update. This feature alerts the search engines in the likes of Google and Bing and also directories in case there has been any content updation. The search engines then read, crawl and index the new content as per their analysis. Images are also an important aspect of any website or a blog post. Google can read images therefore it has a mechanism of reading image titles. The WordPress cms makes it easy to add keyword rich titles. Apart from this plugins are another aspect of WordPress that makes it highly SEO compatible. This particular cms has SEO specific plugins that makes it much easier to implement the SEO functions on the website. From the above discussion, it is clear that to hire a WordPress developer, an enterprise has to assess whether he or she understands the SEO mechanism and how the SEO plugins can be leveraged to implement the same.

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Article Keywords:
Hire WordPress developer,Hire WordPress developers,Hire WordPress developer india

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