

Top Nine SEO Tips.



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Search Engine Optimization or SEO is an art and science to rank your website on top of the search engine for a specified set of keywords. It has a high importance for any kind of business due to free traffic it provides. And more traffic means more leads/sales which is the ultimate aim for any company.

Google Describes PageRank as - "PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important"."

SEO is a Web Marketing technique and is based on On-page and Off-page factors of your website. On-page involves placing relevant keywords on the page based on certain factors, so that search engine can understand what the page is all about. Off-page obtaining links from other websites pointing to your website.

Although it sounds simple but both factors have several areas that need deeper understanding. For on-page optimization the theme needs to be silo based, proper content should be adjusted at the top using CSS, etc. For off-page optimization link relevance, link page rank, links anchor text, obtaining links involves high complexity.

Here are a few tips to get you started:

Tip #1 Incorporate SEO from Start

SEO starts with site design itself. If you design a website in flash and using complex javascript code, no doubt search engine will not be able to rank you for any keywords as it cannot read such content. Similarly, search engine has a complex algorithm to understand what the page is about, using suitable design and structure you can make the job easy for search engine and help yourself in implementing proper SEO. For more understanding of the on-page factors have a look at Tip # 9

Tip #2 On-Page Involves both HEAD and BODY

Many companies still give a lot of importance to the TITLE tag and META Description tag of a web page which is in top section of any page. Including relevant keywords in body of your content is equally important. The focus should be on the entire page with relevant and related keywords for better SEO results.

Tip #3 Each Page Should Be Unique

The first thing you need to do is register with Google Webmaster Tool, it's free. When you login and confirm your website it informs you of the pages that have duplicate Meta description and duplicate title. You should immediately correct this, especially if the pages are important for SEO Purpose. Similarly try to avoid placing duplicate content on your site, Google is known to penalize duplicate content as it considers most of them spam. Also ensure that your website does not open through both these URL: www.yourwebsite.com & yoursite.com. Google considers both these pages as separate and considers each page as duplicate.

Tip #4 Try SEO for Long Tail

The strategy to optimize your website for one single keyword can be dangerous and risky. The competition for a single keyword is too high and normally has a very high pagerank, with high number of links pointing to those sites. For a new website, it is advisable to target long tail (3 or more keywords) keywords as they are more relevant and easy to target. If you sell golf balls there is no point wasting your time and resources to rank for Golf as most of the people typing golf maybe looking for information about golf tournaments, golf training, golf training grounds, etc. Instead do a research which includes long tails keyword relating to golf ball and try SEO for them.

Tip #5 Don't Be Sneaky

There are various “black hat” or sneaky techniques to give you some jump in your ranking. For example, placing content which is not visible by users, spam linking softwares, etc. Let your visitors see everything that search engines see; let the search engine see everything your visitors see. If your page is visited by actual human from the search engines company and you are trying some sneaky techniques, then you can run into the risk of being banned by search engines which is a hard price to pay for any company/individual.

Tip #6 Repetitions is important but do not abuse it.

The more you repeat the keyword in the document the higher the documents relevance score will be for that word/keyword. Over repetition can lead to problem not only from search engine point of

view but also affects your user experience, thus driving them away from your website. Search engines are getting smarter and understand abuse of words/keywords inside a document, so stay away from it. Repeating it 2-5 times is more than enough in most cases.

Tip #7 Link Effectively

Make sure you are getting links from relevant websites and not spam based website. The higher the relevancy of the link the more importance is given to that link. Also make sure that links do not have nofollow attribute as this makes the link worthless in most cases. Avoid links in the form of java script or flash for both outbound and inbound links pointing to a particular page.

Tip #8 Usability and accessibility standards are great for SEO guidelines

It is no mistake that universally accessible pages achieve high page rank for variety of keywords. Wikipedia is a great example for this. Search engines are “users” just like people. What you do to make human visitor’s page navigation experience easier and smoother usually helps search engines as well.

Tip #9 Use On-page factors that help SEO.

If you do nothing else, do this.

The following tags should have your keyword incorporated.

Title (Page Description using relevant keywords along with Site Name, not more than 80 characters).

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Meta Description (Simple and persuasive language along with your keywords 1-2 times, not more than 250 characters).

H1,H2 tags as it represents the header and have high importance in terms of on-page SEO.

Bold, Strong, Italicize keywords within the content as it give emphasis to those words and some importance if given by search engine to keywords within these tags.

Alt Tags for the images should be used. Keywords should be placed inside the alt tag with some variations.

There are some other factors as well but which requires detailed explanation, such as, URL of the page, in bound link structure, etc.