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VEIS COMPUTER EDUCATION

SEO





Why does website need SEO?

The majority of web traffic is driven by the major commercial search engines – [Google](#), [Bing](#) and [Yahoo!](#). Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most Internet users. This is true whether your site provides content, services, products, information or just about anything else.

Search engines are unique in that they provide targeted traffic – people looking for what you offer. If your site cannot be found by search engines or your content cannot be put into their databases, you miss out on incredible opportunities available to websites provided via search. Investing in SEO, whether through time or finances, can have an exceptional rate of return compared to other types of marketing and promotion.

Why can't the search engines promote site without SEO?

The major engines are always working towards improving their technology to crawl the web more deeply and return better results to users. However, there is a limit to how search engines can operate. Whereas the right SEO can net you thousands of visitors and attention, In addition to making content available to search engines, SEO also helps boost rankings. Those companies who perform SEO will have a decided advantage in visitors and customers.

Web Site Optimization

SEO (Search Engine Optimization) is the activity of optimizing Web pages or whole sites in order to make them more search engine friendly, thus getting higher positions in search results.

SEO is sometimes also called SEO copywriting because most of the techniques that are used to promote sites in search engines deal with text.

- SEO Stands for Search Engine Optimization.
- SEO is all about optimizing a web site for Search Engines.
- SEO is the process of designing and developing a web site to rank well in search engine results.
- SEO is to improve the volume and quality of traffic to a web site from search engines.
- SEO is a subset of search engine marketing.
- SEO is the art of ranking in the search engines.
- SEO is marketing by understanding how search algorithms work and what human visitors might search.

If you plan to do some basic SEO, it is essential that you understand how search engines work and which items are most important in SEO.

Free site analysis tools

Before you submit your web site to all the search engines and directories, see if your web site is optimized. There are a number of free web site analysis tools available on the net that will check your site for spelling mistakes, dead links, browser compatibility, html design and loading time. They will also rate your web site on a scale of *poor* to *excellent*. Checking your site with these online tools will take only a minute of your time will give you a lot of valuable information about your site.

Web site Analysis and Optimization Tools

Among the many web site improvement tools available, we have listed only the best ones & free.

Some of our Favorite Tools

- **Netmechanic**

This is our absolute favorite. We strongly recommend that you use this tool for checking your load time, spelling mistakes, and browser compatibility. The report generated is concise and easy to understand. You can also use the HTML design report along with the Hit Box HTML report.

<http://netmechanic.com/toolbox/html-code.htm>

- **Website Garage**

This tool offers two extra checks i.e. Link Popularity and Register-It! Readiness. Your load time results may not be accurate as it does not recognize Flash and other plug-ins.

<http://websitegarage.netscape.com/>

- **Hitbox**

To check web site load time go to Hitbox to get a good report on your load time. You will find that there is a big difference in these results when compared to the other tools. We recommend that you use the HTML design report along with the Netmechanic HTML report to get a good idea of how to improve the HTML design in your site.

<http://www.hitbox.com/cgi-bin/page.cgi?tools/doc>

- **Bobby**

If you want a strict evaluation of your web site we recommend you use Bobby. If you pass his stringent criteria you can get a Bobby Approved stamp.

<http://www.cast.org/bobby/>

Website Promotion Tips

These tips would help you get a better listing, position and ranking in the popular search engines.

- **Quality Site with Quality Content**

The first and most important rule is to promote quality sites. If you have a good website you will definitely get a lot of traffic over time.

Important Tip: Try to come out with something **original** or slightly different from what your competitors are coming out with. Write articles related to your field of experience and focus it on specific topics.

- **Meta Tags**

While preparing your meta tags don't use generic or common keywords, try to use a combination of keywords and see if you can make them different from your competition.

Important Tip: The rule for effective search engine submission is that all your important keywords should appear in your title, description, content and alt tags of your web page.

- **Concentrate on the Big Search Engines**

Google is popular search engine so concentrate on our listing, ranking and links here. Google brings in a lot of traffic because it takes keywords from the content as well as the meta tags resulting in a good chance of getting ranked high when searching for unique keywords.

- **Get Like-minded Sites to Link to You**

Link Popularity means how many sites link to you. The idea behind link popularity is that other sites will link to you only if you are a quality site offering quality resources. Google uses this concept while ranking websites. Get quality sites to link to you and you will get a good ranking in Google.

- **Be Patient - Traffic increases over time**

Be patient. Don't expect miracles to happen overnight. Promotion is a continuous process. You need to continue to update your site, add new articles and resubmit to search engines. Over time you will see your site coming up in search engines, getting better placement and sending you more visitors.

Search Engine Working

Search engines perform several activities in order to deliver search results

- **Crawling** - is the process of fetching all the web pages linked to a web site. This task is performed by a software, called a **crawler** or a **spider** (or Googlebot, as is the case with Google).
- **Indexing** - is the process of creating index for all the fetched web pages and keeping them into a giant database from where it can later be retrieved. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing** - When a search request comes, the search engine processes it . i.e. it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy** - Since it is likely that more than one pages contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results** - The last step in search engines' activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

Search engines such as Google and Yahoo! often update their relevancy algorithm dozens of times per month. When you see changes in your rankings it is due to an algorithmic shift. Although the basic principle of operation of all search engines is the same, the minor differences between their relevancy algorithm lead to major changes in results relevancy.

SEO Copywriting

SEO Copywriting is the technique of writing the viewable text on a web page in such a way that it reads well for the surfer, and also targets specific search terms. Its purpose is to rank highly in the search engines for the targeted search terms.

The idea behind SEO Copywriting is that search engines want genuine content pages and not additional pages (often called "doorway pages") that are created for the sole purpose of achieving high rankings.

Search Engine Rank

When you search any keyword using a search engine then it displays thousands of results found in its database. A page ranking is measured by the position of web pages displayed in the search engine results. If Search engine is putting your web page on first position then your web page rank will be number 1 and it will be assumed as with a high rank.

SEO is the process of designing and developing a web site to attend a high rank in search engine results.

On-page and Off-page SEO

Conceptually, there are two ways of doing SEO

- **On-Page SEO**- This includes providing good content, good keywords selection. putting keywords on correct places, giving appropriate title to every page etc.
- **Off-Page SEO** - This includes link building, increasing link popularity by submitting in open directories, search engines, link exchange etc.

SEO - Tactics & Methods

SEO techniques are classified into two broad categories:

1. Techniques that search engines recommend as part of good design referred to as White Hat SEO, and
2. Techniques that search engines do not approve and attempt to minimize the effect of referred to as Black Hat or spamdexing.

White Hat SEO:

An SEO tactic, technique or method is considered as White Hat if it follows the followings

- If it conforms to the search engine's guidelines.
- If it does not involves any deception.
- It ensures that the content a search engine indexes and subsequently ranks is the same content a user will see.
- It ensures that a Web Page content should have been created for the users and not just for the search engines.
- It ensures the good quality of the web pages
- It ensures the useful content available on the web pages

Always follow a White Hat SEO tactic and don't try to fool your site visitors. Be honest and definitely you will get something more.

Black Hat or Spamdexing:

An SEO tactic, technique or method is considered as Black Hat or Spamdexing if it follows the followings

- Try to improve rankings that are disapproved of by the search engines.
- Redirecting users from a page that is built for search engines to one that is more human friendly.
- Redirecting users to a page that was different from the page the search engine ranked.
- Calculated placement of keywords within a page to raise the keyword count, variety, and density of the page. This is called **Keyword stuffing** .

- Creating low-quality web pages that contain very little content but are instead stuffed with very similar key words and phrases. These pages are called **Doorway or Gateway Pages**
- Serving one version of a page to search engine spiders/bots and another version to human visitors. This is called **Cloaking** SEO tactic.
- Using Hidden or invisible text or with the page background color, using a tiny font size or hiding them within the HTML code such as "no frame" sections.
- Repeating keywords in the Meta tags, and using keywords that are unrelated to the site's content. This is called **Meta tag stuffing**.
- Mirror web sites by hosting multiple web sites all with conceptually similar content but using different URLs.
- Creating a rogue copy of a popular web site which shows contents similar to the original to a web crawler, but redirects web surfers to unrelated or malicious web sites. This is called **Page hijacking**.

Always be away to adopt any of the above Black Hat method to improve the rank of your site. Search engines are smart enough to identify all the above proprieties of your site and ultimately you are not going to get anything.

SEO - Web Site Domain

When you start thinking of doing a business through internet, first thing which you think about is your web site domain name. Before you choose a domain name you should consider the followings:

- Who would be your target audience?
- What you intend to sell to them. Is it a physical item or just text content?
- What will make your business idea unique or different than everything else that is already on the market?
- Many people think it is important to have keywords in a domain. Keywords in the domain name are usually important, but it usually can be done while keeping the domain name short, memorable, and free of hyphens.
- Avoid buying long, and confusing domain names. Many people separate the words in their domain names using either dashes or hyphen.
- Keep two to three words in your domain name it will be more memorable. Some of the most memorable websites do a great job of branding by creating their own word. Few examples are eBay, Wikipedia, Google, Yahoo!, Expedia, Slashdot.
- You should be able to say it over the telephone once and the other person should know how to spell it and they should be able to guess about what you sell.

Important Tips:

Finally, you should be able to answer yourself for the following questions:

- Why do you want to build your website? Why should people buy off your site and not from other Site? What makes you different from others?
- Who are your target audience and what you intend to sell to them?
- List 5 - 10 websites which you think, they are they amazing. Now think why are they amazing?
- Create 5 different domain names. Make at least 1 of them funny. Tell them to a half dozen people and see which ones are the most memorable. You will get more honest feedback if the people do not know you well.
- Buy your domain name which is more catchy, memorable and relevant to your business.

SEO - Relevant Filenames

One of the simplest methods to improve your search engine optimization is to look at the way you name your files. You should think what are you going to put in your web page and then give a relevant file name to this page.

Just try giving any keyword in Google search engine and you will find file names highlighted with the keyword you have given. So it simply proves that your file name should have appropriate keyword.

File Naming Style:

- The filename should preferably be short and descriptive. It's always good to use same keywords in file name as well as in page title.
- Don't use file names like *service.htm* or *computer.htm*. But use actual service name in your file name like *hardware.htm*
- Don't use more than 3-4 words in file name and separate them with hyphens rather than underscores. Try to use 2 keywords if possible.

File Extension:

It should be noticed that **.html**, **.htm** and **.php** and any other extension do NOTHING for your visitors, and they are simply a means of offloading some of the work of configuring your webserver properly onto your visitors. Many Web masters think that its a good idea to use filename without using extension. It may help you but not a whole lot.

URL Sub-Directory Name:

From Search Engine Optimization point of view URL sub-directory name hardly matters. You try giving any keyword in any search and you will not find any sub-directory name matching with your keywords. But from user point of view you should keep very much abbreviated sub-directory name.

Important Tips:

Finally, I will suggest to keep the following points in mind before naming your files:

- Use web page file name short, simple, descriptive and relevant to page content.
- Try to use maximum 3-4 keywords in your file name and these keywords should be appeared in your web page title as well.
- Separate all keyword with hyphen rather than with underscore.
- Keep your sub directories name as shorter as possible.
- Keep the file size fewer than 100K.

SEO - Design & Layout

A web site design and layout gives first impression about your site. There are sites which are too fancy and regular net surfers will just reach on those sites and will come out even without creating a single click.

Search Engines are very smart but after all they are software and not human being who will read the content of their interest. If you make your site too complicated then Search Engine would not be able to parse the content of your site properly and finally indexing would not be efficient which will result in a low rank.

Here are few guidelines which should be considered while designing a web page.

- You should have more text content than HTML elements.
- No frames. They are the enemies of Search Engines and Search Engines are Enemies of Frames.
- No ads if possible. Because most of the ads uses Java Script which is not advised to be used.
- No JavaScript. If you need JavaScript, call it from an external file rather than dumping the code in the HTML file. JavaScript drop down menus prevent spiders from crawling beyond your homepage. If you use them, be sure to include text links at the bottom of the page.
- Nothing that does not fit perfectly into the page topic; There should be no doubt in the search engine's mind , what your page is about.
- No unnecessary directories. Keep your files as close to the root as possible.
- No fancy stuff (Animated Gifs, Flash, Splash, Animated Gifs, Rollovers etc) unless absolutely necessary.

SEO - Optimized Keywords

Keywords

Keywords are words that your customers would enter into a search engine to find your site. E.g. while searching for a web developer you would type 'web developers' , 'web designers' , 'web development companies' , 'web site development' as possible keyword searches.

We are discussing everything in Web context so in web terminology a keyword is a term that a person enters into a search engine to find specific information. Most people enter search phrases that consists of between two and five words. Such phrases may be called search phrases, keyword phrases, query phrases, or just keywords. Good keyword phrases are specific and descriptive.

There are following concepts related to Keywords which helps in optimizing keywords on a web page.

Keyword Frequency:

This is calculated as how often does a keyword appear in a site's title or description. You don't want to go overboard with frequency, however, since on some engines if you repeat a word too many times, you'll be penalized for "spamming" or keyword stuffing.

Keyword Weight:

This refers to the number of keywords appearing on your Web page compared to the total number of words appearing on that same page. Some search engines consider this when determining the rank of your Web site for a particular keyword search.

By keeping the overall number of words to a minimum, you will increase the "weight" of the keyword you are emphasizing.

Keyword Proximity :

This refers to the placement of keywords on a Web page in relation to each other or, in some cases, in relation to other words with a similar meaning as the queried keyword.

For search engines that grade a keyword match by keyword proximity, the connected phrase .home loans. will outrank a quotation that mentions .home mortgage loans. assuming that you are searching only for the phrase "home loans".

Keyword Prominence:

A measure of how early or high up on a page the keywords are found. Having keywords in the first heading and in the first paragraph (first 20 words or so) on a page are best.

Keyword Placement:

WHERE your keywords are placed on a page is very important. For example, in most engines, placing the keywords in the Title of the page or in the Heading tags will give it more relevancy. On some engines, placing keywords in the link text, the part that is underlined on the screen in a browser, can add more relevancy to those words.

Best Places to Put Keywords:

Here is a list of places where you should try to use your main keywords.

- Keywords in the <title> tag(s).
- Keywords in the <meta name="description">
- Keywords in the <meta name="keyword">
- Keywords in <h1> or other headline tags.
- Keywords in the keywords link tags.
- Keywords in the body copy.
- Keywords in alt tags.
- Keywords in <!-- insert comments here> comments tags.
- Keywords contained in the URL or site address.

Finding Keywords:

There are many different ways to find keywords for your website. Some good keyword ideas are:

- Words people would search for to find your product or service.
- Problems your prospective customers may be trying to solve with your product or service.
- Keyword tags on competitors websites.
- Visible page copy on competitors websites.
- Related search suggestions on top search engines.
- By using an online tools like: [Google Keyword Tool](#)
- By analyzing your website carefully and finding out proper keywords. This task can be done by expert SEO Copywriters.

Word Stemming

Google uses word stemming. Word stemming allows all forms of the word - singular, plural, verb form as well as similar words to be returned for a given search query.

So if someone types in "house plans", not only will pages that are optimized for that phrase be returned, but so will pages that contain all variations of that phrase, for example: "house plan", "house planning", "house planer".

Guidelines while preparing your keywords

1. **Make a list of your target audiences** - This must include all possibilities. Compiling a list of your target audience will help you know what they are searching for in search engines. E.g. Small businessmen, fellow web developers, corporates, professionals. Each of these target audiences will have different needs and interests which you should address in your web site.
2. While keeping in mind your target audience, make a **list of keywords and key phrases** that describe your site. Put yourself in their shoes and think of the words they would type in a search engine to find you.
3. Come up with as **many keywords and key phrases** as you can.
 - As in the example I gave above, I would put 'web designers', 'web site development', 'global web development', 'professional web developers', 'web promotion', 'dynamic web site development' as possible key phrases.
 - **Use plurals** - e.g. 'web developer', 'web developers'
 - Use important **words in different forms** - e.g. 'develop web sites', 'web site developers', 'web-site development', 'developing web sites'
 - **Don't use the same word more than 4 times**. Try using it in different forms instead. E.g. web site, web-site, web sites. Using the same keyword more than 4 times may be considered spamming in some search engines and may cause you to be blacklisted.
4. Keep your **keywords meta tag length** between 200 and 500 characters.

Title and Description

- **Title** - This is what appears on the title bar when you open a web site. This is also the link you see in the search results page of any search engine.
- **Description** - This is the description of the site (1-2 lines) which appears along with the title in the search results page.

Example of a Title and Description

Title - Web site design and development, DHTML, Flash, Promotion

Description - Developing creative, innovative and cost-effective static and dynamic web sites. We believe in making your business succeed online by expanding your business to the Global Marketplace, find out what makes us so unique.

Creating Titles:

Here are some best practices you should follow for creating titles on pages:

- Each page should have a unique title.
- If practical, try to include your Primary Keyword Phrase in every title of every page.
- Begin the title of your home page with your Primary Keyword Phrase, followed by your best Secondary Keyword Phrases.
- Use more specific variations to your Primary Keyword Phrase on your specific product, service, or content pages.
- If you must include your company name, put it at the end of the title.
- Use the best form, plural or singular, for your keywords based on what WordTracker says is searched on more often.

- Don't overdo it - don't repeat your keywords more than 2 - 3 times in the title
- Make sure the <title> tag is the first element in the <head> section of your page - this makes it easier to find by Google.

While preparing your web pages remember to also use your important keywords in your **alt tags**. Some search engines also index the alt tags. An alt tag is a name given to an image that is used in your site. You can see a sample of an alt tag by pointing your cursor on theosweb.com on this page. In a second you'll see a box appear below. That's the alt tag. Don't underestimate its importance.

Website Content

Content basically includes what you see on the site: the text, graphics and even links to outside world. I would condemn using excessive graphics because they are not Search Engine Friendly plus users feel irritation when they get downloaded specially over a slow network.

When writing for the web, use

- shorter sentences, words and paragraphs
- one idea per paragraph
- concise text - half the word count (or less) than writing for print
- the inverted pyramid style, putting the most important point or the conclusion first.
- simple words
- objective language to build credibility, rather than exaggerated claims or overly promotional words like "great", "tremendous" etc.
- bulleted lists
- highlighted text (bold or color, also hyperlinked text) for scan ability.
- meaningful headlines and subheads, avoiding cute or clever lines

SEO Content Writing (Copy Writing):

SEO Content Writing (also referred as SEO Copy Writing) involves the process of integrating keywords and informative phrases which make up the actual content of your website.

While writing your web page content following tips may help you in keeping it better than others.

- The content should be directed for the specified target audience.
- Keyword density is strictly adhered as per search engine guidelines.
- Titles should always be eye-catchers, compelling your visitors to read on and want what you have to offer in your website.
- Don't use confusing and complex language. Use small statements to make your content more understandable.
- Keep your web pages short and don't put all the content on a single page.
- Divide your web page content also into short paragraphs.

Understand how people (don't) read on the Web

1. Reading on the web is too much work! Reading from a computer screen tires the eyes. People read 25% more slowly on the web than they read print material. That's why, web content has to be 50% shorter than print.
2. On the Web 80% of readers tend to scan or skim text rather than read word for word. Highlighted text (bold or color, also hyperlinked text) and bulleted lists aid scan ability.
3. Readers on the Web are impatient. Readers on the Web are in a hurry to get the information they want, and move on. To combat reader fatigue, make it easy for your Web users to get relevant information. Put the most important information at the top. Use clear and concise text.
4. Readers on the Web are doubtful. Credibility is a major factor in retaining reader interest on the Web. Use objective language, write meaningful headlines and subheads and avoid marketing jargon or exaggerated claims to build credibility. Cute or clever lines could mean that the reader takes longer to get to the main point. Hyperlinks to the sources of your information or to related information also add to credibility.
5. Readers avoid information overload. In an average workday, people suffer from information overload. They already have a large number of emails in their inbox to contend with, and several documents to read. They don't want to spend time and effort reading content that they may not find useful. Offer your readers information in bite-size chunks which are easily digestible. Use short sentences, short paragraphs, one idea per paragraph.

Words

Carefully chosen words and keywords will determine your website or web page's rankings on the Search Engines, and will pull visitors to your site.

Once they've come to your site, how do you ensure you make a sale?

Again, through the right choice of words. Words prompt people to think, consider the options, decide, and most important, take action.

Words make the sale

What are these words?

- **Credible words**

It's important that your web content is believable and sincere. Or you may drive visitors away instead of attracting them.

Millions of sites use words that are overstatements or blown up claims. Words like "killer apps", "incredible results", "never before", "world-famous", "extraordinary features" and a whole lot more, usually followed with several exclamation marks!!!! Limit yourself to a single exclamation mark where relevant, or drop those marks altogether.

Unless the words above are backed up by research or documented evidence, most of your visitors would discount the exaggerations and feel the claims are untrue. How would they trust you with their money.

- **Simple words**
Use quality words, information-rich words, yet easy-to-understand words.
- **Powerful words**
Use keyword-rich and targeted words, designed to bring the right people to your site. This is specially important while writing descriptions and ads to promote your site, writing headlines and subheads, writing words in bold or coloured text for easily scan able content.
- **Action words**
Words like "Free offer", "Free resources", "Big Discount", "Sale", "Free trial", "Try us out", are powerful action-generating words.
- **Documented words**
Use research to back up claims of product superiority. Use client testimonials to assure people that you deliver on your promises.
If you add links that lead to more information on the subject, your visitor can check out the authenticity of your statements.
Quotes from experts in the field you are writing about, add weight to your statements
- **Thought-provoking words**
All the more reason to grab their attention:
 - with a question in the headline
 - with a impossibility or apparent contradiction in facts
 - with a bold statement that refutes popular beliefs

Naturally, such attention-getting devices have to be backed up by persuasive content that retains the reader's interest or puts forward a different point of view
- **Convincing words**
The words you use can influence visitor to stay, take a tour, look at the services you provide, see what other clients have to say, buy your product or give you a project.
- **Don't force the sale**
Sometimes, your customer may check out your site with interest and yet not make a purchase until he has checked out other sites offering similar products. Don't give up! Once his interest is aroused, he may come back to you a week later and buy a product.

SEO - Optimized Anchor

Use descriptive anchor text for all your text links. Most search engines consider anchor text of incoming links when ranking pages. Here is an example of anchor:

```
<a href="otherpage.htm" title="Anchor Title">Anchor Text</a>
```

Here are following important points to notice about anchors:

- The *Anchor Title* plays a very important roles and will be seen by most of the search engines. So your anchor title should have appropriate keywords. Anchor title will help site visitors using a balloon and displaying written text.

- The *Anchor Text* is another important part which should be selected very carefully because this text will be used not only of search engines but also for the navigation purpose. You should try to use best keywords in your anchor text.
- The *otherpage.htm* is the link to another web page. This link could be to external site. But here care should be taken that this web page should exist otherwise it will be called a broken link and broken links give very bad impression to Search Engines as well as to site visitors.

Another example of an anchor could be as follows:

```
<a href="otherpage.htm" title="Anchor Title">  
    
</a>
```

In this case *Anchor Text* has been replaced by an image. So while using an image in place of anchor text it should be checked that you have put *alt* tag properly. An image *alt* tag should have appropriate keywords.

SEO - Verifying Web Site

You design and develop a web site but how would you know if you have put all the HTML syntax in correct way. Almost all browser don't complain against your wrong syntax but *wrong is wrong*.

HTML/XHTML Verification

There are various reasons to verify your web page before hosting it over the internet.

- Any web page quality depends on how well you have written your web page. It should be syntactically correct and should pass all the Quality Gates.
- When any Search Engine does indexing for your web page content it might get confused if your HTML tags are not written properly and much of the web page content might not be indexed properly.
- There might be many HTML tags which you are using in your web page but then have been depreciated and many of the search engines also don't support them.
- Consistency, HTML Code Beauty, Process Compliance are always appreciated by good Webmasters.

W3C Compliance

The W3C is the World Wide Web Consortium and since 1994 the W3C has provided the guidelines by which websites and web pages should be structured and created. Here are the links to validate your web pages:

- Validate HTML/XHTML File against W3C Standard [HTML/XHTML Validator](#).
- Validate CSS File against W3C Standard [CSS Validator](#).

While doing verification you will get errors along with appropriate reasons. All the validations will be done using XHTML DTD which is a refined version of HTML.

Rules for W3C Compliance:

There are following rules which you should keep in your mind while writing your web pages.

- Use the XHTML declaration statements to start every XHTML page:

- `<!DOCTYPE html PUBLIC
"-//W3C//DTD XHTML 1.0 Strict//EN" "DTD/xhtml11-strict.dtd">`
- Every tag must be closed.
- The head and body tags are now mandatory.
- Empty tags get a terminating slash. An empty tag is a tag that doesn't require an end tag. Examples include `
` and `<hr>`.
 - `
` is now `
`.
 - `<HR>` is now `<hr />`.
 - `` is now ``
- All tags must be lower case. This does not apply to attributes, only tags. For example, both of these formats are acceptable under the XHTML DTD:
 - `` is invalid
 - `` is valid
 - `` is also valid
- All the attribute values should be put within double quote.
- Tags may not be nested
 - `<i>Text</i>` This is invalid
 - `<i>Text</i>` This is valid
- The `<pre>` tag should not contain: `img`, `object`, `big`, `small`, `sub`, or `sup`.
- One `<form>` tag can not be inside another `<form>` tag.
- If your code contains a `&`, it must be written as `&`;
- Any use of CSS should use all lower case lettering.

Web Site Statistics

Analyzing your site traffic to know your visitors

Using a web site statistics tool is an absolute must for all those of you are serious about site promotion and Internet marketing. You need a reliable traffic analysis tool to know what are your total hits, how many visitors are coming to your site, where they are coming from, and other important visitor information.

Lets see how web site statistics can help us. We have explained some important terms that you will come across while analyzing your statistics and how you can use them to understand your traffic.

- **Visitor/Unique:** A visitor is a unique person that visits your site. He/She may travel through many pages in your site but will be counted as only one person. E.g. After reading this article you may choose to click on some of our other articles on web site promotion. Whether you read only this article or many articles, our statistics will show you as one visitor.
- **Hit or Page View:** The number of times your web site has been hit i.e. Each time a page is viewed on your web site it is a counted as a hit or a page view. E.g. Every time you click on one of our links our hits will increase by one.

This information is very useful and needs to be tracked on a regular basis to see if your hits and visitors are increasing, decreasing or remaining stagnant. At one glance you will be able see if your promotion efforts are paying off or not (If your visitors and hits are continuously increasing it is fantastic).

You should also check if your page views are proportionately much higher than your visitors. If it is, its good news! This means that your visitors are interested in what your site has to offer and are moving around the site. If it is almost the same or just double then it means visitors are only viewing one or two pages and then clicking out of your site.

- **Tip:** Make sure you have a good navigation system so that visitors can easily find what they are looking for.
- **Referrer Domain:** This is the URL through which your visitors come to your site. It could be a search engine, directory or just another site that has linked to you. Using referrer information you can find out where your visitors are coming from and where you are getting the most traffic from. It is also a useful way to find out if you are indexed and ranked high on a particular search engine. As soon as you see visitors coming to your site through a particular search engine you know that you are indexed and ranked pretty high. If you find that even after 2-3 months you aren't getting visitors from certain search engines, it probably means you are either not indexed in their database or are not ranked high.
- **Stats by monitored page:** This tells you the hits for each of your pages. Through these stats you will be able to tell which are your most popular pages and which pages are not being visit. Use your popular pages to draw visitors within the site. Give them a special offer or put cool links to get them to visit the rest of your site. Resubmit or work on the pages that are not getting hits.

These are some of the important things that you must look at. Other useful information includes hourly stats, browsers and platforms, stats by location and weekly and monthly stats.

Sample Statistics

Total **41210** [**12075** Unique] hits registered since joining Goldstats

Access Log Files by Date	Pages Visitors	View log!	Engines and Keywords	Referring Domains and URIs	Stats by Location	Hourly Stats	Browsers and Platforms
11 Apr 2001 Wed	2121 / 566	View	View	View	View	View	View
10 Apr 2001 Tue	2045 / 637	View	View	View	View	View	View
09 Apr 2001 Mon	2658 / 793	View	View	View	View	View	View
08 Apr 2001 Sun	1436 / 462	View	View	View	View	View	View
07 Apr 2001 Sat	703 / 211	View	View	View	View	View	View
06 Apr 2001 Fri	1193 / 320	View	View	View	View	View	View
05 Apr 2001 Thu	1420 / 419	View	View	View	View	View	View
04 Apr 2001 Wed	1631 / 481	View	View	View	View	View	View
Last 7 Days Summary		View	View	View	View	View	View

[Return To GoldStats Logs](#) [Daily Stats](#) [Daily Averages](#) [Monthly Stats](#)

A demo of our site statistics from GoldStats is shown above. As you can see the most prominent information is the hits and the visitors, shown in red. The other information provided is the referring domain, stats by location, hourly stats and browsers and platforms.

A friendly piece of advice - Be patient :

Don't expect visitors to come flocking to your site right after you submit your site to the search engines and directories. Search Engines will take approx. 2-3 weeks to index your site and since directories are reviewed by people they will take much longer, sometimes up to 6 months. Be patient and use this time to develop quality content in your site that you can promote by getting other sites to link to you. But don't forget to check your site statistics everyday.

SEO - Link Building

Link building is the SEO practice of obtaining links from external web sites to your own to improve both direct referrals ie. people clicking on the links and search engine ranking. Link building is all about increasing your site link popularity.

Increase Link Popularity

There are various ways of increasing your web site link popularity.

- Submit your site in popular search engines manually. Don't go for automated submission.
- Get your site listed in Open Directory Projects like dmog.org, yahoo.com. Getting listed in these directories will give your site a boost in link popularity and improve search engine ranking in other search engines.
- Provide high quality content - people will naturally link to your site if you have what they want and no where is available.
- Manage your personal relations with other webmasters. Put your site link on their sites. One way links often count for more than reciprocal links.
- Participate in Link Exchange Program. Find top 20 sites doing the same business and contact them for reciprocal links. Link exchange between unrelated sites might affect the ranking of websites in the Search Engine.
- If you are subscribed in a forum and forum does not have any restriction to keep your site link as your signature then it can help you to increase your site popularity.
- Submit your site to bookmark sites like DIGG, and Slashdot etc. Before submitting please go through their spam policy.
- Write good articles in blogging sites and give few references of your links with-in that article.
- Keep providing good content to your site visitors. Try to keep them busy on your site. If possible create forums, news letters, blogs etc.

There are other ways but you need to spend some dollars to go for such alternative.

- Subscribe for google's Adwords program to drive traffic towards your site.
- You can go for alternative advertising option to increase the number of hits on your site which will result in your site link popularity.

Pagerank

Pagerank is a link analysis algorithm typical for google, but with google being by far the most used search engine it is not a bad idea to base your SEO on it. Pagerank is a complex algorithm where a weight is assigned to a link and a rank given to a page based on the weight of the backlinks that page gets. This rank spreads from 0 to 10 with 0 being a page with no important backlinks and 10 an almost unreachable rank only assigned to pages of great importance like Google and Microsoft. This algorithm is not created by Google but what Google was based on. The pagerank algorithm is created by Larry Page and Sergey Brin, creators of Google.

Pagerank Algorithm

The **pagerank** of a website is calculated by adding the pagerank of the pages divided by the number of links on that page. With an example, if you want to **calculate the pagerank** of a page A with 3 **backlinks** (B,C and D) you need to look at each page's pagerank and the links on that page, including the links to

pages on the same website. So a backlink with PR4 with only 10 links has more value than a PR6 with 100 links.

$$PR(A) = \frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)}.$$

Now the **google pagerank theory** includes the thought that a visitor will not endlessly keep on clicking on random links and eventually will stop. At every step there is a chance the person will continue, this is called the damping factor. There is no certainty how much this factor is but studies show it is somewhere around 0,85. The algorithm includes this damping factor by distracting the damping factor d from 1 (thinking the sum of all pageranks is 1) divided by the number of backlinks and adding the sum of the backlinks value times the damping factor. When a page has many backlinks the standard value of 1 will be brought down and increased with the values of the backlinks, therefore it is important to have many [quality backlinks](#).

$$PR(A) = \frac{1 - d}{N} + d \left(\frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \dots \right).$$

Google's official statement about their pagerank is that webmaster should not focus on retrieving a high pagerank as it is not the most important metric for them to track. A high pagerank simply shows that many people have interests in your website and is interesting for online marketing.

Search Engine Submission

Search Engine submission is an important factor that could help make your business succeed online. In order to get the best results from search engines, Entheos offers you the following web site submission tips.

Before you start the process of submitting your web site to all the major search engines, make sure that you have optimized your web pages and checked your site thoroughly. If you would like to learn more about this, read our article on [Preparing your web pages for effective web site promotion leading to high search engine ranking](#)

It's easy! Just read our tips, click on our links and submit your site

In this section we have made a list of all the major search engines which will drive approximately 80% of visitor traffic to your site. These are the search engines that you need to focus on getting listed in. We have given tips on submitting to these search engines and have provided links to their 'Add URL' pages. All you have to do is read our tips, click on our links and submit your site to the top search engines. It's that simple. You'll be finished in just an hour or two.

Are you ready? Have fun. Work hard. Get ready for a lot of traffic!

altavista:

AltaVista usually adds a page within a few days. It's best to submit only a few URLs per day to them, even though they appear to accept as many as you try to feed them. For whatever reason, they just don't seem to index them as quickly if you give them a lot at once. All you need to do is submit your URL.

➔ [Submit to Altavista here](#)



Google is one of our personal favorites. It makes heavy use of link popularity as a primary way to rank web sites. This can be especially helpful in finding good sites in response to general searches such as "cars" and "travel," because users across the web have in essence voted for good sites by linking to them. The system works so well that Google has gained widespread praise for its high relevancy. Google also provides some results to Yahoo and Netscape Search. Submit only your homepage URL. It will automatically index the entire site.

➔ [Submit to Google here](#)



Excite claims it takes about two weeks to add a submitted URL to its index. Sometimes, but not always. You'll need to be very persistent with them. But take the time to do it, Excite is the primary search service for the new giant AOL/Netscape.

➔ [Submit to Excite here](#)



Its main listings come from the Open Directory project, and then secondary results come from either Direct Hit or Lycos' own spider. Just follow their simple instructions and don't expect immediate results from your submission. Again, your best bet is to get indexed in the Open Directory project.

➔ [Submit to Lycos here](#)



Enter your URL, e-mail, site name and site description to submit your site.

➔ [Submit to MSN here](#)



Enter your URL, category and e-mail address to submit your site. The Norwegian company behind FAST Search also powers some of the results that appear at Lycos

➔ [Submit to Fast - All the web here](#)

Submitting to directories

What is a Directory?

A directory does not use robots to index a site. All sites that are indexed are directly done by people. You need to submit your web site under a particular category, after which an editor will review your site and then accept or reject your site according to its quality.

Guidelines while submitting to Directories

- Make sure your site is 100% up and running, with no "under construction" signs. Good site design, fast loading pages, and content are important, especially for Yahoo.

- From the homepage of a directory take your time and find the appropriate category your site fits into. You can do a keyword search using your most important keywords or key phrases and note the category that lists these sites. That will probably be the best category for your site. You may also have multiple categories, in which case you must submit under all the suitable categories.
- Once you have found a suitable category, look out for a "Suggest a site" or an "Add URL" link. Click on this link to submit your site.
- Before rushing off to submit your site, carefully read their suggestions on how to submit. They REALLY mean it. Follow their instructions to the absolute letter.
- Since Directories do not use robots, everything indexed into a directory is done by people. No META tags, ALT image tags, HTML comments or image maps will help your performance here. Your best bet is to describe your site accurately and the final decision of adding your web site to a directory's database rests with the editor who reviews your web site. Best of luck!

Top Directories



Yahoo is without a doubt the single most important index on the Internet. Make sure you follow the guidelines given above and Yahoo's submit page instructions while submitting your site. The effort you put in now will reap huge benefits in the long run. Submit carefully!

[Submit to Yahoo](#)



Lycos, AOL Search, AltaVista and HotBot feature Open Directory categories within their results pages. As ODP is now the directory listing source for many search engines, it is in the "big leagues" and is **a must to submit to**.

[Read their instructions and submit](#)

Glossary

Don't do the followings:

- Don't keep hidden text on your web pages.
- Don't create alt image spamming by putting wrong keywords.
- Don't use meta tags stuffing.
- Don't use frames and flash on your site.
- Don't exchange your links with black listed sites.
- Don't try to fool your site visitors by using miss spelled keyword.
- Don't send spam emails to thousand of email IDs.
- Don't use too much graphics on your site.
- Don't create too many doorway pages.

- Don't try to create duplicate content of pages.
- Don't submit your website many times in a single search engine.
- Don't use sub-directory depth more than 1-2.
- Don't create too many dynamic pages. Try to convert them into static pages.
- Don't bloat your pages with code.
- Don't nest your pages.

Do the followings:

There are various other tips which can help you to optimize your web site for many Search Engines.

- Create logs of pages and each page should however contain a minimum of about 200 visible words of text to maximize relevance with Google.
- Create a Sitemap, Help, FAQ, About Us, Link to Us, Copyright, Disclaimer, Privacy Policy pages on mandatory basis.
- Create a home page link to each and every web page and provide easy navigation through all the pages.
- Pay attention to your dynamic page URLs. Google can crawl and index dynamic pages as long as you don't have more than 2 parameters in the URL.
- Check your complete site for broken links. Broken links will reduce your other pages rank as well.

- **Meta tags**

The first and most important step is to [create relevant meta tags](#) after studying your competition and coming up with the most important keywords for you site. All the pages in your web site must have the relevant keywords, title and description.

- **Keywords in your Content**

The [keywords](#) used in your meta tags should be repeated in your content - specially in the heading and the first paragraph.

- **Alt Tags**

Put your keywords in the image alt tags. Some search engines index the alt tags.

The **golden rule** for effective search engine submission is that all your important keywords should appear in your title, description, content and alt tags of your web page. This increases your keyword density and helps in boosting your ranking with the search engines.

- **Create Doorway Pages**

Create doorway pages for your most important keywords. These keyword specific pages will rank higher in the search engines and can be used as a doorway to your site.

- **Site Readiness**

Directory submissions are reviewed by people, so make sure your site is 100% complete before submitting it.

- **No special Symbols in your URL**

Don't put any special symbols in your URL (e.g. &, %, =, \$, , ?). Search engines cannot recognize these symbols.

- **Don't Spam**

Try to stay in the search engines' good books by not spamming. Spamming includes excessive keyword repetition, machine generated doorway pages with little or no content and pages that contain invisible text.

- **Submit to the Major Search Engines and Directories**

Make sure you have submitted your web site to the 10 big [search engines](#) and [directories](#). Most of your traffic will be generated from these search engines. Keep checking to see if your web site is indexed. Dmoz, Direct Hit and Inktomi seem to be gaining a lot of importance so make sure that you are listed in these sites. Their results are used by a number of other important search engines.

- **Don't change the URL of your pages after submission**

Never change the path of any of your web pages after submitting your web site. Don't rename a file or change the file extension. This can really hurt your promotion efforts because it will show up as a dead link in the search results page.

- **Be Patient**

Don't expect miracles overnight. It may take anywhere from 2 weeks to 5 months to be indexed in the big search engines and directories. Keep checking every week and be patient. Continue to add quality content to your site. That will be a sure winner.

Google - Tips 'n' tricks

Google seems to be rapidly becoming the most popular search engine. Submitting, getting listed and getting a high ranking in Google can get you a lot of traffic, usually even more than Yahoo. Google uses link popularity while ranking web sites which results in quality search results therefore making it a favorite among most web searchers.

-

Submitting to Google

You need to only submit your homepage to Google. It will automatically index the entire site. **Don't** submit individual pages of your site.

✚Tip: Google's crawler Googlebot will follow all the links in your site. So make sure all your pages are linked otherwise some of your pages will not get indexed.

✚[Submit to Google here](#)

- Getting Listed in Google

Getting listed in Google is usually very fast. We got listed within 2 weeks and all our new pages are usually listed within a month. The time frame depends on their crawl schedule and how many other web sites are in queue to be indexed before ours. In our experience, Google usually lists a site within a month.

✚Tip: Make sure your web site is ready before you submit it to be listed. Google will index your entire site, content and all. It takes keywords from the metatags as well as the content. You'll find that Google will send you the maximum amount of traffic (in our case it is triple of what Yahoo send us - and Yahoo is supposed to be the #1 Search Engine), so time well spent on your web site will pay off in the long run.

✚Tip: Google usually indexes sites during the 2nd week and lists new content during the first few days of the next month. We usually see our new content added on the 2nd or 3rd of the month. A safe bet is to wait for a month to see new pages listed.

- Ranking in Google

Getting listed in Google is pretty easy but what really matters is your ranking. The best way to get a high ranking in Google is to have many sites linking to your site. As Google uses link popularity as

its most important factor in ranking web sites, getting many sites to link to you is your best bet in getting a high ranking. Get quality links and increased visitor traffic with only minutes of submission efforts!

✚Tip: Try to develop quality content which is different from what other sites are offering and you're guaranteed to get a high ranking in Google. Think of specialized [keywords](#) instead of using generic terms. Using generic keywords would usually land you in the 30th or 40th page whereas using specialized, or a combination of keywords would get you in the 1st or 2nd page of search results. Think of writing articles that others have not written and you're sure to come up in the first 10 search results. E.g If we were to write an article on web design we would probably come up in the 100th page of search results, whereas if we were to write on 'Creating Swap Images in Fireworks' we would probably come up in the first 10 search results.

Google Tips 'n Tricks

1. Make sure all your important keywords should appear in your title, description, content and alt tags of your web page. This increases your keyword density and helps in boosting your ranking.
2. Write articles, give away freebies and make your site a quality site with fresh content. Sites will automatically link to you thus increasing your link popularity.
3. Here's a cool trick to find out if you are listed in Google. Type this URL in your browser
`http://www.google.com/search?q=YOURDOMAIN+site:WWW.YOURDOMAIN.COM`
Google will return to you a complete list of all pages that lie on yourdomain.com that exist within the Google catalog.
Example
`http://www.google.com/search?q=entheosweb+site:www.entheosweb.com`
4. You can also find out how many sites that are listed in Google are linking to your site. Here's the trick. Type this URL in the browser and watch the results.
`http://www.google.com/search?as_lq=YOURDOMAIN.COM`
Google will return to you the number of pages which link to your web site in addition to a listing of each URL.
Example:
`http://www.google.com/search?as_lq=entheosweb.com`

✚[Click here to learn more about link popularity](#). Link popularity is a sure way to get a high ranking in Google.

Altavista - Submission

Cool tips and tricks

Altavista is another one of our favorite search engines. It uses a combination of [meta tags](#), title, [link popularity](#) and content to generate its search results. It doesn't take very long to get indexed and listed in the Altavista search engine, but you need to continuously work on your content, link popularity and meta tags to get a good ranking.

•

Submitting to Altavista

You need to submit each of your pages separately to the Altavista search engine. It does not automatically follow links and index the entire site like Google. Altavista has now added a fun game that you need to pass to submit your URL's to their database!

☛ [Click here to read more about it](#)

☛ [Click here to directly submit to Altavista](#)

- **Getting Listed in Altavista**

Getting listed in Altavista is usually very quick. You should be indexed and listed within a week or two of submission. Here's a cool tip to find out if you are listed in Altavista. All you need to do, is go to the search box in the Altavista site and type in host:www.YOUR DOMAIN.com.

The results of this search will give you all the pages listed in Altavista under your domain, in this case www.entheosweb.com. If you want to find a particular page that is listed you need to type in: url:www.YOUR DOMAIN .com/PAGE.asp. e.g. url:www.entheosweb.com/web site_promotion/default.asp.

If you are not listed don't worry it's only a matter of time.

- **Altavista Ranking**

In brief Altavista gives importance to content, links ,title and meta tags while ranking pages. [Click here to read more about Altavista's ranking factors.](#)

Here's a quick tip to find sites that are linking to you (in other words your link popularity). All you need to do, is go to the search box in the Altavista site and type in +link:www.YOUR DOMAIN.com.

The results of this search will give you all the sites listed in Altavista that are linking to your site. You will get a good idea of your link popularity by using this cool tip.

Take a look at our article on [link popularity](#) to get some ideas on how to get other sites to link to you. Get quality links and increased visitor traffic with only minutes of submission effort! Submitting to these sites is a great way of increasing your link popularity and getting a high ranking with the popular search engines.

Quick Tips 'n' Tricks

1. Make sure all your important keywords appear in your title, description, content and alt tags of your web page. This increases your keyword density and helps in boosting your ranking.
2. Write articles, give away freebies and make your site a quality site with fresh content. Sites will automatically link to you thus increasing your link popularity.
3. Keep checking your listing and link popularity by using the tips already discussed:
LISTING: host: www.YOUR DOMAIN.com
LINK POPULARITY: +link:www.YOUR DOMAIN.com

Common mistakes

Targetting the wrong keywords

This is probably the mistake that is made the most, even by experienced web developers. You might find the right keywords that describe your web page, but the users use other keywords. You must think like the

user does, and see what keywords are used more than others. There are tools to track down the big searches on most search engines, so it is advised that you use those!

Ignoring the Title tag

The title-tag is a very important meta tag, and it's very often left empty, or sometimes a website has the same title for all it's pages. Remember that the text in the title tag is shown on the search results. Also it's a good place to add some keywords. Don't forget it!

Flash website without a html alternative

Flash is very cool and it makes your website stand out for the users, but not so much for search engines. Always provide an html-alternative, so the search engines can crawl your webpage and show your website in their results.

JavaScript Menus

Yes, JavaScript is cool, and you can create good menu's with it, but search engines ignore JavaScript, so they will not be able to index your website as it is. If you have a JavaScript menu you can't do without, be sure to provide a sitemap so search engines can look at those and figure out how your website works.

Concentrating too much on meta tags

Meta tags used to be very important but nowadays are becoming a thing of the past. It is important to focus on meta tags, but it isn't what's going to get you up in the ranking.

Using only Images for Headings

Images for headings look nice, and users may like it, but once again search engines can't read it. Use -tags for headings, search engines love them. And with a little bit CSS they will look just as nice as the images!

Ignoring URLs

It is paramount that you have a good URL. Dynamic page names are very common, and there's a lot of pages in there that have no keywords in there. Of course some of these pages rank very high but they could rank so much higher if their URL would at least have one keyword in it. Put keywords in the domain name, the folders and the page itself. This will boost your ranking!

Backlink spamming

It's important to have backlinks, but make sure the backlinks are descent. You rather want five backlinks that have something to do with your subject, than 50 backlinks all from linkfarms or newsgroup spam. This might get your site banned from search engine results.

Lack of keywords in the content

Once you focus on your keywords, modify your content and put the keywords wherever it makes sense. It is even better to make them bold or highlight them.

SEO Tools

When optimizing a website there are some great SEO tools to help you on your way. SEO tools not only to analyze your content, keywords used, but also the backlinks and the quality of them. Not all of the tools are accurate and the SEO tools with the same purpose may differ slightly in result as no one is really certain about the way google ranks pages.

SEO Backlink checker

The SEO tools will check your page for its backlinks, it will also show the anchor text, the amount of links on the page of the backlink and possible the pagerank of the page. These tools do not show internal backlinks.

- [Backlink watch](#)
- [Iwebtool backlink checker](#)
- [Smartpagerank Pagerank Backlinks](#)

SEO Domain tools

These seo tools will check information about the domain, this could be the domain age, pages indexed of the whole domain, the ip-address of the domain, domain register and more. These tools help you to keep track of your domain and the one of your competitors.

- [Domain Tools](#)
- [Linkvendor Domain Age Tool](#)

Check Pagerank Tool

The seo tools will check for the pagerank of your website, page and the genuine of your pagerank. A false pagerank can be achieved for a domain when cloaking a high pagerank website and these tools check if your pagerank is valid. They might show the domain age and if the top domain extensions (.com, .net, .org) are still available.

- [Check Pagerank](#)
- [PR Checker](#)
- [Linkvendor Pagerank Analysis](#)

SEO Meta tag analyzing tool

The SEO meta tag analyzing tools will check your page for the right use of the meta description and keyword tag to the content of your page. Both meta tags should have a minimum percentage of relevance to the page and a maximum words used.

- [SEO Centro meta tag analyze](#)
- [Linkvendor Meta tag analyzer](#)
- [Hypermart Meta tag analyzer](#)

SEO Keyword density tool

Keyword density is very important for seo and these tools help giving an idea how much your density is for every word, not only keywords. Some tools might say which is the right density but this should not always be believed.

- [SEO Centro keyword density](#)
- [Linkvender keyword density](#)
- [SEO Book keyword density](#)

[Choosing keywords with Google suggest](#)

When using Google as a search engine when typing your keyword google suggests certain keywords related to the keyword you typed. Google suggests popular 2-3 word keywords while typing in your search string. Google suggest increases the usability but it also effects SEO.



Google suggests

Google suggests changes the way we should optimize our webpages. With google suggest the chance of spelling errors reduces and some 2-word 3-word keywords will occur more often as they are suggested by google and who wouldn't rather pick a keyword suggested then typing your own.

Choosing keywords

With google suggest it is not only more easy for the users but for the seo specialist as well, you get the different keywords you wanted on a silver plate and it also gives the amount of competitors for each keyword. Keywords with small amount of competitors might give you more chance to rank high for.