

5 Essential SEO Techniques

Search Engine Optimization is becoming a more and more complicated area especially with the recent updates and data refresh done on the search engines' index. However, the basic concept for good SEO does not change. The following illustrates five most essential SEO techniques as summarized from the Google Webmaster Guidelines that all webmasters should follow.

The prototypical step into SEO is to create a page that allows the bots from the search engines to crawl. A page is as good as offline if it does not materialize in the search engine's index. It is advised to use clean and noise URLs for a page rather than lengthy URL with complicated parameters.

It is expressed understandably in the Google Webmaster Guidelines that they do not use URLs with conference IDs. In addition, they do not use pages that require user authentication as the bots meet pages like a generalized user. Search engines also cannot guarantee that they will crawl all the dynamic URLs. Therefore, in order to assist the search engines in crawling all the pages, noise URLs are always preferred.

The second technique is to create a page that holds unique and firm content. Search engines like to crawl firm content. A frequently updated page will encounter the bots more often at a shorter interval. Adding unique content regularly will also support other users to encounter the page more easily as these pages will add on to the respective domain's search engine database.

Third technique is equally essential as it ensures that search engines can crawl every page in a site successfully. Having a text link navigation system is highly advisable for SEO purposes as it is almost sure that the bots will meet all the pages via the text links. Avoid using JavaScript and Flash navigation systems, as the bots will ignore them. Implementing a Google Sitemap is also recommended, as this will support the search engines to encounter any pages that may be uncomprehensible during the crawl.

After implementing a search engine friendly navigation system, the Webmaster should focus on the keywords allocation and place the targeted keywords in appropriate places. Of the entire HTML markup, the most essential tags to take note are the title and the headers. It is advised to have a different title for every page and to adopt a proper hierarchy of headers so that search engines know what are the topics that the pages are focusing on.

The final step towards a good search engine ranking is to attract organic links. Organic links are natural links from content related pages. Google takes into account of these natural links when ranking and indexing pages as expressed in their guidelines. Although linking from the unrelated pages does not hurt its rankings, they do not support either.