

A Complete Look at SEO Importance



Search Engine Optimization, commonly referred to as SEO is the practice of designing a website and its content with the search engine spiders in mind. No one really knows the algorithms the search engine spiders use to choose how sites will rank in the search engine results pages because the algorithms are constantly changing to prevent manipulation and wrongful high placement of sites that are not useful to users. SEO is very important to the success of a website and takes more than simply submitting a website to the indexes. In fact, proper SEO saves the hassle of manual submissions to various search engines.

Why Optimize?

Search engines are a great source of traffic to a website, and a properly optimized site will work for itself to bring in potential customers. When the proper focus is placed on search engine optimizations, the advertising budget can be cut without risking a cut in sales conversions because people will be able to locate the site through searching.

Without a properly optimized website, the effort put into creating the site will become wasted. There are so many websites online today that it is hard to beat out the competition. Without SEO, the website disappears into the abyss and is only seen by those who know it exists and a lot of effort has to be placed in getting the URL out there to Internet users in the

target audience.

Search Engine Optimization

Many different components go into the evaluation of a website to determine its rankings. As a result of not knowing exactly how the rankings are determined, search engine optimization specialists use what little Google does tell them with a combination of trial and error to find out what kinds of changes impact the positioning of the website in the rankings. The process of SEO takes time, effort, and dedication in order to ensure results.

Evaluating the Content

The most important part of SEO is site content. The content should be written with the spiders and audience in mind. While the content should be written naturally, it should focus on phrases that are commonly searched, or it may never rank for anything. Researching keyword phrases with various free tools will help determine phrases in the website niche to center the content around. Careful placement of the phrases throughout the content is more effective than a couple mentions or too many of them.

Content should be evaluated on a consistent basis to be kept fresh and the site updated. Spiders crawl the Internet frequently to add pages to their indexes, and the less often a site is updated, the lower its rank will fall. Find an update frequency that will work with your schedule and stick to it.

Evaluating the Site Design and Code

Spiders look at more than just the content of the site and analyze the HTML code that composes the site. This means keywords should also be placed in META tags, and image ALT tags. Consider heading tags and link tags as well because every little bit helps.

The design matters too, because search engines will track each page in a website to contribute to its ranking. This means you can't create pages full of keywords that are hidden from your audience. Search engines will track how long a user stays on a page before clicking back to the results page and short times will reflect to the spiders that users are not finding the site useful and contribute to ranking. Ensure your design is user friendly with easy-to-find, valuable information and Often overlooked deductions on your tax return color schemes that are easy on the eyes.

Company Description

Moon and Owl is a full-service marketing agency in Fort Worth, TX serving clients across the US. Web Design | SEO | Digital Marketing | Copywriting | SEM | Social Media Marketing | Print | Graphic Design

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Google Site: <https://sites.google.com/view/moonandowlmarketingfortworthtx/lasik-seo>

Google Folder: https://drive.google.com/drive/folders/1eVXjKmoDTfhI9v_F7UHGHMHuEo5Mk9CJ?usp=drive_open

Recommended Resources

<https://mgyb.co/s/EcQCS>

<https://mgyb.co/s/hzICz>

<https://mgyb.co/s/eXOav>

<https://mgyb.co/s/LNoik>

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<https://mgyb.co/s/GhZHb>

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<https://mgyb.co/s/LfqKP>

<https://mgyb.co/s/LBTZZ>

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