

Basic SEO Rules For Beginners

Search engine optimization for your website is pretty straight forward, but it can seem complicated. Basically, the point of SEO is to make everything simpler and cleaner. This is the way search engines like it. And, if you use the "KISS" principle, "keep it simple, stupid", even a beginner can optimize a website well.

Everything a search engine does has a pattern and a reason. Even if the algorithms are too complex for you to understand, there are patterns that can be found. There are many sites online that offer tips and help with finding and explaining these patterns.

Good SEO requires work and effort. It is, for the most part, very basic. To have a successful website campaign, follow these simple rules:

1. Bad Sites Get Pushed To The Bottom

Search engines always try to give users whatever they can find that is relevant to their search. You have to realize that most search engines don't work by moving the good stuff towards the top: instead, they try to push the bad stuff towards the bottom, and hope that what's good will "float to the top."

2. Content Is King

Content is king and it can get you good search engine rankings easily if it's written properly and sprinkled with the appropriate keywords. This not only brings visitors to your site but also feeds search engine spiders and crawlers.

A fast way to develop good content is to generate a series of articles or an ebook regarding your topic. These items are very powerful in the world of SEO because they provide your visitors with something to read and they allow you to conquer some keywords that you normally wouldn't be able to touch. If you are managing a website for pets, an article about dog food is more likely to generate a high position in the search results for "dog food" than your home page. Therefore, if you write articles pertaining to your subject but slightly more in depth than you can put on your home page, you will benefit drastically.

3. Check Your Position

To try to get to number one in an index, you must first find out where your site is now. That means checking each search engine to see your position, and coming up with a strategy for each one - who knows, maybe you're already number one on one of the smaller search engines! You can't just assume, however, that because your site is listed in one search engine that it will be listed in all of them. That's not how search engines work.

4. Simplicity Is Best

Look at the sites that currently rank high on the search engines and you will see that have simple designs with graphics that use minimal bandwidth, and they're easy to navigate. Simple, clean designs are what both search engine crawlers and search engine users like, as it lets them get the content they want without any fuss. This is what you should be aiming for.

5. Optimize Tags And Keywords

Let's take a look at meta tags, keywords, descriptions, and titles. They're all important elements, even if they're not what will make or break your site - they're just one part of your strategy. These elements need to be compelling and sprinkled with your keywords, as this will entice users to click through from the search results page to your website. It's best to start off slowly, gradually adding things in as you learn.

If you have any questions and you don't know where to go, then check out some of the forums on the subject. A simple search for "seo forum" will give great results. Remember, be patient. Learning SEO or search engine optimization takes time and effort but pays off in the end.

Source: <http://www.articlecircle.com>

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