

Search Engine Optimization - On Page - Part2

When it comes to doing business online, you will soon discover that its all about the traffic. Traffic, or the number of internet users youd be able to generate for your website, is and will always be the lifeblood of any online venture. After all, what good is a website when theres no one there to see its pages? How successful will your digital products be if no one would be able to know about them? Who will find out about your services when no one will get exposed to their existence?

Contrary to what many people believe, generating traffic for your website does not start once you pages are published and have gone live. Traffic generation strategies start at the very moment you are conceptualizing an idea for the website itself.

This is what On Page Search Engine Optimization (SEO) is all about. It is concerned with techniques that you can implement on your web pages themselves, to ensure a good volume of traffic for your website. 80% of your traffic would come from the many search engines in the World Wide Web. If each and every web page you have is optimized for these search engines, then your website would be in a good position to have a high rank for the results of every relevant query.

* Keyword selection. Choosing the right keywords is essential for the success of your website. Keywords are the popular search terms that people use to gather information from the search engines. If your web pages are populated by the right density of the correct keywords, then you`ll have better chances of winning the attention of some search engine spiders, like MSN. To determine the appropriate keywords for the subject that your website will be servicing, use the free tools that can be found at nichebot.com .

* Keyword placement in content. Content is the king of the internet. But even royalty needs support. Populate your content with the proper amount of keywords. A density level of at least 2% should be sought. This means that the right keywords should be mentioned at least twice for every 100 words of text.

Again, make sure not to overdue it though with your keywords. Although important on some Search Engines, over stuffing your pages with keywords can have the opposite effect with the engines.

* META tags. META tags are HTML codes that do not have a bearing on the physical appearance of your web pages, but they do inform the search engine spiders that such web pages are appropriate for a particular query. Always include the following META tags on the top portion of your source code between the head sections. You could copy-paste them from the list below, but do change the indicated fields. Also, make sure that you include your important keywords on your META tags.

```
META NAME=Author CONTENT=your name here
META NAME=Subject CONTENT=the subject of your site
META NAME=Description CONTENT=description of your site
META NAME=Keywords CONTENT=your keywords here
META NAME=Revisit-after CONTENT= days
META NAME=Rating CONTENT=General
META NAME=Robots CONTENT=All
```

You will have to add the opening and closing tags to the above meta tags.

* ALT tags. ALT tags refer to the text that would appear every time the mouse cursor would pass through an image. Your ALT tags should include your keywords.

I have found that many webmasters don`t bother with these, which is a huge mistake as the spiders can`t read what a picture is about. If your competition isn`t using them, than you have a big advantage.

* Page titles. Page titles are the captions that appear at the very top of your web page. Make sure that each web page in your website would have a different title that will include the appropriate keywords that you have listed in your meta tags.

* Focus. Remember, search engines will crawl through your website per page. Starting in the upper left corner working their way down. Each page is a different project altogether. Focus is the key. Ensure that each web page of yours would focus on a particular keyword or key phrase. If there is an

article in that page, make sure that the article will only discuss and include one keyword or key phrase from the list you have made. Also, it would greatly help if you would name the page file in a manner that would include the keyword or key phrase it is focused on.

For example thisisyourwebsite.com/thisisyourkeyword.html is a good page filename that would help boost your SEO efforts.

Google wants you to use a sitemap and they have made it quite easy for you to integrate it into your websites. Take some time to learn about sitemaps and use them.

Following these guidelines would help you a lot in securing a favorable position in search engine results pages. This in turn would guarantee for you a sustainable and sufficient volume of traffic that would make your website a genuine success.

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

About the Author

Chris Peterson "<http://www.Articlesup.com>" offers you 1000`s of free articles for you to use for website content. Search Engine Optimization articles like this and many other niche topics can be found at our free article directory.