

SEO Articles - Understanding the Relevance

Writing an SEO article is not as easy as one may imagine. Knowing how to write an SEO article is not as difficult as writing an effective and readable SEO article. Of course, not everyone is capable of providing a readable article, but learning how to write such an article is not difficult.

An SEO article is an article developed by the author to increase the appearance of a website online. Usually through a good selection of choice words and proper placement of such words, a person can increase the likelihood of a certain website being highly rated by search engines. The more favorable a search engine finds a website, the high up in ranking the website becomes.

Businesses want a positive presence online. The more visitors a website has, the more possibility of a potential sale. Makes sense, right? After all, businesses are in the money business.

The first concept to understand is the idea of how a search engine works.

A search engine is a database of websites, descriptions, and other information. When a website is submitted to the search engines database, a crawler or spider will be sent out to check out your website. This crawler or spider will be checking for what words are used and how the words are used. If you are selling cameras, the crawler or spider would recognize you sell cameras by the wording and keywords for the website or page.

Then why don't you just copy the most important words and repeat them indefinitely?

Well, crawlers or spiders are trained and evolving all the time. They are trained to ignore SPAM. That is why SEO articles must meet specific requirements, or the spider or crawler will decide your website is SPAM not worthy of being placed on the search engine. This can get a website kicked out of the search engine completely.

By have a phrase or word repeated in an article a specific number of times a website can be promoted by targeting a specific audience. More importantly, the spider or crawler will decide your website is not SPAM and worthy of placing on the search engine.

There are ways to find good keywords, and the first step may be some good old-fashioned research, or perhaps to hire a professional keyword analysis. Anyway you look at it, good keywords are essential to the future of your website regardless of the product you are selling.

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About the Author

Stephanie Hudson is a freelance creative writer experience in SEO articles. This article is free for distribution with a link back to <http://www.edesign4less.net/> or for a small donation to thank me for my time.