

SEO - An overview

SEO or Search Engine Optimization is the process by which the quality and volume of traffic can be improved on a search engine on the Internet. Normally when we search for a particular piece of information or data on any [top search engine ranking](#) the results we get, are presented in a serial order by the particular search engine. This presentation of the results is derived from what is called the 'Algorithmic' basis and the results that figure at the top of the order are the ones that would be visited more often.

A number of times the process of SEO could focus on searches that broadly range from 'vertical search' to 'horizontal search' or could be a very specific search. The process of SEO depends to a great extent on how the search engine has been designed to respond to specific searches. A search engine may have a particular set of search words or 'Keywords' that has been used by a very large number of visitors to a particular site on this search engine. In this case the designers of the search engine would invariably give a very high priority to this particular set of keywords that would display the website in a privileged position in the top three or top five results on the search engine.

Now, although certain search engines do have somewhat different algorithms that are liable to change sometimes, it has been found that all engines more or less similarly appreciate the information that searchers look for, such as:

Simple, clean and implicit search engine friendly [web site design](#) Carefully prepared, perceptive direction Descriptive and well-written text
Tag content that optimizes identification of relevant keywords Accurate links that extend the scope of the search

It is true that good content that provides relevant information to the visitor to the site utilizing keyword phrases should be the objective of all contents that makes its way to the World Wide Web. Therefore a professional content writer and not SEO, is what is vital for that aspect of the job. In fact most people would rather be presented with information they require in clear, concise language, right on the main page of the site they are visiting.

Normally a decent search engine strategy takes up to a year to work although it might also work with minimal effort for a long time although it might not perform well in the beginning. If the site does not provide the visitors with what they want then it might never perform at all. Therefore while designing a site, it is important to remember that for the site to be up on the World Wide Web it will first be read by search engines that are machines. On the other hand, any content designed specifically for machine-readability could turn off a real visitor who is not interested in how the pages appear to a machine. Hence SEO is basically a question of balance.

About the Author

Raj Andrews is a senior experienced web developer with Apex Global Solutions specializing in [Los Angeles Custom Website design](#), [ECommerce web development LA](#), Content Management System, Web Site Maintenance, Logo Development, Company Brochure Design, California Marketing Agency Branding Firm, Search Engine Optimization Los Angeles, Multimedia Development.

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