

Search Engine Optimization

There's more to building a successful web site than just good programming. The successful presentation of ideas and information in a clear and compelling package is far more important. Furthermore, it must be easily accessible. For example, the front page of the site should load in 8 seconds or less using a 56K modem.

A good web design will look attractive to the users it's designed to appeal to. In order to maximize your success, your Web site should accurately reflect your product. It doesn't matter how good your product is; if your Web site doesn't represent it well, if it is difficult to understand, or if it is simply not attractive, it is unlikely to bring in many customers.

A critical component of creating a successful business Web site is search engine optimization (SEO). It is not as effortless as it appears; search engines vary in the way that they rate Web sites. Consideration must also be taken to abide by the many rules the popular search engines enforce. Failure to follow these rules can result in a Web site being removed from their listings entirely.

The traffic search engines can bring to your site will not reach its full potential until you can get into the top echelon of Web site rankings with those engines. A qualified web designer can evaluate your site and determine what is or is not working to your advantage in this regard.

SEO will improve the functionality of your Web site, increasing the efficiency and traffic it will receive. Simply using SEO software can completely change the way your Web page works for you.

Some Tips For Search Engine Optimization

1. Use as many links as possible; make certain that your Web site includes links to as many similar or relevant Web sites as possible. These sites should be as highly rated as possible, and provide as much content as possible. The better the Web sites yours links to, the better your search engine rating is likely to be.
2. Use a "bold tag" in the keywords section. Take note that you should not use the bold tags for many words at once, rather use it one word at a time as much as possible.
3. If you want to use icon links in your navigation bar, make certain you also provide text links. Additionally, see to it that the text links come first in the source code for the page.
4. Seriously consider using several domains. There may come a time when the site will expand to encompass multiple topics or categories, and if your Web page is designed from the beginning for such expansion it will go smoothly.
5. Always include a title for your links.
6. Establish article exchanges with other Web sites. This is very similar to having a link exchange. This allows you to publish someone's commentary with a return link to their site.
7. Consider a regularly updated site map an absolute requirement; a site map is a strong indication of professionalism and can make it easier to get your Web site linked by other sites.
8. Use "anchor text" in strict moderation (the visible text within a link).
9. Use a minimum of animated graphics. Overuse of graphics can detract from the reader's experience. Also, since animated graphics require larger file sizes, too many will make the site load slowly.
10. Attempt to ensure that the number of clicks required for the user to navigate from your main page to any other page within your site is as low as possible without sacrificing intuitive organization.
11. If you absolutely must use Java to design your Web site, use it carefully and give your clients a choice of using a non-Java version of the site.
12. Many users will not want to have music when visiting a Web site, and some actually find it offensive. Never set sound to "autoplay".
13. Different web browsers are not produced in the same way. Use several different popular browsers while constructing your site to maximize the compatibility of your site with the potential customers and their varied browsers.

14. Keep the content of your site fresh and changing. Give the customer a reason to keep visiting your site.

These tips represent the foundation upon which you can build the skills to create a fantastic Web site.