

SEO Facts You Should Know

That Google is the number one search engine in the web today is something that you probably know. What you probably do not know is that around 90% of your traffics to any site are directed by the Google search engine. In other words, you will have more visitors to your site if you have high rank on their search engine. Now, if you want to increase your ranking in search engines, you must use SEO or search engine optimization. Search engine optimization is actually a tool that makes websites increase its ranking on search engines. This means profit for your site if you hire the right SEO company. However, the trick is to hire a reliable company that can actually deliver what it promises. To find one, you must learn the basics of how search engine optimization.

The first thing you should know is the right keywords. The importance of using the right keyword is something a reliable company knows about. When ranking a site, Google and other search engine companies look first at the keywords. This means that your site should use the right keywords that specifically target your market, use keywords that people use when searching and use keywords that can compete with the keywords of your competitor. How they can do this is something that the company should be able to explain to you.

Understanding URL and Title tags is the next thing you should understand. The same with the keywords, Google, in ranking your site uses your domain name and title tag. In order for your site to take advantage of this, you should therefore have your keyword in your domain name. This will somehow make your site more specific instead of just the name and the dot com. Placing your keywords not just closer but to the front of your title tag is also important.

Lasly, other websites that are link to your site or the back links are something you should understand. You will have higher ranking if you have more links. Therefore, how they are going to submit your site to other directories and how they are going to go about linking your site to other websites is something you should ask when choosing for a company. Because there may be sites you particularly do not want to be linked to, this is important not just because it can increase your traffic and ranking.

These are just some of the basics of search engine optimization that can help you find the right SEO company. Take note, these are just the basics. Great deal of technical works are involved in optimizing your site. Which is why you should hire an expert. Nevertheless, a sign of a reliable company is the one that can actually make you understand how they will increase the traffic to your site. Therefore do not waste your time talking with a company that does not have a definite plan in how they will go about the job and do not hesitate to ask questions.

About the Author

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