

SEO Defined

Search Engine Optimization, and its place in your Online Business



Search engine optimization today is a multifaceted subject, it is as much an art as it is a science. Seo is both creative and technical. It is also logical and opportunistic. The objective of seo is to generate targeted commercial traffic to a website from organic search engine results pages, and to be able to land in the top ten or first page of the top search engines. However you must understand that there are two major components to search engine optimization, the onsite or on page and the off site, or linkbuilding strategies.

So the first topic to address is then obviously onsite optimization, because that is the easiest to control, and without it the spiders cannot efficiently crawl your site and index deep links, in your content rich postings. A google friendly site structure results in link equity to internal pages and allows these pages to rank better in google over time. Your internal linking should most often be in text content. If your internal link structures are difficult to read, or spammy your site will be penalized for this. It is also very important to have a diversity of keywords to your internal link profile, according to some experts. A large ECommerce site is best served with a directory structure setup of internal linking, as the sheer volume of pages in this type of site may preclude the use of more elementary linking systems. One of the reasons I personally like to use WordPress for my blog other than the sheer simplicity of this CMS, is that the SEO structures are for the most part built in or defined with easy to use and easy to set plugins, with ample reference available for you to ensure your strategy is sound. Technical details specific to internal SEO principles include following google guidelines for search result generation, and generating large volumes of keyword rich original content for your website.



It doesn't matter how you present the illustration, so called gurus like to talk about PageRank, Toolbar page Rank, Link Equity, Content relevance, Hub, Neighborhood, co-citation, link flows, link juice and on and on. The bottom line is you need to build links to your sites and I am going to address the topic of external link building in notes going forward from this point, with article marketing and blog commenting already posted to the site for your perusal, and a series of individual processes that we will address after we define External SEO in the next article.