



# Advanced Computer Engineering Services

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### Why SEO is important for your website

Search Engine Optimization (SEO) is the process of fine-tuning your website so that it is more accessible to a search engine. SEO improves the chances of the site being found by a search engine. The easier you make it for the search engine to find your site, the higher it will be placed in the search engine's ranking system. The higher your web site ranks in the results of a search, the greater the chance that that site will be visited by a user. Most Internet users do not click through pages and pages of search results, so getting a high search engine ranking is essential for directing more visitors or targeted traffic to your site.

How do you make your site more accessible for search engines? Let's take a look at how search engines work. Basically, search engines are powered by crawlers or spiders; edited by real human beings; or a combination of both. Crawlers or spiders go to a web site, read the content, look at the meta tags, and follow the links that the site connects to. So there are 3 elements at play here: content, meta tags, and links. Human editing is like human editing anywhere. Someone will look at the site and judge whether or not it is useful, how useful it is, and whether it delivers what it claims to.

Either way, there is no question that a useful, relevant web site stands a good chance of getting high rankings provided the search engine can find it. Search engine optimization makes sure that the search engine has no trouble doing this. SEO experts use a combination of well-researched, targeted keywords, incisive copy that uses these keywords in a strategic manner, and links that increase credibility.

The keywords that you would pick for your site should be the words that Internet users are most likely to use while searching for the products, services or information you are offering. This is not always easy to figure out because Internet users can be whimsical, moody, changeable, and often make spelling mistakes. SEO experts use a variety of technological tools to research and identify the correct keywords for a site.

But it is not enough to pick a bunch of keywords and throw them into the meta tags. Search engines look at factors such as keyword density (how close together the keywords have been used) and keyword frequency (how often the keywords have been used) when they are ranking a site. At the same time, they disqualify sites that they think have used "keyword stuffing" (using the keywords too often or too closely). So SEO experts have to walk a thin line in ensuring that a site catches the search engine's attention, impresses with relevant content, but does not overdo it!

This is why it is usually imperative that search engine optimization is accompanied by a reworking of the site's content. There are SEO companies out there who will tell you that they can optimize your site without touching the content. Beware of them. The first step of search engine optimization is writing good, clean, relevant content that has been optimized for the identified keywords. There is no shortcut around this. But remember that a little bit of time and effort now will let you rest easy about search engine rankings for a long time.

The other important factor is link building. It is important to link to sites that lend credibility to your site and whose content is possibly similar to yours. This will ensure that visitors to your site gain

value by clicking on the links. This will make them come back again and refer other people as well – simply because they had a good experience with your site the last time.