

Search Engine Optimization- Then and Now

Summary

Search Engine Optimization or SEO is the most widely used process of improving the page ranking as well as traffic movement to one's website. With the evolution of information technology, the concept of SEO has also come through a lot of changes.

Body

One of the most widely used methods of increasing the volume of traffic movements to one's website is **Search Engine Optimization** or SEO. Essence of such optimization is that it is achieved using the natural or un-paid methodologies. Such methodologies are often termed as organic or algorithmic search in the world of web technology. At the same time SEO can also refer to search engine optimizers instead of the process of optimization. The common use however is the optimization.

SEO for recognition on the web

Target for such optimization always is the result pages displayed by the search engines, especially major ones like Google, MSN, ASK, and web directories like Yahoo and others. The higher the position of the website on the result pages, the higher is the ranking of such websites. Different types of searches are used for **search engine optimization** that includes image, local, video, as well as the industry specific searches called vertical search. The objective in each case however is the same, giving the website its recognition on the web.

SEO considerations

Major considerations for **search engine optimization** are finding out the way the search engines works and the objective of people searching the web. Thereafter, striking a fine balance of the two does the trick for you and enhances traffic and revenue generation in the process. Primary task of the webmaster for SEO involves content providing as well as HTML and coding.

Relevancy of contents

In the past the emphasis was on multiple things like the back links and graphic patterns. Gradually both the webmasters and search engine authors came to realize the importance of contents and their relevance for the visitors. Attractive designs were no more the important

aspects of drawing more crowds to the website. Rather it was the relevance of the contents provided and their regular updating that took the driver's seat in the **search engine optimization** strategies.

Target keywords

No one can undermine the importance of target keywords for searching required items on the web. Visitors will use some keywords for finding out their desired contents and other items of their interest on the web. Whether it is **search engine optimization** or the search engine optimizer trying for such optimization, the relevance of keywords is premier in either case. Often the targeted keywords that are used most of the times by majority of web surfers come very expensive. A stratagem used to counteract the effects is to go for a set of secondary keywords having identical meanings as the primary keywords but those come less expensive in comparison.

SEO tactics

Commonly used **Search Engine Optimization** tactics used by webmasters include website development, design development, and providing the easiest of navigation through friendly menus, images, videos, and the shopping cards and promotional supports. Unethical methods used by some unscrupulous webmasters include spamdexing, link farming, keyword stuffing as well as article spinning. In result the search engine results are degenerated. These are rightly termed as the black hat SEO in the web circles.