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What is SEO Services by John Broker

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This article will quickly give you a clear picture of what is SEO, why itâ€™s important. Letâ€™s begin with the basics. The simple defining term is a way of bringing your site higher up the Search Engine rankings. Search Engines such as Google present lists of sites they consider most relevant to what you type in the search bar. You are clearly more likely to choose a website from page 1 and tend to choose the site closest to the top. For businesses, being on page 1 is brilliant. Being in the top 3 results is even better and can reel in 75% of online traffic. Thatâ€™s why SEO is so important. It makes businesses more money. So hereâ€™s a quick SEO how to.

SEO stands for Search Engine Optimisation. It involves website designing that is optimized to meet the criteria of Search Engines algorithms. An algorithm in this sense refers to the set of guidelines that websites must follow in order to ensure the Search Engine Results pages (SERPs) are filled with good quality and trustworthy links. This gives the Search Engines a good reputation, gives the business more customers and gives the customers what they want. SEO is constantly evolving however. Search Engines improve their algorithms all the time with new updates that help eliminate and penalise poor quality sites. An example of an update is Google Panda. Published last year, it has affected more than 12% of online results and has changed the way SEO works. In the past sites were getting away with algorithm loopholes. For example, if your targeted keyword is SEO Manchester, you have to go through few technical & non technical steps for achieving desired result.

In order to improve your websites ranking you should be concentrating on how to make your customer happy. This includes good quality content that is fresh and engaging. It also includes having a clear design that isnâ€™t cluttered with adverts. Having a happy user experience on your site then leads into linking. Linking is a huge element of SEO. Having a large number of inbound links to your site is a key indicator that actual humans like your site. This makes Search Engines very happy. Also having plenty of social links and attention has quickly become a huge part of SEO. Apart from number of links one more important fact that needs to be considered is the anchor text. If the anchor text is appealing and catchy to the potential customer, then the possibilities of getting more successful hits to the web page gets increased.

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