

Search Engine Optimization

“Floating Puzzle Pieces”

There is a methodology to improving search engine rankings, but no simple fix or “trick” that always works. Rather, the solution is more like a bunch of floating puzzle pieces. The situation changes constantly, due to the search engines updating their ranking algorithms, and competitors updating their sites. The key is to know what the puzzle pieces are, and to keep them all strong. So that regardless of who is evaluating, or how they prioritize the pieces, the picture that your site presents will be understood clearly and perceived in a good light.

Pieces of the Puzzle

The best approach is to focus on the user, not the search engines. Search engines try to base their algorithms on what the user needs. That said, these are the elements that we have found merit the most attention.

1. **Content**
Must be relevant. Must be focused; don't ramble. Avoid randomly adding keywords.
2. **Size**
The more relevant content on a site, the more the search engines and prospects will like it. Think about the users first.
3. **Keyword selection**
Ask your prospects. Study your competition. Make sure your keywords are related. Consider your mix of generic keywords and niche keywords.
4. **Link popularity**
This can take considerable effort. Paying for links is an option. Avoid random reciprocal links. The more related the links, the stronger they are. Ensure that links to your site leverage your key words.
5. **Keyword density**
A high ratio is not always better. The key is getting the right ratio. If you have a keyword density of 10 percent and your competition has a keyword density of 2 percent, the search engines will see that something is wrong.
6. **Page elements**
There are quite a few key elements to setting up your pages, and preferred ways to do each. Pay attention to the way you use META tags and headlines (keep them focused and relevant). Use file formats that the search engines can read (e.g. html, not php or asp).
7. **Search engine guidelines**
Follow the guidelines the search engines share about getting ranked high. Google post theirs at:
www.google.com/webmasters/index.html

For More Information

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