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Search Engine Optimization

Search engines like Google, Yahoo, and Bing use algorithms to rank web pages in search results. Web developers can boost their website's visibility through search engine optimization (SEO), which involves optimizing HTML, CSS, and JavaScript files to communicate the site's relevance. Search engines constantly crawl the web, indexing new sites and ranking them using complex algorithms. Higher-ranked sites appear earlier in search results, attracting more traffic, while lower ranked webpages will be further down in the search resulting in less traffic instantly because many users will not scroll, they will just trust the top results.

To improve a site's ranking, developers should focus on quality content, keyword optimization, regular updates, and the use of meta tags to convey keywords to search engines. The ranking algorithm will look at the developer’s code for metadata and developers can use meta tags to improve this search for keywords. These meta tags are contained in the HTML document and will not be visible to the end user, but they will aid in matching searches for relevant content. Another resource that will improve the rank of a website is by linking references to other webpages that have a high rank. If you have a top-ranked, high-quality page in search results, but you link to a low-quality webpage, your page's ranking may suffer because the algorithm perceives a lack of trusted, quality content on your page. In summary SEO is a tool used by search engines to protect the reputation of a search engine so that only the best content is displayed. There is a direct correlation to how many users your site will have based off of the rank of your webpage and if you want to generate more traffic you must ensure that you are utilizing all of the opportunities that the algorithm will look for.