**10 tips on how to highly optimize search engines:** (Tarcomnicu, 2015)

1. **Understand the process:** search engine optimization is ongoing process and search engine always update their ranking algorithms every year and you should know what works best and avoid techniques that are outdated.
2. **Don’t over optimize anything:** You should not do keyword stuffing or building the links using the same anchor text
3. **Publish outstanding content:** Content is the most important part for any website, websites cannot be ranked high if there’s no good content and articles should be well written and have a real value for the website.
4. **Do keyword research:** You should start writing an article doing keyword research using Google Keywords Tool so you can know what people are really looking and searching for and for what answers they are looking for their problems.
5. **Publish fresh content frequently:** Google will give you more authority if you’re publishing new articles daily or weekly and your website will crawl more often
6. **Make your website user-friendly:** Your website must be easy to navigate, and you will need people to find your content easily, the better the website is, the more people would spend time on it.
7. **Improve website speed:** Website speed is very important and a high factor**,** so you could have a well user experience, and websites that load in more that 5 seconds is considered slow by Google.
8. **Make your URLs user-friendly:** You should only add the main keywords in your URL, you don’t need them to be long, because shorter URLs are better in sharing over the social media. Imagine you had a sponsored website for something online, if the URL is long, you would be lazy just to type and open it.
9. **Use unique and relevant titles:** You need to have a unique title that would make your website more special, try adding primary keywords in your titles, and having a unique title, would higher your website ranking, and try to make your title not more than 55 characters.
10. **Use a sitemap (A map that shows all of the pages in your website):** Using sitemap helps Google find your pages and specially if you have a lot of pages. There are many tools that help you creating a site map.

# Bibliography

**34 Search Engine Optimization Tips: Top Techniques and Strategies for the Best SEO Results** [Online] / auth. Tarcomnicu Felix // Monitorbacklinks. - 4 2, 2015. - https://monitorbacklinks.com/blog/seo/search-engine-optimization-tips.