Search engine optimization is such a process in which the online visibility of a web page is affected in a web search engine. It enhances the quality and quantity of traffic to the website through natural or organic search engine results.

We can ensure the well ranking of a website on search engine by approaching some of the following steps:

Publishing of Relevant Content:

The quality of the content is the very first driver of search engine ranking and no one is a substitute for good content. The best and great content intends users to increase site traffic which helps in improving the authority and relevance of the site. To highlight keyword phrases there should be a use of bold, italics, heading tags and other emphasis tags but in a normal quantity.

Updating of Content Regularly:

You have almost noticed often that we feel pretty strong about content. Similarly search engines do the same thing too. Updating of content on regular basis is one of the best indicators of a site’s relevancy. So it’s very much important to keep it fresh.

Link-worthy site:

There should be a focus on creating relevant links within a text. There should be a name of the destination written instead of having just “Click Here” links. “Click Here” don’t possess any search engine value beyond the attached URL, whereas “Check our Flavours” is full of keywords and help in improving the search engine rankings as well as the ranking of the page which is linked with.

The speed of Page Loading:

Google and Bing take the speed if page loading into concern in the algorithm of website ranking. Users can leave the site if they have to wait for the loading of each page which ultimately leads to a reduction of users that can hurt the SEO ranking.

Shortening of URLs:

Shortening of URLs is very much beneficial for users and for the owner as well. It makes much easier to organize the site. Suppose if there is a page of “How to develop skills and roles” then the extension of this statement should be shortened to “skills” and “roles” only which would be better for the user. It would increase users which will help in developing SEO.

Properly Formatted Images:

It is better to have images throughout of the site. Some images are better than others when it comes suitability for the web. Like some images may not load properly on some of the devices and it may slow down the loading speed. Some of the formats like JPG, GIF and PNG are reliable choices. Apart from that it is important to make sure that images should be in smaller size to keep the site as fast as possible.

Reference:

Mtu.edu. (2018). Five Ways to Improve your Site's Ranking (SEO). [online] Available at: http://www.mtu.edu/umc/services/digital/seo/ [Accessed 13 Apr. 2018].

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