Search Engine Optimization

Search Engine Optimization is a set of rule or standards that are used to help search engines fine your website and recommend it. These rules have been sorted into a periodic table based off ratings that are updated frequently by search engine experts. The rules are Content, Architecture, HTML, Trust, Links, Personal, and Social. By optimizing these rules, a website will be more likely to be picked up by a search engine algorithm and rated high in search results. No one area of this periodic table is more likely to give a website a higher score because if a website has a high score in one area, but a low score in other it will still be rated low. Search Engine Optimization is not based on an ad marketing and is solely based on how optimized a website is to have the attributes a search engine is specifically looking for. Search Engine Optimization is something a Web Designer should be thinking about before they actually start designing their website because this will lead to a higher likelihood they will not need to redesign parts or all of their website that do not meet Search Engine Optimization Standards.