Website Development - SEO

Search Engine Optimization is the process where you can make your website better in terms of ranking in search engines. The majority of web traffic is driven by major commercial search engines, Google, Bing and Yahoo!. Although social media and other types of traffic can generate visits to your website, search engines are the primary method of navigation for most of the Internet users. This is a fact whether your site provides content, services, products, information or just about anything else.

To optimize your webpage ranking, you should know what search engines look at −

- **Content** − It is determined by the theme that is being given, the text on the page, the titles and the descriptions that are given.

- **Performance** − Your webpage should be fast (no delays). We have discussed it in the previous chapter named – **Speed up your website**.

- **Authority** − Your website should have good content to link to or for other authoritative sites to use your website as a reference or cite the information that is available.

- **User Experience** − Your webpage should be safe to navigate, no harmful softwares uploaded.

- **Keyword Stuffing** − Do not overuse the keywords on your pages.

- **Purchased Links** − Do not use too many buying links.

Making Money from a Website

One of the main purposes when creating a website is to make money from it. To achieve this, there are several methods which we will discuss below −

Google AdSense

AdSense is the reverse of AdWords, allowing publishers (which includes bloggers and other website owners) to tap into Google's immense advertising network, so that other advertisers can run ads on their website. To register in this program, you must click on the following URL – https://www.google.com/adsense/

Make Affiliated Marketing

You promote a product to your website visitors and email subscribers. If the product or service resonates with these people, they will click on your affiliate link and purchase the product and from

this you take commissions.

Make Partnerships

This basically means to find businesses that can have interest to advertise on your website and make a deal.

Useful Video Courses

Create A WordPress Website In 24 Hours Or Less Guaranteed

23 Lectures   1.5 hours

Zach Miller

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The Ultimate Guide To Building Your WordPress Website

45 Lectures   2 hours

Zach Miller

More Detail

Google Maps SEO: The 4 Pillars To Rank Your Website Page 1

21 Lectures   2.5 hours

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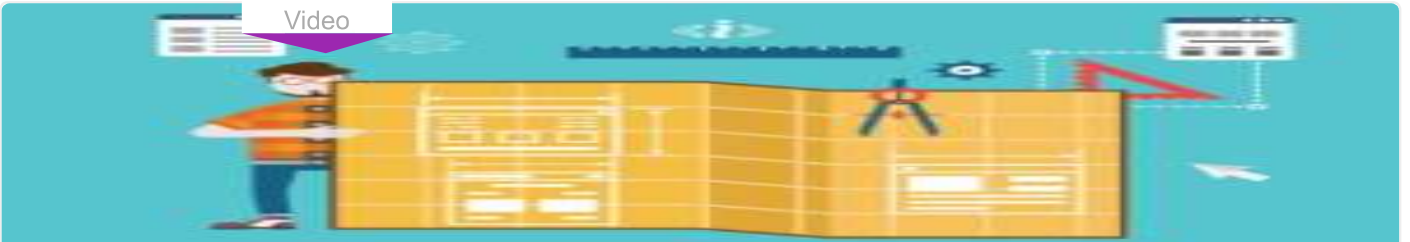## Complete CSS Flexbox Course & A Real World Website Project

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CSS Grid - Build Modern Real World Websites Fast (+Projects)

52 Lectures   4 hours

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E Commerce Website Development In PHP With PDO

100 Lectures   34 hours

Azaz Patel

More Detail