SEO Fundamentals – Search Engines

1. Clean code is code that is easy to understand the flow of the application, how the different objects collaborate with each other, the role and responsibility of each class, what each method does, and the purpose of each expression and variable. Clean code is also code that is easy to change. Any other developer can easily extend clean code.
2. Clean code is important for the search engine because it will allow for making easy adjustments to improve on-page optimization and search engines will trust your pages will be a good experience for users.
3. Search engines discover new content by using crawlers. This is where the search engines looks at web pages and follow links on those pages going from link to link to bring data about those web pages back to the search engine. Another way search engines find new content is from an XML sitemap. An XML sitemap is a listing of your page’s content in a special format that search engines can easily read through.
4. Search engines interpret the locations of new content by indexing the URL. Each page of your site needs to have a single unique URL so that the search engine can differentiate that page from all the others. The structure of the URL can also help the search engine understand the structure of your entire website.