Search Engine Optimization

Search engines like Bing and Google use algorithms to identify relevant information to show show users. Search engines help organize and compile information on the internet similar to a librarian for the internet. If you have a website and want more people to find your website, you will need to satisfy the criterias for the algorithms that the search engines use. This process of making your website compliant with the criteria of the search engine’s algorithms is called search engine optimization. Some of the important criteria are words matter, titles matter, links matter, words in links and reputation. Search engines account for every word on the internet. This helps them provide the correct result for the keyword being searched. Page titles are similar to titles of books as they summarize what the webpage is about, so the search engines pay a lot of attention to this. The links between websites is similar to a recommendation. Search engines view links between websites as that website recommending the linked website. Search engines give more priority to websites that have links from more authentic websites. Words used in links are also very important, it helps the search engine infer what that link is about. Websites with good reputation like fresh content and authentic links are usually ranked better.