

The Basics of Search Engine Optimization – SEO What it means to be Google, Yahoo, and MSN (GYM) Fit

This simply means that your web site should be so worked upon so that it becomes easily searchable on these three popular search engines – Google, Yahoo, and MSN. Your web site attains search engines fitness when it is perfectly ready for submission to the search engines. The fitter and suppler the web site, the better is the chance to rank at the tops of search results

The first step towards that is to obtain a set of keywords that these search engines love. As getting the membership of a gym doesn't automatically build muscles, simply getting keywords related to your web site will not build your web site's fitness for these search engines.

The content of your web site should be written and rewritten with appropriate mixing of these keywords. The incorporation of keywords should be as per the norms of the search engines. Too many keywords would risk the banning of your web site by the search engines. And a paucity of keywords would not deliver the desired results and defeat the entire purpose of adding keywords. Just as the right amount of time spent on exercise would result in superb muscles, enriching the content with the right amount of keywords will result in a search engine ready web site.

Don't be Afraid of Spiders

Search engine spiders are computers and they use a complex algorithm that the SEO experts understand. Apart from adding keywords to the content there are hundreds of other factors related to search engine optimization. As a novice if you dabble in this you may over-do things and then risk getting your web site banned (black hatted) from the search engine altogether or blacklisted. This job is better left to a SEO professional.

A certified fitness coach knows exactly how to target muscle groups to help with growth, appearance and performance. Left to your own devices, you may over-do or work out very little to get any visible benefit. Or worse still, you may injure yourself by not exercising in the proper way. Exercising according to the plan of a certified gym coach will slowly and yet definitely yield results. Similarly, efficient SEO professionals are capable of improving the ranking of your web site through a systematic approach. They would know what keywords to use and how many times in the content. They will suggest creating blogs for your web site and making them popular in social media networks. Other SEO strategies include; techniques such as social book marking, adding images, and creating links that will push up the ranking of your web site. Combining a host of factors a dependable SEO professional will optimize your web site just as a certified fitness coach combines exercise, nutrition, and rest to shape your body.