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How Search Engines Rank Keyword Relevance in Webpages by [Darryl Hilde](#)

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Search engines are able to do this by sorting through millions of webpages it has indexed, and then present you with the ones that match your topic. This gives you a long list of references use you can use.

So, how does a search engine determine a webpage's relevance, when it's faced with hundreds or millions of webpages to sort through? It does this by following a set of rules, known in tech speak as algorithm. Exactly how a specific search engine's algorithm works are tightly-guarded company secrets. However, all major search engines follow a common pattern in indexing keywords on a webpage.

Location

One of the main rules in a search engine's ranking algorithm involves the location of keywords on a webpage. Pages with the keywords that appear in the HTML address are what a search engine assumes to be the most relevant. A search engine will also check to see if the keywords appear at the top of the webpage, like a headline or a title of an article. It assumes that any page relevant to the topic will have those words right at the beginning.

Frequency

Frequency is another factor in how a search engine determines webpage relevance. It will analyze how often the keywords appear on a webpage. Those that have higher keyword frequency are often deemed to be more relevant compared to other webpages.

Location and Frequency are the main factors, but they are not the only factors, especially if you want to optimize your site for mobile users, and that's a whole other issue. You should know that mobile users tend to type in shorter keywords. Even mobile devices with QWERTY keyboards are uncomfortable with long messages this is why mobile searchers are very brief in their search queries. These are the things that mobile optimization companies consider every time they create a webpage for their client.

Now that you know how a search engine works, it has also become clearer how a San Diego mobile optimization firm does the process of Search Engine Optimization (SEO). They stress the importance of keywords to properly market your company online. Once your keywords are in place, your webpage is then mobile-optimized for better indexing by search engines.

Perhaps it's time you experience the benefits that a mobile optimized website can do for your business. For a list of San Diego web development and SEO companies, just click websitesdesignerslist.com.

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