Article Side

4 Ways to Make SEO Frinkly Website by [Lukehenry](#)

Article published on June 26th 2012 | [Web Design](#)

Do you know what exactly Google like in your website? At present, there are more than billions of websites currently running on the web and everyone wants attain the very first position in the Google and other organic search engine.

In order to attain that position you need to have SEO friendly website which means that your web page has to be simple and attractive. Frankly speaking, the first and the foremost thing that you should always focus on is the structure of your site, as well as the content. Since, without these factors you will not be able to achieve the desired ranking on different search engines.

There several key points that you should consider for making your website SEO friendly. The points that you should keep in mind while creating a search engine friendly site are as follows:

Quality: One of the most impertinent factors of website development is â€œQualityâ€•. You need to undertake stringent standards to create a superior quality website. Always try to make the pages keeping in mind the tastes and preferences of the visitor, not the search engine. Do not use any trick and techniques such as black hat technique in order to optimize your site. Make it a point that you use do proper coding rather than stuffing unnecessary codes in your page. Make use of external CSS and Java Script coding as this will decrease the loading time of your site. Functionality is another important aspect that determines the quality of any web page. We can say itâ€™s been the interactive part of the website that enables the potential visitors to respond in one or another manner, thereby converting the potential visitors into loyal customers. It is utmost crucial to have cross-browser compatible website, since it ensures minimal bounce rate of website, diminishes the loading time and increases conversion rates and CTR ratio.

Natural links and keywords: Link structure should be simple and always try to use natural link. Use relevant keywords and all keywords should be relevant and relate to your business. Make sure that the keywords look natural in the text and do not just stuff them in anyplace where they make no sense to the visitors. Never try to integrate broken links or 404 error URLs as this can annoy the visitor to any extent. In case you are facing any such type of problem then it will be advisable for you to apply redirect 301 or 302 on all 404 URL. If you would not be doing this then it might hurt the visitor and they would not prefer to come to your page in the future which can further hamper the website ranking as well. So, try to use robots.txt to prevent crawling of search results pages or other auto-generated pages.

Website Structures & Content development: As per the famous saying, â€œContent is kingâ€•. This is because of the fact that millions and millions of people over internet search information of any kind through search engines. Hence, it is highly important to use superior quality, relevant keywords and content on your website. Make sure that you use the LSI (latent semantic indexing) in your content as it will help in making your web content more informative. Content should be informational and unique. Never try to use doorway pages to optimize a single phrase as search engines do not like doorway pages. Try to put the prominent keywords in title, description and start of page content. If you are using image in your site, then the size of that image should be between 10kbB to 50Kb and every image should contains ALT tag. This is because the search engine do not like special character like %, $, & and? etc. at all. Make it a point that you create search engine friendly URLs only. If you site has dynamic URL and also has special character in the URL, then rewrite all URL in static and simple format and use both XML and html sitemap. Link the sitemap from every page so that it becomes easier for the visitor to go through each and every page of your web site.

Technical advice: In case fancy features including JavaScript, cookies, session IDs, frames, DHTML, or Flash makes the visitor see your entire website in a text browser, then it will be really hard for the search engine spiders to make your website crawl. Allow the search engine spider to crawl your sites without usage of session IDs or arguments that can track down their path through the site. Through these techniques it is really very easy to track down the behavior of the individual user, but the access pattern of spider is also entirely different. Carrying out of these techniques may even result in incomplete indexing of your site, as the spider may not be able to remove URLs that look different but point to the same page.

Lukehenry - About Author:
If you looking out for optimal SEO solutions and customized a Web Development Services in India, then contact a web design company today. A team of experienced SEO experts and website developers at a Website Development India will assist you in attaining the right position on the organic search engines.

Article Keywords:
SEO, SEO Friendly Website, google SEO, SEO Services, Web Development