

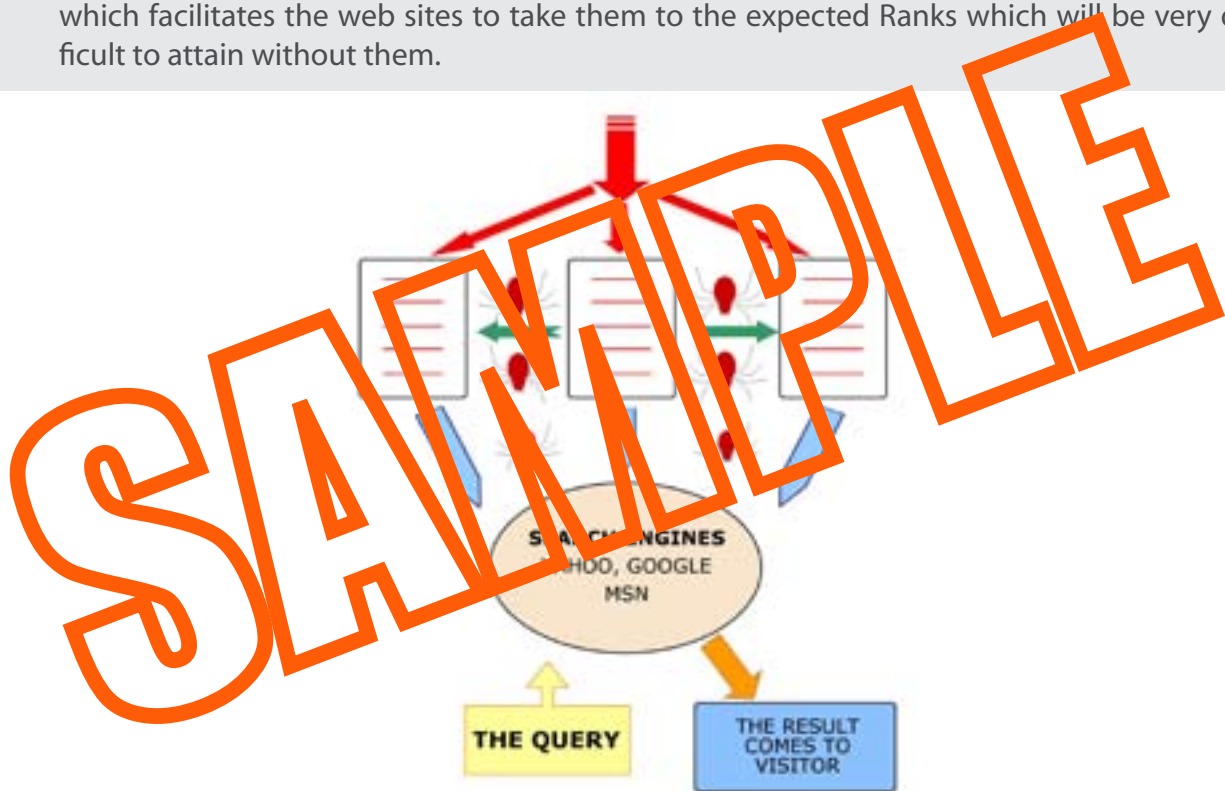
Search Engine Optimization

The 21st CENTURY's HOLLY GRAIL - **Beginners**

Importance of Search Engine Optimization (SEO)

The Search Engine Optimization target is to bring a good quality and Volume of Traffic to a particular web site, that will help the site achieve their visitor access targets. The web site is been worked on the coding, the complete structure and the content of the site in order to get the Specific keywords related to the concept of the site, they will be identified and placed in the various pages of the site. The Spiders of the search Engines crawl on the pages and store them in the database.

In simple words, it is only the Search Engine Optimization techniques and methodology which facilitates the web sites to take them to the expected Ranks which will be very difficult to attain without them.



The picture above explains the process of sending the query to the Search engines and getting the result to the visitor. The circular characters demonstrates the Spiders available with the search engines which help these engines to grab the right result and provide to the visitor.

How search engines work

The various Search engines have their "spiders," "crawlers," or "robots" which try to access the Internet and find out the Web Pages which contain the Keywords specified by the visitors. This has been explained in brief in the topic above "Basics of SEO".

These spiders store the visited Web Pages in the database and then keep them updated at regular intervals so that they have the proper account of the changes.



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Web Images Maps News Video Gmail more Sign in

Google television Search [Advanced Search](#) [Preferences](#)

Search: the web pages from Australia

Web Results 1 - 10 of about 377,000,000 for television [definition]. (0.11 seconds)

Television - Wikipedia, the free encyclopedia
Television (often abbreviated to TV, T.V., or more recently, tv) is a widely used telecommunication system for broadcasting and receiving moving pictures ...
en.wikipedia.org/wiki/Television - 59k - [Cached](#) - [Similar pages](#)

Television (band) - Wikipedia, the free encyclopedia
Television, formed in New York City in 1973, is an American rock music band. Although Television never achieved mainstream commercial success, ...
[en.wikipedia.org/wiki/Television_\(band\)](http://en.wikipedia.org/wiki/Television_(band)) - 36k - [Cached](#) - [Similar pages](#)

ABC Television
National government-run broadcaster. Includes daily schedules, program information, and video previews.
www.abc.net.au/tv/ - 34k - [Cached](#) - [Similar pages](#)

Australian TV Guide - Australia's Number 1 Online Television Guide
Check out Australian TV for all major cities and regions, including Foxtel, Optus Television and Free to Air TV. You can browse through the Australian TV ...
www.ebroadcast.com.au/tv/ - 21k - [Cached](#) - [Similar pages](#)

television.au THE HISTORY OF AUSTRALIAN TELEVISION
Timeline history of Australian television from 1950's to today, including special articles and other information.
www.televisionau.siv.net.au/ - 23k - [Cached](#) - [Similar pages](#)

Google Directory - Arts > Television
Directory Help Search only in Television Search the Web ... Arts > Video (315) News > Media (2412) Science > Technology > Television (130) ...
www.google.com/Top/Arts/Television/ - 9k - [Cached](#) - [Similar pages](#)

Television | Entertainment | The Daily Telegraph
Daily Telegraph. Entertainment. Television. ... Television. Kate Ritchie at Film studios yesterday - Home, now away for Kate Ritchie ...
www.news.com.au/dailytelegraph/entertainment/tv/ - [Similar pages](#)

Open Directory - Arts: Television

Sponsored Links

Toshiba Regza LCD TV
Stunning Regza LCD range: 20" - 47" Perfect panel for your home theatre
www.toshiba.com.au/regza

Buying a Television?
Don't buy a television without the facts. Plasma & LCD TVs explained.
WhyChoosePlasma.com.au

Clearance Sale TV's
LCD TV's at Clearance Prices Aus Wide Ship & Return - Bargain!
www.OO.com.au

Plasma TV
Best Prices Guaranteed Delivery Australia wide
www.webprice.com.au

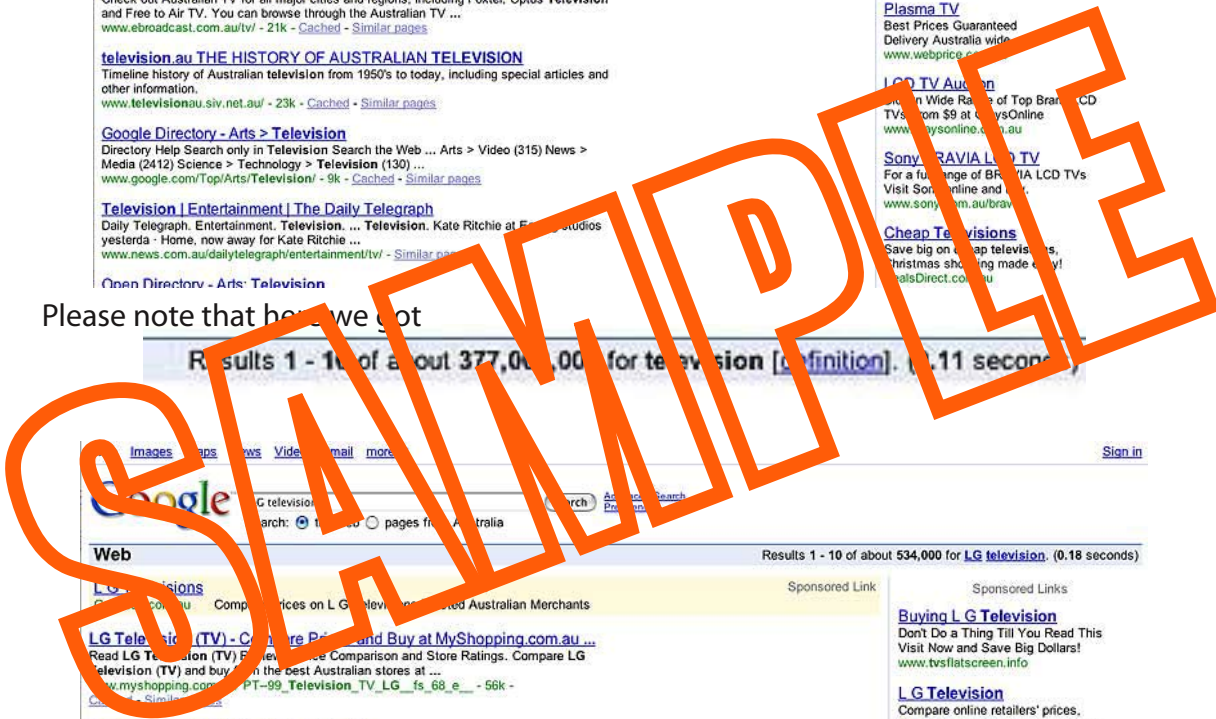
LCD TV Auction
Wide Range of Top Brand LCD TVs from \$9 at eBaysOnline
www.ebaysonline.com.au

Sony BRAVIA LCD TV
For a full range of BRAVIA LCD TVs Visit Sony online and ...
www.sony.com.au/bravia

Cheap Televisions
Save big on cheap televisions. Christmas shopping made easy!
dealsDirect.com.au

Please note that here we got

Results 1 - 10 of about 377,000,000 for television [definition]. (0.11 seconds)



Images Maps News Video Gmail more Sign in

Google LG television Search [Advanced Search](#) [Preferences](#)

Search: the web pages from Australia

Web Results 1 - 10 of about 534,000 for LG television. (0.18 seconds)

LG Televisions
Compare prices on LG Televisions from selected Australian Merchants

LG Television (TV) - Compare Prices and Buy at MyShopping.com.au ...
Read LG Television (TV) Reviews, Price Comparison and Store Ratings. Compare LG Television (TV) and buy from the best Australian stores at ...
www.mysshopping.com.au/PT-99_Television_TV_LG_fts_68_e... - 56k - [Cached](#) - [Similar pages](#)

LG 42L C2D LCD TV Review - LCD TVs
lg 42lc2d lcd tv review: A stylish LCD TV featuring a built-in HD tuner, let down slightly by average SD picture quality.
www.cnet.com.au/tvs/lcd/0,239035307,240091646,00.htm - 106k - [Cached](#) - [Similar pages](#)

LG DT 50PY10 Plasma TV Preview - Plasma TVs
lg dt 50py10 plasma tv review: Finally -- a big screen plasma with a high definition digital tuner built-in.
www.cnet.com.au/tvs/plasma/0,239036288,240003740,00.htm - 105k - [Cached](#) - [Similar pages](#)
[More results from www.cnet.com.au](#)]

LG Electronics Worldwide
Major global force in electronics and information and communications products: Digital Display & Media, Digital Appliance, Telecommunication Equipment ...
www.lge.com/ - 4k - [Cached](#) - [Similar pages](#)

LG TV : LCD, Plasma, Projection Television : LG UK
The top-quality, highly innovative LG TV enables LG Electronics to pave the way in the digital TV market. The LG TV can blend into any room and any ...
uk.lge.com/products/category/list/tv.jhtml - 84k - [Cached](#) - [Similar pages](#)

Press Releases - TV/Audio/Video - LG Electronics USA
To enhance ease-of-use, all LG Super Multi recorders incorporate LG's "Simple Link" technology, which allows users to control similarly equipped LG TV and ...
us.lge.com/aboutus/pressdetail/detail/press_TV%7CAudio%7CVideo_298_1.jhtml - 78k - [Cached](#) - [Similar pages](#)

Sponsored Link

Buying L G Television
Don't Do a Thing Till You Read This Visit Now and Save Big Dollars!
www.tvflatcreen.info

L G Television
Compare online retailers' prices. Find products & read user reviews!
www.ShopFerret.com.au

Tv Lg
Huge selection of Tv Lg items.
eBay.com.au

Top Prices on Plasma /LCD
Quantum Sphere - Shipped Aus Wide LG, NEC, Samsung and More
www.qsphere.com.au

Cheap LG LCD TVs
Your want LG LCDs? Get it now. LG and other LCD brands. Now.
www.justplasma.com.au

Television lg
Find, compare and buy. Prices from Australia's leading retailers.
www.shopping.com

While in the second case we got

Results 1 - 10 of about 534,000 for LG television. (0.18 seconds)



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Now, it is suggested that we use this "SEO Tool" Phrase at least 10 times in the content and the phrase "SEO" at least 6-7 times anywhere in the content and then the phrase "tools" at least 4-5 times

It would be good to use the phrase "seo software" in the text 10 times, the word "seo" 7 times elsewhere in the text. These numbers are not the fixed numbers but they will very surely give a very fair idea of the impact of doing this exercise.

Stop words

In SEO we do come across few keywords which are so very common that they are mostly been left by the search engines and these keywords are given the term "STOP Words" The most common stop words are, an, and, for, etc. It does not mean that we cannot use the stop words with keywords phrases and we can always use them by preferably putting the phrases in the quotation marks.



The figure above defines the various types of words which play a vital role in Search engine optimization. Keywords/keywords phrases , specificity of the keywords and stop words, results in the proper Search Engine Optimization.

Once we reach this stage of choosing the best keywords it is the time to plan the design and structure these keywords into our Web Pages.

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There are basic three Meta tags which are important for search engine optimization. They are :

The Keywords metatag - It contains the keywords and keywords phrases which are relevant to the content of the page.

The Description metatag - This tag as it explains itself has the text which acts as the description of the web page to few search engines. This should be written in very simple words and not very big in length.

The robots Tag - This tag tells the search engine to index the web page.

Headline Tags

These tags as the term states are the heading text for the Web Pages and they should also contain relevant text with respect to the concept of the web site.

These are represented under the

`<h1>` `</h1>`

`<h2>` `</h2>` tags.

Keyword Span and Density

It is advised not to use the hidden keywords in the structure of the Web Pages. Comments should also be avoided as the search engines consider these to be the cheating tactics and put it as Keyword Spam.

Search engine providers give a lot of weight to the keyword Density which is the relation between the total number of words on each page and how many times the keyword phrase is included in it. There is a very easy way to find out the keyword density. We need to paste the web page text which is visible into any editor like Word and then use the word Count Option from "Tools" menu of it. Then count the occurrence of the keyword phrase by find option from the "Edit" Menu.

Finally divide the number of occurrence with the total number of words and we get the Keyword Density. In Ideal situation the keyword density should be between 2-5%.

Keywords in links and URLs

We should also try to include keyword phrases in the URLs and links as they help in getting the page rankings improved and also make the keywords more relevant.

This is also the reason why it is preferred to have the domain name similar to the keyword.

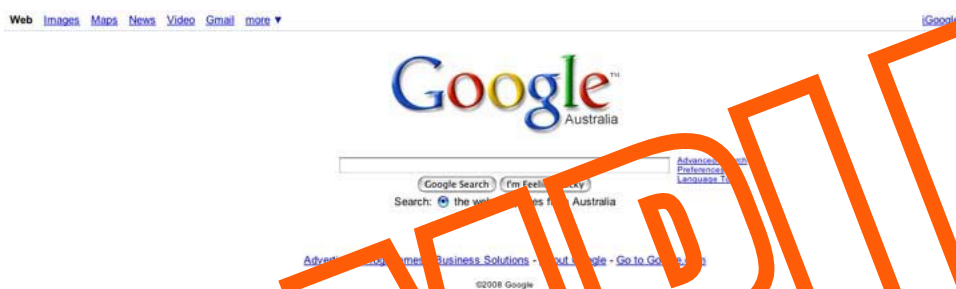
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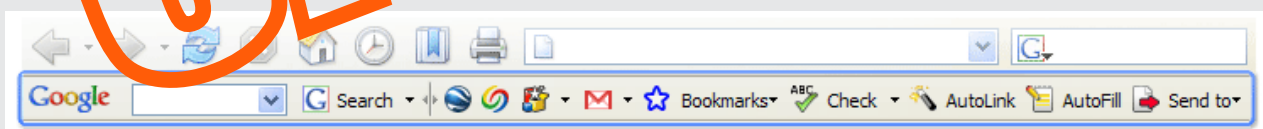
Google

Google is the most commonly known and used name when we talk of search, search Engines or Search engine Tools and Algorithms. It will be absolutely correct to state that Google is the most widely accepted Search engine among all the engines.

Google, unlike other search engines provide the feasibility of submitting the sites free of cost and also with very simple and easy to follow submission guidelines. We just need to go to the add Url Page and then enter the URL. It is also recommended to enter the Home page along with the few more pages which contains the most suited and relevant keywords after few days of submitting the main page.



Google Toolbar provides the help to find out the page ranking of any web site. This tool will provide the rank between 0 to 10. Although it does not give the exact PageRank but surely helps to identify the approximate page rank Range.



A simple example: Every page consists of a PageRank Value which Google knows about. Now to calculate the page Rank it uses a specific algorithm as shown below

Real PR	ToolBar PR
1-10	1
10-100	2
100-1000	3
1000-10.000	4

You will have a general idea of the working strategy of Google Ranking Toolbar.

The PageRank ranges displayed on the Google Toolbar are not all equal, it will be easier, to increase PageRank from one to two, but it is much more difficult to increase it from six to seven.