

How can you greatly improve your search engine ranking?

SEO AUS have a unique 8 step process that will greatly improve your search engine ranking:

1. The first step to improve search engine ranking is to understand the importance of keywords for your website optimization. This includes:

Keywords Choice: Use Google AdWords Free tool to target words that do not suffer from high competition. Yet, they receive few hundreds of searches per month.

Keywords Positioning: Position your target keywords on the top, middle and bottom positions on your webpage.

2. The proper usage of meta tags is a significant issue to improve search engine ranking. Meta tags are normally used by the major search engines to describe what is going on with your website. This includes:

Title Tag: Insert keywords within the title tag so that search engine robots will know what your page is about. The title tag is located right at the top of your document within the head tags. Inserting a keyword or key phrase will greatly improve your chances of bringing targeted traffic to your site. Do not use the exact same title tag on every page on your website. Search engine robots might determine that all your pages are the same if all your title tags are the same. If this happens, your pages might not get indexed.

Keywords Tag: Include your main keywords starting from the most significant to the least significant. A wise idea is to include only 2-3 keywords. The more keywords you enter, the less weight each one will get.

Description Tag: It is not that relevant for search engine ranking optimization. Nevertheless, it is important to write it well as search engines will show this description associated with your title meta tag. Use it to make the reader curious to click on your title tag.

H1 Tag: It is the header tag. It is used by the search engine to find out the most important keyword for your website. So, logically insert your main keyword in this H1 tag.

H2 Tag: While H1 tag is for the search engines, H2 tag is for the users. Make it attractive for your user and do not forget to include your secondary keyword there.

3. Use the same keywords as anchor text to link to the page from different pages on your site. This is especially useful if your site contains many pages. The more keywords that link to a specific page the better.

4. Make sure that the text within the title tag is also within the body of the page. It is unwise to have keywords in the title tag which are not contained within the body of the page.

5. Do not spam the description or keyword meta tag by stuffing meaningless keywords or even spend too much time on this tag. SEO pros all agree that these tags are not as important today as they once were. I just place my headline once within the keywords and description tags.

6. Describe your images with the use of the alt tag. This will help search engines that index images to find your pages and will also help readers who use text only web browsers.

7. Do not use doorway pages. Doorway pages are designed for robots only, not humans. Search engines like to index human friendly pages which contain content which is relevant to the search.

8. Submit to the search engines yourself. Do not use a submission service or submission software. Doing so could get your site penalized or even banned.

About the Author

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