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The History Of Search Engine Optimization

By John Tremblay

The history of search engine optimization began in the early to mid 1990's when web site owners realized sharp spikes in web traffic following the inclusion of a web page to a search engine for indexing. Many web site owners began to pay for frequent admission to the search engines in order to be indexed since it resulted in more web traffic which translated into more conversions and more revenue.

At about the same time, web site optimizer firms began business with experts who specialized in finding a way to make web pages more visible to the search engine spiders. Although most such firms did so by studying the algorithms used by the search engines and rewriting the web pages in a way that would utilize the characteristics of the algorithms to the benefit of the customer, other, less scrupulous search engine optimizers used tactics such as place keywords with a high number of hits in white font in the white space of the web page. Thus, the words could not be seen by humans looking at the pages, but the search engine results returned these pages at a higher rate because the high impact keywords were seen by the search engine.

The downside to such 'black hat' tactics was increasing lack of relevance to the search query in the search engine results page (SERP). For example, if a searcher queried the keyword 'vitamin C' and saw a SERP with the first three links devoted to 'sex', the searcher is going to believe that the search engine is unreliable. The search engines developed techniques to filter out such optimization techniques, which simply made the black hats firms more creative in their goal to increase the amount of web traffic to their customers' web sites.

By the beginning of the 2000's, both sides realized the benefits of working together, rather than competing with one another. Especially following the marketing plan of 'paid inclusion' or pay per click, the search engines realized revenue from successful linking of web pages to the SERP, while web page owners wanted conversion on the increased web page traffic. The benefits of relevance could be seen by both the search engines and the web page owners.

Optimizers still use techniques to increase web traffic to the customer's web page in ways that strain to be relevant while search engines continue to develop ways to forestall tactics which muddy the results page with non relevant entries.

Both the insertion of keywords and phrases which make the web page look differently to spiders than it does to humans viewing the page and the use of so called link farms which purport to make a web page appear more popular to the search engine spider than it really is result in search engine results pages which are less relevant to the search terms.

The guiding principle which should lead search engine optimization techniques is to promote the

benefit and usability to the human visitor. A popular concept in web pages today is to remind the viewer that their web pages are written for humans, not for the search engine spiders.

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Get Search Engine Optimisation SEO Done In A Day

By Brian Hickie

If you have wanted to get your site higher on the results page when customers search for it on the World Wide Web, you probably are wondering how to do it. Here is how you are going to get your search engine optimization SEO done in a day, and then be able to forget about it.

Search engine optimization SEO is the way to get your page to the top of the search engines. There are several ways to start a campaign. The most difficult way is to do the search engine optimization SEO yourself. The easiest way is to go with a search engine optimization company that will do the dirty work for you. A search engine optimization agency is going to save you time and frustration, because they know what they are doing.

Getting search engine optimization set up in a day is totally possible. Of course, you aren't going to jump to the top of the Google results for your particular product overnight, but you can get the wheels in motions to slowly climb the pages until you are near the top.

The first step to doing search engine optimization SEO is to list your goals. If you want more customers to see your products, want to create buzz, or just want more traffic to your site, make sure to write it down. When you know what you want, you will be able to tell the search engine optimization agency, and compare agencies easily.

After you have your goals for a search engine optimization SEO campaign, you are going to look for a search engine optimization firm to do all of this for you. The best way to find a good company to do the dirty work for you is to find someone who has done this in the past and can give you a recommendation. If you don't have a personal recommendation, you can always enter "search engine optimization firm" in the search field and see what comes up first. The best people in the business are going to be on the first couple of pages. If they can't even get their own company towards the top of the search results, how will they get your company there?

When contacting a search engine optimization company, you are going to want to be as specific as you can about your goals and your website. You wrote down what you want, so it should be no problem to tell them what you want.

If you don't feel totally comfortable, shop around. If a search engine optimization company is pushing you to make a decision right away, you should probably decide to not go with them. A good agency will be open to you looking around, seeing if they offer the best services. If they aren't too excited about you shopping their competition, there should be some red flags.

By the time you have found a search engine optimization SEO company to do your marketing campaign, it will be around 4:30, and you may be ready to sign the contract. Make sure you read it carefully, being fully sure that it is what you want. Taking the extra half an hour to look at all of the fine print may just save a headache in the future.

It's time to go home from work, and at the end of the day you should feel good about being on the way to the top of the search results.

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