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**Eight tips to create a search engine friendly website**

**By James**

Every website needs traffic. It is not possible for a website to continue for long period without attracting enough traffic. The basic aim behind search engine optimization (SEO) is to give enough popularity to the websites and thereby to attract required traffic. Every webmaster wants his site to be search engine friendly, at the same time attractive to the human eyes too. If a website is ranked at the top positions in the search engine ranking the possibility of attracting visitors is more when compared with that of websites having lower rankings.

So the basic thing is to create websites that are search engine friendly. Creating a search engine friendly website is not a daunting task, but it has to take some efforts. This article gives an insight on the points that have to be remembered for creating a search engine friendly website.

Tip #1: Proper selection of domain name and layout

The domain name of your is of great significance. Search bots give special importance to the site name besides that the visitors can also get a rough idea of what they can expect when they look at the domain name. The layout of the site also has to be done with great care. The site should have a perfect linking structure and can have all the main links directly from the homepage.

Tip #2: Creating a directory structure All sites except small ones will have a directory structure. You have to plan a directory structure before building the site at the same time bear in mind that the directories that lie too deep are very difficult to scan. Proper care should be taken for naming of directories; it should be named on the basis of the content.

Tip #3 Remove frames

Search bots find it difficult to search the sites that use frames. So it is always good not to use frames. In case your website use frames be sure to make use of no frames tags so that the search bots can crawl the sites and get requited information easily. This will definitely help in improving the ranking.

Tip #4: Make use of external CSS style sheets

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Making use of external style sheets is considered as a great idea because it reduces the overall complexity of the site. This ensures efficient crawling by search engines. So make sure to include CSS files in your site. If possible making use of CSS tables would be a better idea than traditional tables.

**Tip #5: Forming and naming of files** The names of the file can be based on title tags which is

normally the most important keyword. This also helps in better search engine position of those keywords.

**Tip #6: Hosting of the site**

Selecting a hosting provider who offers 99% uptime guarantee ensures that your site will be reachable to spiders all times. Also make sure that you're your web hosting server supports the 'If-Modified-Since-HTTP header'.

**Tip #7: Proper balancing of graphics and content**

The search bots can see only plain HTML code. So it is very important to reduce using too much graphics on your site. So always try to maintain a proper balance between graphics and content.

**Tip #8: Keep a view on content and links**

Do not keep too much links on a single page. It is always better to limit the number of links on a single page to fifty. It is advisable to keep the content on a single page between 200 to 1500 words.

It's possible for you to make your site search engine friendly by remembering the above mentioned search engine optimization points.

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**Rich Webmaster, Poor Webmaster – Website tips**

**By Carl Harper**

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To have a presence on the internet, one of the most important aspects to the success of your website

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is the name of the domain. It is getting increasingly difficult to find a quality name that both represents the contents of your site and can be easily remembered due to the sheer amount of websites on the internet today.

If you are an experienced Webmaster or starting out for the very first time to create your Website then ensure you get the headstart you need with a well chosen domain name.

Domains (usually referred to as Website name) can be purchased outright and some companies now even allow you to rent them.

Our tips for starting out with a Website once you have your ideal Website name are as follows;

(1) Promote your site through search engine submission as you will not get many visitors if no-one knows you exist. Ensure you do not repeat words too much and spend time on your meta tags to ensure you are search engine friendly.

(2) Provide a reason for people to keep coming back to your site by providing cheap or quality goods, information, great tools or fun games.

(3) Don't try to fool people or use pop up windows to try to make sales as this will just detract from their experience of your site and may lead to them never returning.

(4) Bandwidth costs can become expensive if your site proves to be very popular so ensure all of your web pages are optimised and never have a web page that doesn't add value.

That's enough to start with, good luck.

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