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The Changing Face of Search Engine Optimization

By Bobby Heard

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With the ever evolving internet market for just about anything you can imagine and Google's index growing to almost 9 billion pages, and counting, there is little dispute amongst search engine optimizers that our job is getting much harder. From linking to articles, and density to ontology, our industry changes as fast as any other. The search engines, especially Google, seem to be on a daily diet of change and their algorithm seems to be growing at the rate of their index.

The word `related' plays a much bigger part in SEO today than it ever has in the past. Instead of targeting an exact keyword phrase, it now makes a lot more sense to keep your site within context and to have related words to your keywords, compared to having density of one keyword phrase. Linking has also turned into a frenzy for relevancy. Unrelated links seem to no longer carry much weight at all. The theme through all of Google's recent changes seems to come down to one cliché: quality over quantity.

Just like with any other update at Google, optimizers must search and research their profession, however it seems to be happening more often than ever. You can't walk through our office without hearing Google's name a thousand times. We have unofficial RND (research and development) meetings almost every hour as there seems to constantly be new ideas and theories popping into all of our heads. In the past there were always changes to the way we've done our work, but the pace of this change is accelerating rapidly as well as the competition for online searchers.

MSN seems to be creating a buzz and they've just recently started a national television ad campaign. Their search results resemble Google's of 6 months ago, a time that will go down in SEO history as "the good old days", and also a time that Google's SERPs seemed a lot more relevant than they do today. New search engines seem to be popping up all over the place, and after all, wasn't Google a virtual unknown 5 years ago?

The Changing Face of Search Engine Optimization

One of the best points made to me over the past month came at the preview of the new become.com search engine in California, where founder Michael Yang decreed this to be only the very beginning in the history of online search. Whatever happens in Google's future, and the future of online search, there is one thing for certain: only the most intelligent and innovative of SEO companies are going to stay above the bar and continue to find ways to get their clients, and themselves, to the top.

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How Can Seo Help My Website?

By Dana Bradley

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide

Web on a regular basis.

Dana Bradley writes about

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and

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