

Basic SEO steps in improving Website Ranking

There are many companies that provide SEO services, but very few will provide you a basic insight as to how you can take a few simple steps to help your website ranking. Following is a list of steps you can carry out.

ALT Tags

Label your internal text links and clickable image alt attributes (aka alt tags) with appropriate descriptions, Your site visitors and the search engines look at the clickable portion of your links know as ALT tags (Alternative tags) to help them understand what they're going to find once they click through. A rule of thumb is to be as descriptive as possible with every hyperlink and graphic on your website. The key benefits of using descriptions/keywords here is that you can almost describe the page you're pointing to.

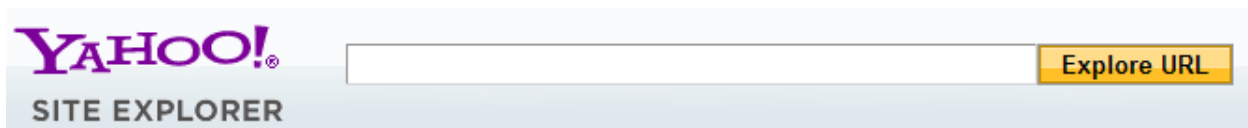
Checking Back links to your Website

Search engines count each back links as a vote to your site. A note its best to have back links from similar or associated websites to your site.

There are two simple ways to check back links to your site via Yahoo and Google. Its best to use both, as Google and Yahoo don't give the exact results.

Yahoo:

Go to the following URL <http://siteexplorer.search.yahoo.com/>, now type the website URL in the 'explore URL' text box. Following this you should see a list of back links to your site.



Google:

Go to Google and type in link:your url



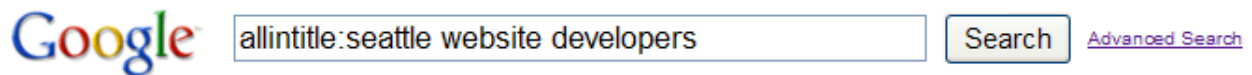
Checking Indexed Pages

It is important to know what content is indexed by Google, and what links are displayed. Use the site command in Google to view what pages/links Google has indexed.

E.g. site: your website



You may also want to check what Google currently has cached, and when it was last retrieved, use the cache command.



Which Keywords are being used by whom?

Which of your competitors are using specific keywords? You can check this via the allintitle command

The benefits of having this will allow you to narrow down, and better understand keyword saturation, as well as which keywords may work for you.



Remember these are some areas you could focus on, but you should always place emphasis on the target audience, and NOT for search engines.

Other Web Development and Search Engine Optimization articles are available on the visualwebz.com website, under [Web Design 101](#)
