The Importance of SEO When Creating a Website

Search Engine Optimization, or SEO for short, is a vital aspect to include when creating any website. Every website developer and owner should be aware of its importance.

Before diving into the details of its significance, first of all, what is SEO? SEO is optimizing a website so that it ranks high in search engine searches for desired and relevant keywords. SEO also typically aims to rank high on the most popular and widely used search engine for a targeted demographic. Specifically, the most popular and widely used search engine is Google.

Why would ranking high on Google searches be important? It is important because it makes a website more easily found, increasing its visibility among the millions of other websites that exist on the internet. It is also important because it helps drive traffic to the website. Greater visibility and traffic is typically desirable and beneficial for any business or individual that wants to attract attention to their products, services, or causes.

For those reasons, the key aspects of SEO should be considered from the very moment someone decides to create a website. The domain name of a website factors into SEO, so it important to choose a URL that is able to achieve a desirable search engine rank. Deciding to incorporate SEO keywords later on in the site development cycle wastes time, money, and energy. It also potentially hurts traffic and search engine rankings during the time SEO is not incorporated.

Considering the importance of SEO and the pitfalls of not implementing it during the early stages of website development, what can be done to make a website SEO friendly? There are several important points to keep in mind when incorporating SEO into a website.

First, be sure to keep important keywords and descriptions as HTML text so that they may be indexed by search engines. Avoid placing important keywords in images that cannot be read by a web crawler. Quality descriptions are an important aspect of optimizing your website for search engines. Avoid keyword stuffing that detracts from the purpose of your site.

Next, it is important that your website does not link to spam websites. If your site allows comments, be sure to use the "no follow" tag and moderate your comments to ensure that your website does not link to sites that will lower your page rank. See which pages quality websites link to that already rank well for your desired keywords and aim to earn links from those sites. Building links with trusted websites is essential for SEO.

Finally, monitor your website's page rank and learn more about how it ranks and is indexed by search engines by using the SEO tools search engines already provide, such as Google Webmaster Tools and Bing Webmaster Tools. Understanding the importance of SEO and keeping the above points in mind will help you lay the foundations for building a quality website optimized to rank well on search engines.