

Search Engine Optimization

Written by Vincent J. Shuta Jr.

Saturday, 07 November 2009 20:11 - Last Updated Monday, 25 January 2010 00:26

"Search Engine Optimization" is a fancy way of saying "Make Bing, Google, Yahoo, and all the other search engines notice my web site." Most approaches to the problem involved determining the method used for ranking web pages, and trying to exploit some loophole in the system.

For instance, one measure of a web site used to be how many pages had links to that website. The theory was, if a given web site has links from many other web sites, then several other conscientious webmasters had taken the time to evaluate the site. Convinced that the contents of the site would be interesting to their users—and of course wanting to associate themselves with such a site—they went through the effort of adding a link.

This worked out fine until people realized that they could build "Link Farms" with thousands of links, to drive up the popularity of sites.

In another case, search engines looked at so called "Meta tags." These are pieces of code written into web pages that more properly describe the site, and allow it to be searched more easily. By making your web site search engine friendly, as it were, you could increase your ranking.

Of course, some tried to make their pages too friendly copying the entire contents of whatever unabridged dictionary happened to be lying around into their meta tags. The concept was, if you searched for ANYTHING, you would get their site.

In both cases, the programmers for the major search engines made adjustments that negated the effects of trying to use the loopholes. So, some continue to look for more loopholes, which makes the programmers for the search engines more and more secretive about what they're doing next.

How does one win at such a game of cat and mouse?

Search Engine Optimization

Written by Vincent J. Shuta Jr.

Saturday, 07 November 2009 20:11 - Last Updated Monday, 25 January 2010 00:26

Very simple: one does not play.

You see, all the search engine providers want is for the best sites to get the best ranking. They still look for links, but they want the links to be from meaningful sites that get actual traffic. They still look at meta tags, but they want the tags to be relevant and do what they were supposed to do in the first place: help describe the contents of the website.

They look for a lot of things they won't tell you about either. So today, we don't know what they're looking at specifically. However, we *do* know what they are looking *for*: *well constructed websites with useful content*.

This is the optimization approach taken by Shuta Multimedia. There is no snake oil or elixir's full of radium. There's no shell game or pyramid scheme. We don't try to overload the search engines and force you to the top of the rankings. Instead we build you a web presence, based on providing content that the search engines will want to find, with an appropriate application of the tools, such as links and meta tags, that will help the search engines find it.

Could there be a better definition of "Search Engine Optimization?"