

# How to Optimize Your Website for Top Search Engine Rankings

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[Search engine optimization](#) is a scientific and artful combination of algorithmic concepts developed by leading search engines such as Google, Yahoo!, and MSN. The standards for optimizing your website are short from few as only a professional can make it work at its optimal level. Many people entering [search marketing](#) are making blatant mistakes in their optimization efforts such as starting without a plan, developing duplicate copy/articles, and inconsistency in their campaigns.

How many people would trust you if your image was three different ways? No one. Search engine optimization was developed to improve [search engine rankings](#) while creating a forceful image of individuals (or companies) with experience to conduct business. Your transfer of information has to be so powerful that people will discuss your methods in forums, blogs, and more. You can only achieve this kind of fame by creating a website that has everything they need to know (or want) and build your momentum from the traffic of loyal customers.

## **Establish Priorities/Making Plans**

Never start an search engine marketing campaign without creating a plan. What do you plan to do with your website? Are you able to add Flash, movies, or music? Do you need all of those whistles or a simple layout? You need to know the purpose of your website in order to optimize it for the best search rankings; majority of today's webmasters pay attention to the details of your site's structure, creates a Site Map, and inputs clear links. Discuss the plans of your websites at the beginning of your search for an SEO expert then make a few things clear - you want your site to be visible due to simplicity and ease of use.

## **Make a Simple Website with Clear Links**

Keep your website as simple as possible. Are the links visible? Can you tell the purpose of each page? Are there metatags to describe the purpose of each page? Your website's meta descriptions are shown in search results so they need to be informative, appealing, and engaging. People in search of information want to know exactly what they're getting into. Your search engine expert can help you develop these links and tags according to your needs, but you have to trust their judgement in the use of keywords. Keyword stuffing, too many keywords in one paragraph, can drop your website from results period. Your expert will use discretion in maintaining your main keywords in a respectable density. Another important aspect of optimizing your website is unique content available for readers.

## **Write Unique Content**

Unique content involves thorough research, a quote or two from an expert, and justification to claim authority in your industry. Today's webmasters are not as swift as they should in taking time to write unique webpages in order to earn their spot in search results; it takes time for organic results to occur (content-based results) to make people come to your site. You can accomplish this overtime instead of blasting thousands of articles across the web in a matter of days.

Content should be written in a pyramid-theme in which all important facts are stated in the beginning then trickles down into details. Your web page needs to connect with prospects from the first second they click on your page. Do you have a mission statement you'd like to share with the world? If so, place it on the top of your website so they can see it. By this, you have to live up to your expectations of your business' obligations to customers. In return, they will begin to trust what you have to say by

creating a consistent outlay throughout your site. Connect with allies' websites that can help your rankings; be consistent and do it with strategy.

### **Strategic Link Building**

Strategic link building is based on the concept of working with other webmasters in an adjacent industry. You need to consider the purpose of their sites as well; many people have confused link building with link spamming on the net. Link building is a mutual benefit for both parties because one can generate interest for an ally without blatantly advertising their products or services. If you're confused of what we're talking about, consider your services. If you sell cars, you should connect to repair shops and body shops that provide certain services. You should connect to audio installers, painters, and more. You should not connect to other car dealerships because that will take prospects away from your business. Do this in a strategic way to get the best results.

### **Find a Professional**

Never jump the gun in your search engine optimization for your website because it can backfire. You should contact a professional, with experience, and capabilities to help your search engine rankings over a matter of time. Individuals that guarantee results are not going to give you a number one position in any search engine. Pay attention to what they are offering before you sign over your business' image to someone unqualified for the task. Are you ready to get on the right track? [Learn how](#) you can start with a professional today.

