

Published based on [Search Engine Optimization Hype Log](#)

Search Engine Optimization Hype Log

You can find a huge amount of hype inside the SEO industry probably because it is a techno field plus is very competitive so everyone is attempting to eyebrow everyone else and get the upper edge.

Being in my antiquated 40's - hippy 1965 baby to be exact - I have been around the IT industry well before most of the current players were out of diapers. I was there in our computer room when they unveiled the latest hard drive - it looked like a modern day top-loader washer and was the same size! All up it held a 'breath-taking' 40 Meg of data. Yes that is right 40 Meg! When we saw the new micro PC's come out we felt they would never take off (we must have had IBM blood in us!) and the IT journey went on from there.

Today my 'long teeth' dip in my beer and my eyeballs roll back in their sockets when I hear some of the hype plastered around the Search engine optimization playing field.

Yes SEO can be specialized but only usually while you got it wrong at the start - your website that is. If you did not hire a good Search engine optimisation consultant to give you the run-down BEFORE you started building the chances are you wound up with a web site punctured with a thousand Search engine optimisation holes. Websites like these normally takes some fixing without a doubt. Most web developers know nothing about Search engine optimisation and what they do know they infrequently put into action because they aren't requested to by you! Not employing a great Search engine optimisation consultant is like creating a three storey residence without using an architect and engineer and expecting the builder to get it right - no way.

I run into a good Search engine optimisation site once in every 100 web-sites. This is a very poor track record for web-developers. Nearly every other single website is a ship full of holes sinking in the lower regions of page 196 of Google!

So apart from adding some bright colored pros to this piece I guess I should add some substance. Well here it is - short and simple (well maybe not that short!)

Content is King

Google uses backlinks a lot at the moment to judge a web sites popularity. However, it's now a breeze to generate backlinks of high quality in large amounts to unbalance the ranking game. Google knows it's got to find the right way to balance this out. When it does, most people's position will come crashing to the ground overnight.

On the other hand, Google always wants QUALITY content material - the best it can display. Should you have this, then because content is the only reason why we have search engines in the first place, your internet site will always flourish regardless of what twists and turns Google puts its search engine algorithms through.

By no means ever neglect that content rules in the SEO jungle. Forget at your peril.

We fought to get content material on clients websites for so long until we built it into our Search engine optimisation ranking packages. We now offer a content and back-linking service (SEO.SIMPLE.) that solves this inherent problem. Now our clients get fresh unique content on their web sites weekly and gain ranking results from it seeing it is Search engine optimization optimised as well.

Your content delivery engines needs to be well tuned

Don't think that you can easily simply just add content to a site and miss out on the platform you will be adding it to. Google wants to make sure that the content is not just the best for the keyword and key phrase requested, but it also provides the best user experience. So be sure to cross your T's and dot your Search engine optimisation eyes when it comes to making certain your internet site provides the very best experience such as doing these :

Make sure your server is fast - Google just lately added this one - upgrade right now if it takes too long to download your pages

Ensure ALL images have ALT tags WITH purposeful content material

Make sure every page has a UNIQUE page title relevant to the content of the page

Fix Canonical issues (were <http://www.yoursite.com> and <http://yoursite.com> and <http://www.yoursite.com/index.php> etc all resolve to the same page but have different addresses. Instead they should all redirect to a single page and that page should be used throughout the site in all links. If you are on a UNIX based server this can be fixed quickly usually through the htaccess file)

Make sure there are at least 300 words of meaningful textual content on any web page - the more the better for Google

Make certain that if you are using a Content management system that the URL's are fixed so only words show up (and preferably keywords) and not funny programming expressions and numbers

Whenever you create a link use a keyword(s) and not the notorious 'click here' as the anchor text

If you cannot add content material to your website (maybe you have a flash site), then at the least add a blog attached to your website - this helps a lot

When you next renew your current domain, renew for at least 3 years - after all longevity shows maturity and raises trust

Inbound links and more back-links

And lastly don't stop back-linking. Right now it's the powerhouse for SEO but don't rely on this for the future.

So I hope this has helped 'de-hype' a few of the Search engine optimization resources out there and helped you along the SEO highway a little bit further.

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