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Search Engine Optimization: Google's Stand On Using Tag Clouds

Google's Matt Cutts dishes out the latest on tag clouds and how it touches on search engine optimization. To start off, tag clouds are the visuals you see on the left or decent side bar of a blog web site which are made up of words or tags that are actually links to the tag pages on the site. Frequently used tags come out huge than those that are seldom applied. Cutts said there was a time when tag clouds were so principal in blogging that a lot of bloggers employed them to make the site more appealing. But according to Google, using tag clouds may not be dependable for search engine optimization.

Cutts explained that tag clouds can be overdone, and when that happens, Google may view it as keyword stuffing, a major no-no in search engine optimization. SEO is established on good content with just the appropriate keyword density to make a website rank.

Instead of making tag clouds, Cutts personally advocates applying categories, a thing which he himself does. Categories make it easier for visitors to pick up articles or posts which are of value to them. More visitors to a web site gets the site rank higher in Google.

Though not providing a textbook rule, Cutts suggested to think twice or thrice about using tag clouds. If it can be avoided, then not using tags is better. But if not, then the lesser tags can have more positive effect.

But why not tag clouds? Because every word on the tag cloud is in reality a link that leads to the tag URL. When a visitor clicks on a tag, prospects are he will be brought in to the tag URL which has the same content as the blog post. This is how tag clouds produce duplicate content. Google can penalise your blog for duplicate content. Apart from this, visitors who are anticipating for facilitative and valuable content may not feel delighted looking at the comparable material present in many places in the web site. It is a waste of time for visitors who want straight information in the littlest time period.

What object lesson can be learned here? Content is definitely king in the rivalry that is search engine optimization.

For more on Matt Cutts and Google's take on tag clouds, please watch http://www.trafficgenerationcafe.com/google-tag-clouds/.

SEO requires adapting to changing algorithms and Google's views on results which are relevant to the visitors. To make the web work wonders for you with simple and solid or Search Engine Optimization, talk to us today! This article, Search Engine Optimization: Google's Stand On Using Tag Clouds is available for free reprint.

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