

SEO refers to search engine optimization. It is a process to increase the organic search rankings of a website. There are millions of searches being done online. People search for almost every imaginable thing from how to care for their pets to how to make money from home etc.

While searching, people enter some words or phrases in the search box. These are known as keywords or key phrases. A website owner's aim is to have high rankings for a lot of important keywords related to the site's niche.

The advantage of high rankings is that you can get thousands of free visitors to your website without spending a dime on advertising. And this traffic will keep coming to your website automatically as long as your site is still ranking high on the search engines.

What' more - your site will be getting visitors even while you are sleeping, eating or enjoying time with your family.

In order to enjoy all these benefits, we need to optimize our website in a certain way so that it stands a good chance of ranking highly in the search engines. Each search engine is different and gives priority to different factors.

It may be almost impossible to optimize our website keeping all the search engines in mind. Thankfully we don't have to do so. If we focus on just the top 3-5 search engines, it should be sufficient for us to get thousands of free targeted visitors.

Start Your SEO Efforts from Here:

Let us discuss 3 important areas you have to focus on first in order to optimize your website for higher rankings.

1. Pay Attention to Title: Each webpage has a title. What you place between the title tags is very important from SEO point of view.

You should place your most important keywords which you are targeting in the title. The keywords should be placed in the title in such a manner that it should make sense to humans also.

Our webpage titles should appeal to search engines as well as human visitors. If your title is just a bunch of keywords without much sense or appeal, then people will may not click to visit your site even if you have a high ranking in the search engine.

2. Pay Attention to Header Tags: Header tags are like subtitles of your page. Again header tags are important from human as well as SEO point of view.

Header tags should also contain your important keywords so that the search engines understand what your page is about. These header tags are also important for human visitors to your website. If someone is just scanning your article, he/she can read through the subtitles to decide whether the article is of their interest and deserves to be read further or not.

3. Pay Attention to Content: Your articles should be of good quality and useful to the reader. They should serve some purpose.

The article should contain your important keywords written in a natural manner so that it makes complete sense to human readers also. If you write high quality content and spread your important keywords throughout the content then stand a good chance of impressing the search engines as well as human visitors.

These are the 3 most important parts of your webpage you should pay attention to if you want to gain high search rankings. The benefits of top rankings are immense. So start paying more attention to your article titles, subtitles as well as the actual content.

If you do so then you can reap the benefits in terms of good search rankings as well as high conversions from website visitors.

There are many other factors that need your attention in order to improve site rankings, but all efforts should start from here. You should first and foremost try and optimize your content then worry about other factors.