

How Does Xpertwebs Use SEO?

The following information is extracted from an article on Wikipedia.org.

Search Engine Optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines vial “natural” or un-paid search results as opposed to “Pay per Click” (PPC) methods. Typically, the higher a site appears in the search results list, the more visitors it will receive from the search engine.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website involves editing its content and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Because effective SEO may require changes to the HTML source code of a site, SEO tactics may be incorporated into web site development and design. The term “search engine friendly” may be used to describe web site designs, menus, content management systems, images, videos, and other elements that have been optimized for the purpose of search engine exposure.

Xpertwebs strives to incorporate SEO principles into every site that it designs. Because search engines cannot read graphics, Xpertwebs routinely incorporates text that the search engines can read into the HTML surrounding these graphics. Similarly, search engines cannot read javascript. Xpertwebs, therefore, ensures that the information displayed through the use of javascript is also displayed in plain text on the same page.

Does this mean that all pages designed by Xpertwebs automatically appear at the top of the list served by the search engines? Unfortunately, this is not the case. We are limited in what we can do by the priorities placed on a page by our clients. If a client is intent on presenting information in such a way that it presents barriers to the search engines, there is little we can do other than alerting our clients to this situation.

Xpertwebs never agrees to using a class of techniques known as spamindexing that use methods such as link farms, keyword stuffing, and article spinning that degrade both the relevance of search results and the user experience of search engines. Search engines look for sites that employ these techniques in order to remove them from their indices. This is not something that we allow to happen to any of the sites we create and maintain.