

Sample – 300 words Original Article

Increasing Traffic through Search Engine Optimization

In the late 1990s when the Internet had just started becoming popular, webmasters had already begun to realize the importance of search engine optimization or SEO. Today, the SEO techniques, which help a company appear higher in search results, are extensively used by any serious online business.

In the beginning, SEO involved editing a webpage's content and HTML code, especially meta tags, to gain a higher ranking on search results. However, as the search engine algorithms have become more sophisticated, SEO has also gained new dimensions, and the field has become a full-fledged industry. Now there are some very big companies, which specialize in the field and charge fees to optimize a webpage for better search engine rankings.

At the heart of any SEO strategy is the keyword (or key phrase). This is a word or a set of words that you expect potential visitors to your site to be using for search queries. Your webpages must be optimized for the keywords that you think are most often used to look for your product or service. For example, a handbag company website would not target searches for luxury cars, it would target searches related to handbags, and that too for its particular geographical area and type of handbag. That way, the company website will get visitors genuinely interested in its handbags, thus increasing the chance of a sale.

A direct tactic to optimize a webpage for a keyword is ensuring that the content of the page has a certain 'keyword density'. This refers to the percentage presence of a certain keyword, counted against the total number of words in the page. There is some debate as to how much keyword density is most appropriate, and the answer varies depending on which search engine you are optimizing for. However, by observing successful competitors you can arrive at an ideal keyword density for your webpage.