

## Search Engines play a role in online success

Search engines are huge data banks of web page files that have been assembled automatically by machine. Since Search engines provide access to a fairly large portion of the publicly available pages on the Web, they need to be the best at finding unique keywords, phrases, quotes, and information buried in the full-text of web pages at the whim of the human user. Therefore, search engines are the key to finding specific information on the vast expanse of the World Wide Web. Content is extremely important to both the search engine and the human reader. Because the user is looking through specific keywords for desired information the search engine ranks content through linking structure, keyword usage and originality to provide end user with relevant information. Content can be articles, news, or ads, or a blend of all three. The search engine allows one to ask for content meeting specific criteria (as mentioned above) and retrieves a list of items that match those criteria. Websites that wish to have a high ranking with search engines optimize their site with embedded keywords to bring their site to the front of the pack when those words are typed into a the engine. The number of other websites and web pages that link to a given page is taken into consideration with Page Rank, on the premise that good or desirable pages are linked to more than others. Keywords are by far the most important aspect of Search Engine Optimization or optimizing your website for the search engine spiders. Keywords are the tools that search engines use to pull the websites that we use. SEO is a learned skill (which some are better at than others) but in the end... the prize goes to the web presence that has the most relevant content. It's all part of the process called organic or natural search engine optimization (SEO). If this is generic to you then just sit back and see if you remember the basics. And just because you think you know a thing or two about search engine optimization and online marketing doesn't mean there isn't a little bit of room to learn. Designing a search-engine-friendly web site isn't difficult, you just have to keep a few basic concepts in mind. Be relevant, use strong keyword research and don't do anything unethical. Remember, search engines are only as good as the software programs (robots/spiders) that run them. Search engines are created by various human beings, thus they each work a bit different from one another. Search engines are important in the B2B segment of marketing as a whole. Search engines are also important to you because your site is apart of that market. Also, search engines will show your site if a particular keyword(s) is typed into the engine. For webmasters, the major search engines are the most important places to be listed, because they can potentially generate so much traffic.

## About the Author

Search Engines are not your enemy. In fact they provide a wealth of information about your site all you have to do is dig for it.

<http://www.rightchange4u.com/search-engines>

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