

Top Google Ranking Position For Your Website

Being a very advanced and clever sales orientated civilization we are always creating more and more perfect marketing tools to attract new clients to our businesses. A website has become one of these new weapons in the marketing armory. We could always say that a website is a logical continuation of a traditional presentation of your business into the cyber marketing arena. We fully understand and it is rather obvious that a good looking working website is a necessity in this day and age. But having a good website is one thing, to take that website to the top ranking number one position on the search engines is quite another. So how do we go about, understanding and researching how to achieve this necessary goal? Let us start from the very beginning. Creating a web site is a complex process which consists of many important components. Brand look and image is the first thing you must start thinking. Think hard on your trademark and logo; it will be with you for a long time. The whole look and feel of your website must be outstanding and if at all possible as unique as possible. This then allows the public and your prospective clients the distinct ability to differentiate your website from that of your competitors` ones and instantly recognise it from the others. Of course, at the same time the designers and programmers have to build a functional site that should have easy navigation and be simple to understand. We must always remember that the menus and information are the appealing things that catch the attention of your audience. Thus they as well as the rest of the site must be legible, simple and not at all fussy for example keep fonts and sizes to a set of standards and never overdose on colours. Well classified and understandable content is also a key to your success. If the content is easy to read, then there are more chances that visitors digest it. This often means that the user will come back to your site time and time again. The key message that is addressed to users must also be friendly to the search engines. Only insert needed keywords and keyword expressions, try not to overdo with repetition, too many times within the whole text is detrimental. Try and balance between audience attention and what the search engines want to see. The text must be read fluently and comprehensible, but short sentences are crucial. Also we would need to draw your designers` and programmers` attention to banners. They are a nice thing, but they should be placed carefully and in amounts that do not cover too much of the real estate of the site. Banners are often used but seldom recognised by the search engines so are fundamentally a waste of real estate when it comes to the main landing page and the usefulness of it to the search engines. The next step is search engine optimization. It is a good ambition to achieve the first place in search engines like Google or Yahoo. When your site gains a high ranking position, say n the first 10 results, it is a great victory. Nobody can guarantee you a 100% triumph, but it is possible to guarantee best efforts to at least attempt to try for the elusive yet brilliant result. Thus it is clear that you can see form this that all components must work altogether. The more you work on it, the more you will win. But be patient and time you will see the fruits of your labour, and it will be time to harvest in the clientele. If you have any questions or want to build a qualitative website, why not look up a web design company in Birmingham.

About the Author

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