

Seo(search engine optimization)

[Business](#), [E-Commerce](#)



Lecturer SEO Tactic Introduction SEO is an acronym which refers to Search Engine Optimizer. In simple terms, it is a technique that is uses the page of a search engine such as Yahoo and Google to increase the number of visitors to a web site. It is a very important technology which helps to ensure that the web site is made accessible to those who are looking for it. Therefore, it is made available in the search engine foe the users to reach it and get the necessary information that they need to get from it. In order to achieve the required success, the web site should have good features which will increase its chances of being accessed by the internet users.

SEO Tactics

The SEO tactic used in the provided html is White Hat SEO. This is a type of SEO tactic which is used to improve the performance of a given web site while considering its compliance with the laid regulations and procedures put by the search engine. Meaning, when developing this page, the administrator was concerned about the rules and regulations governing their development. Therefore, by adopting this tactic, it implies that the credibility of the site is increased. Besides, the compliance to the laid standards means that the page is made to be to be legitimate and can not be involved in any controversy. These are issues which can lead to violation of the rules thus making it to be closed by the search engines.

In using this tactic, the page was made of a high quality. As can be seen in provided html, everything seems to be up to standard. Therefore, the high quality in it makes it be appealing to the users. Whenever a search is made, the required results must be got as expected. This is why this tactic is a good one. Besides, it has keyword-rich Meta tags which are descriptive enough

and can enable it be more effective when used to search for a word. This is a very important feature which can make this web site be easier to navigate (Beel; Gipp and Wilde 181).

However, in order to improve this page, I will have to be more creative.

Meaning, I will go beyond adopting this tactic. Instead, I will have to edit all the contents of the site in order to make them appropriate for use when searched to look for the inserted words or keys. When it is edited, its quality will have to be improved. This is because, many people like to navigate and use web sites with Standard English at all times. Therefore, it implies that if all the contents are edited, it will appeal to everyone. Besides, it will contain catchy words which would be easily accessed whenever any search is made. The other tactic I will use is to promote it to enable me increase the number of backlinks and inbound links. These are important features that should be available in my web site. They can make it be appealing as I plan to market my business. If they are properly used, the site will have to be more relevant and be in a position of eliminating any barriers to effective indexing activities in the search engines.

Works Cited

Beel, Jöran; Gipp, Bela and Wilde, Erik. " Academic Search Engine Optimization (ASEO): Optimizing Scholarly Literature for Google Scholar and Co." Journal of Scholarly Publishing, 2010, Pp. 176–190.