

## SEO technology: an overview

SEO technology, a rather new product of the dotcom boom, is a method to boost the traffic to an individual's website. This process is used so as to be presented earlier in the search results of any search engine which would lead to more hits. This is an "organic" or a "algorithmic" approach as there is no advertisement on the search engine page but the website appears naturally in the search results.

Optimization can be for a specific type of search such as image search or an industry specific search or even searches for results within a region.

Search engines use spiders or crawlers which inspect all websites and rank them on the basis of information displayed, on the basis of the rank the pages are displayed higher in the search results, therefore to be ranked higher your website needs to be informative and well presented.

The most important requirement of [Seo](#) technology is the proper and optimized use of keywords which increase hits and result in a large amount of traffic to your website. An effective application of keywords could lead to the display of your website on the first page of a search engine which would result in a larger number of visitors. When SEO technology was in its stage of infancy the cost attached to optimization was a lot but with online help tools and a number of players in the market the cost is much lesser and SEO has become a much more affordable option.

With the availability of various software that identify keywords and also optimize your website for greater visibility through search engines the task of optimization is very convenient and rather easy. Software available today scrutinizes search engine hits and analyzes what SEO technology a better ranking website would be using. Not only for business purposes but even while writing a blog SEO technology can be used to achieve greater visibility.

Primarily as a marketing strategy SEO technology foresees what a consumer searches for and how search engines function, combining the two optimization of any website would increase traffic. Though rather unethical, Yahoo functions in a payment basis, where the website owner pays the search engine either for complete visibility or on the number of times visitors visited their website through the company's search engines. An unaccepted and largely immoral SEO technique is called black hat SEO technology where the developer uses techniques such as link farming or keyword stuffing which are considered to be unethical and lead to a lifetime ban to the website from the relevant search engine. To discourage black hat SEO technology, Google has developed a method where even the off-page aspects of a website are analyzed so the search engine can make a more reasonable option based on a better database.

## About the Author

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