Google SEO After Caffeine Update by Chris Wilson

Article published on December 16th 2011 | Computer

Google has made a significant change in its algorithm in recent times. This has somehow stirred the entire seo world. Almost all the online business owners and webmasters are very much eager to know the changes in Google SEO brought about by this change in algorithm. The change has certainly prompted webmasters to make some adjustment in their traditional Top SEO Companies strategy. The traditional seo strategy that they have been using so far will not work any longer. The importance of On page optimization has increased manifold. Earlier it accounted for only 20% of the total seo effort where as from now on it will account for about 40% of the total seo effort. One needs to be very careful while using the Meta tag. One must make sure that they have unique Meta tag for each page of the website. Google will strongly discard websites with duplicate Meta tags. The Meta title should be concise and compact.

It should preferably start with the keyword and the ideal length of the Meta title is 70 character including spaces. The Meta description section although not very important from the seo perspective should be written with care. It should be promotional in nature however make sure that it doesn't look like a sales speech. Make sure to use the keywords in the Meta description section. The ideal length of the Meta description should be 156 character including spaces.One should be very careful while using the Meta keywords.

Make sure that the keywords that you mention in the Meta keyword section is also present in the content of the page. As Google judges the relevance of a page by matching the keywords in the Meta keyword section and the ones in the content of the page its very important to include the same keyword in both places. Google is providing higher preference to the domain names, which contains the keywords. Therefore it would be better to choose the domain name which contains the main keyword of the website. One should never use hyphens in the domain names. However they can safely be used in the urls of different keyword basis pages.

Hyphens can be used as the keyword separator in the urls of different keyword basis pages.Finally if one is aiming at achieving higher ranking in Google search engine result page he should focus on one or two keyword per page. Create pages based on one or two keyword. This will help Google to understand the objective of a page more clearly. Remember Google ranks webpage an not websites so one should focus on optimizing each and every page of a website especially the landing pages.

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Article Keywords:
electronics distributors, industrial products, mechanical products, electronics distributor, test equipment

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