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Today the virtual world has transformed into a highly competitive virtual arena. The bug of cut throat competition has casted its spell on the online world, and huge investments of time and money are being made by the website owners to make their websites rank higher on the search engine result pages. Provided such a competitive online world scenario, a sturdy option available for the website solicitors is to opt for professional PSD to HTML conversion.

What Exactly is PSD to HTML Conversion?

It is a regular sight to come across "PSD to HTML" conversion services which are being offered by online by various web development companies. However one may wonder what exactly is the meaning of PSD to CSS/HTML conversion?

PSD files are Photo Shop Design files which are basically Adobe Photo Shop products. Adobe is a highly beneficial tool available for the designers to design the files. Even the look and theme of the website can be creatively designed by the designers through Adobe PhotoShop.

However these images, by nature are too heavy and cannot be loaded on the web browser. In order to obtain highly web compatible and search engine friendly website, it is imperative to convert PSD to HTML.

Understanding The PSD to HTML Conversion Process

PSD to HTML conversion begins with slicing the PSD file. Since the PSD file is bulky in nature, it precisely sliced into various segments. These segments include the Header, the Footer, The Navigation Bar, Body and etc of the website. Each of these segments are then coded into HTML.

PSD to HTML and Search Engine Optimization.

You may wonder how PSD to HTML conversion helps in Search Engine Optimization? Well HTML elements forms the basic foundation of any web page and HTML codes are actively read and identified by the search engines. Various other HTML coding factors which helps in optimizing the search engine result pages for your website are discussed below -

URL Optimization " the URL of your website needs to be optimized for search engine ranking and professional web development firm will take care of the same.

Content Optimization " Search engines don't "see" your website, they read it! Thus the content featured in your website must be enriched with keywords to have the SEO benefit.

Heading Tags Optimization " HTML contains various heading tags " H1, H2, H3 etc and using the proper heading, enriched with keywords facilitates SEO rankings.

Meta Tag Descriptions " Meta tags includes the data about the data. They provide the search engines with brief introduction about the concerned feature of the website. Instead of going through the big chunks of data, search engine crawlers prefer Meta Tag description and a smart Meta tag description fosters better rankings.

Image ALT tag optimization " though images are heavy for loading the website, proper use of image

ALT tags helps in making these images search engine friendly and gives you a strategic advantage.

Internal linking and steady navigation on the website also adds on to improving the rankings of the website.

In the present competitive world, no online venture can thrive without good SEO rankings. Search engine optimization is basically an Internet marketing technique which comprises of all the unpaid means to help your website rank higher / earlier in the search engine result pages. A high search engine rankings helps the website owners to dominate the search engine world, and subsequently earn more business opportunities and exposure than the competitors.

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