Article Side

Tips for SEO Friendly Web Design by William Hauselberg

Article published on April 9th 2012 | Web Design

In order to maximize the exposure of your website and increase its ranking within search engines, it's important to be aware of search engine optimization in your web design. By following a few guidelines, your website will not only be eye appealing, it should make it easier to get found by search engines and improve your amount of organic traffic. With that being said, let's discuss some practical tips to implement into your SEO web design.

Fast Site Speed

One of the most important aspects of optimizing your website is making sure that it loads as quickly as possible. Making people wait not only hurts your direct traffic, but it also tends to decrease your ranking within Google and other search engines. Since the average person will only wait eight seconds for a website to load, it's necessary for your website to completely load within this time frame. However, it's ideal for your website to load within five seconds for the best results. This can usually be accomplished by avoiding JavaScript and Flash, and by not overloading your website with links, widgets and needless information.

Smart URLs

Another big part of SEO web design involves using keyword rich URLs. For example, instead of using a URL like http://www.yourwebsite/products/item5?=392094, you should use http://www.yourwebsite/products/ebook. Basically, you want to avoid clunky, non descriptive URLs, and make them as simple and descriptive as possible. Doing so should make it easier for search engines to index your content and boost your ranking.

Proper Tagging

Along with this, it's critical that you use proper tag placement for your web design. This includes using H1, H2 and H3 tags or bulleted lists to separate content. You should also include a title tag, meta description and include relevant tags for each post. At the same time, you need to make sure that you don't go crazy with tagging because your website can get penalized this way. Just use your common sense and include enough tags to get indexed, but don't be a tag spammer.

Keyword Density

In addition, you should always be sure that you're using adequate keyword density in your content. Most of the time, it's ideal to stay somewhere in the 2 to 6 percent range. This will usually make it easier for your website to get found without going overboard and saturating your keyword density. It's also smart to include your primary keyword in the first paragraph of every post.

Article Source:
http://www.articleside.com/web-design-articles/tips-for-seo-friendly-web-design.htm - Article Side

William Hauselberg - About Author:
The author has an immense knowledge on a web design. Know more about a SEO web design related info in his website.

Article Keywords:
web design, SEO web design

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!