

SEARCH ENGINE OPTIMIZATION



“Simply See Our Work! And Order.”

PAGE INDEXING

Some of the key areas you need to think about when it comes to making your website accessible: about crawllog, indexing and ranking. Technical SEO!

Technical SEO can often be brushed aside a bit too easily in favour of things like content creation, social media and link building. However I've always believed that there are many opportunities for increasing traffic by looking inwards rather than outwards. One of the biggest areas of this for me is to make sure that your website is as accessible as possible to the search engines.

It's quite simple really – if the search engines can't crawl your website efficiently, you're unlikely to rank. Even links and social shares won't solve severe accessibility issues so the knock on impact is that your link building will look ineffective. This is the last thing you want because link building can be hard anyway, you don't want to cripple yourself before you've even started

So in this post I'm going to talk through some of the key areas you need to think about when it comes to making your website accessible. An accessible website means that all target pages will be indexed and have the opportunity to rank for your target keywords.

want to actively stop certain pages being crawled, which I'll cover shortly.

Good site architecture

A good website architecture is not only good for search engines, it is good for users too. Put simply, you want to make sure that your most important pages are easy to find, ideally within a few clicks of the homepage. This works well for a couple of reasons:

Users will be able to find your key pages quickly – increasing the likelihood of them



PAGE TAGGING

Title Tags

As you probably know, title tags are used by search engines (in part) to determine a page's topic, and are also displayed in SERPs.

A good title tag will demonstrate what the user can expect from the page before they actually click. In this way, they are a strong determiner of click-through rates. But how do they affect your site's SEO?

How Important Are Title Tags for SEO?

For many years, title tags have been considered one of the most important factors of on-page SEO. In fact, in the past, title tags were seen by many as only second to good ol' fashioned keyword stuffing in terms of importance. But are they as important now?

Blog Post Tags

Most blogging platforms—like WordPress—provide you with the ability to add contextual tags to your posts. We refer to these as “blog post tags” in this article, in order to differentiate them from other types of tags.

Blog post tags are part of your site's taxonomy. WordPress and other blogging platforms utilize taxonomies to classify and better organize information. They provide visitors with a list of posts grouped by generally more specific topics than the categories. If you think of your site as a book, with categories as your website's table of contents and tags as your index, you won't go too far wrong.

These tags can be valuable to your site's visitors and to search engines. For visitors, it improves the usability of your website in terms of being able to identify posts that cover specific topics. For search engines, it makes interpreting the page's content easier and can ultimately aid your site in ranking better.



AFFILIATED MODELS

Affiliate Model is a marketing method whereby one business rewards another business for sending customers, visitors and/or sales.

Mostly, **Affiliate Model** rewards come in the form of revenue share on a sale. Site A (the affiliate) funnels visitors to Site B (the merchant). If a transaction is completed by the merchant, the affiliate receives a commission on the sale. Do this numer.

Affiliate Model is nothing new.

In the **carpet markets** in Turkey, you get pestered by salesmen whos job is to tempt you off the street and across the threshold of a carpet shop. He - its invariably a he - might get paid for bringing you to the door (the online equivalent is equivalent to cost-per-click), or, if you buy a carpet he receives a commission (cost per action). Or perhaps a mixture of the two.

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