

Web site creation begins with purchase of a domain name and hosting, choice of web site language and its control system and properly by creating a web site. According to experience, people start to think about **search engine optimization** only after their comprehension, that WEB SITE DOES NOT WORK properly!

Often, because of amazing design and abundance of advertising materials on web pages, the site simply refuses to work normally. So, initially, instead of [Web Site Promotion](#) and applying of qualitative SEO methods, we have to liquidate the damage of inappropriate work of web design studios, which's often very far from understanding of Web Site Destination.

Search Engine Optimization begins with:

- *Optimization of web page headings*. Each page has the subject and if you wish to optimize a site for certain keywords, its better make it by means of <h1>,<h2>, <h3> tags. SEO is based on of a clear and convenient code creationboth for search engines and users. So optimization of headings is importantdetail of SEO.
- *Meta-tags*. Tags are practically direct reference to search engines. Optimizing meta-tags: titles, description, keywords and robots helps search bots to understand web site structure, subject and volume faster. The number of indexed pages sometimes depends on meta tags. We recommend you to use this SEO mechanism, especially "title" and "description" tag for better indexing by search engines.
- *Formatting*. Google and other systems understand <a href>, ,<i>, <s>, <u>, <div>, <alt> better than users.Text and formatting is obligatory in SEO.

SEO - web site structure optimization

Main principles of web site structure optimization:

- each page should be responsible for one or two keywords.
- the address of each page should be optimized for a corresponding keyword
- the structure of pages should be transparent and clear for search engines' robots
- title and description of each page should be optimized for corresponding keywords

- SEO content for each page
- minimize graphic elements (images). Especially avoid to use JavaScript and Flash
- Internal links. Internal links is very important point in SEO. Optimization of web site internal links helps search engines to understand web site content better.

SEO – web site optimization for the users and searchbots

For taking care of web site quality, i.e. usability, it's necessary not to regret money for a good copywriter. The text on your web pages should be not only optimized for Search Engines, but should be as well useful, interesting and clear. The information - structured, I didn't list different qualities of content for you occasionally – it's not necessary to focus only on Top placement in search engines. What for to have a web site PR 4 and placement TOP10, if your potential clients leave it disappointed, after visiting home page and not having wanted to look the rest. Optimization is not a spam, it works for people. SEO does not try to deceive people; but contrary, web site optimization should facilitate the communication between the users and qualitative web site with products/services that they're looking for.