

Search Engine Ranking: How to Improve Your Search Engine Position

Your search engine ranking depends on a number of factors: assuming you get listed in the first place. If you have managed to get that listing then you can improve your search engine position by means of links back to your website and also by improving your content.

Significant improvements, however, will likely involve radical restructuring of your website, and would have been better thought out before building your site. Many so-called SEO experts will attempt to make sure that all your meta tags are in place, even though they have little bearing any more on your search engine rank, be that on Google, Yahoo, MSN or Ask.

They might even have a look at your internal linking, but once you have built your website it is too late for that. Your internal linking strategy should have been formulated prior to constructing your website. There are ways to design a site to be search engine friendly, and I use them all the time.

The very first two websites I tried these techniques on each reached page #1 on Google for their main keyword within less than a month. They were listed within two days due to other techniques I use, but their high listings were due to the site design. I then designed a third, and true to form, it reached page #1.

You want that success as well, and it is not difficult to achieve. However, it involves starting from the bottom up, although there is a lot that you can do with your existing website apart from just playing around with meta tags. I am not suggesting that you shouldn't make sure that you have meta descriptions and a title tag in your html, but they are nothing like as significant as the changes I make to my websites to improve their search engine ranking. Not even close!

There are a number of changes you can make to improve your search engine position, ranging from your internal linking to the way you lead the spiders around your site. Just ask yourself one simple question: what determines your search engine rank on Google? How does Google calculate your search engine position? That's the first thing you have to learn if you want to improve yours. You have to know your enemy to beat him.

It's not only links, as many would have you believe, or I would never have achieved a Page 1 position so quickly. In fact of my two main websites, one is at ~1 and the other at #2 for their main keyword: the titles of their first page. I achieved that by using a silo structure in my website design, but not only that. Many people use silos without achieving high search engine ranking.

I added a little more, and made sure that the search engine spiders moved from one section of my home page to another, exactly as I wanted them to, before leaving for the next page at exactly the point I wanted it to. It's not difficult, and you can do it too. In fact anybody can get a top search engine ranking, or improve their search engine position (everybody can't be top!), with just a little thought, and by using a couple of simple rules when designing their web pages.

One of these is by using a silo structure, and the other is by careful use of their html, and of their internal links.

About the Author

If you want to learn how I achieve my high search engine ranking positions, visit [SEOCious](#) where I will show by means of screenshots of my html exactly what I do, and also how I lead search engine spiders as though they were on a lead.

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