Search Engine Optimization

SEO is one of the key components to running a website that will get enough traffic. SEO in short is the mechanism used by search engines to determine how your website ranks given a user’s search. This is very import for many businesses because much of their business is done online. If a business has a webpage with poor SEO their business model is at risk of losing revenue. Many factors can affect this in your webpage, including but not limited to: correct usage of header tags, correct usage of semantic HTML elements, and even the more recent accessibility attributes for HTML.These elements will help the search engines ‘crawl’ your webpage in order to rank it. One element many of the more complex web applications that use react or angular for example, struggle with SEO. This is due to the content being uncrawable by search engines. SEO is always changing and web developers must adapt with the time so their website can continue to drive traffic to them. There are many opportunities in the SEO field for experts to offer their services, and as the field of SEO is always changing, these experts will always be desirable in the marketplace.