

SEO - Search Engine Optimization

Search Engine Optimization is basically all about adapting your website to ensure that it is attractive and easy to navigate for both visitors and web search engines. Here we will explain how it works, from the search engines perspective, as well as the website administrators.

How do the search engines work?

Technical companies, like Google and Yahoo, provide us with search engines to help users find information on the web. They have so-called crawlers, that move automatically around the web and download copies of websites. These copied websites are then indexed and ranked on the search engine websites. They focus on delivering relevant information, for example based on the users search words and location.

It is important to **keep in mind**, that the search engines index is based on the website copies gathered by the crawlers. This means that changes made on your website will not show up directly. It can take up to 3 months before a new copy is downloaded by the crawler and indexed.

The algorithms, used by the search engines, change every day. So when optimizing your website, you will just have to use a best practice.

We follow the ideal technical guidelines when we are optimizing your website

Not only should your website be organized according to the best technical SEO principles, it is also very important that it features good and relevant content. If you want your website to interact optimally with both users and search engines, it is necessary that the texts and images are relevant, boxes are informative and precise, while also keywords and page titles should be applied strategically.

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