

5 tips to improve SEO on the web

Sometimes, application developers can create many technical decisions for web applications, which will directly affect the search rankings of other programs.

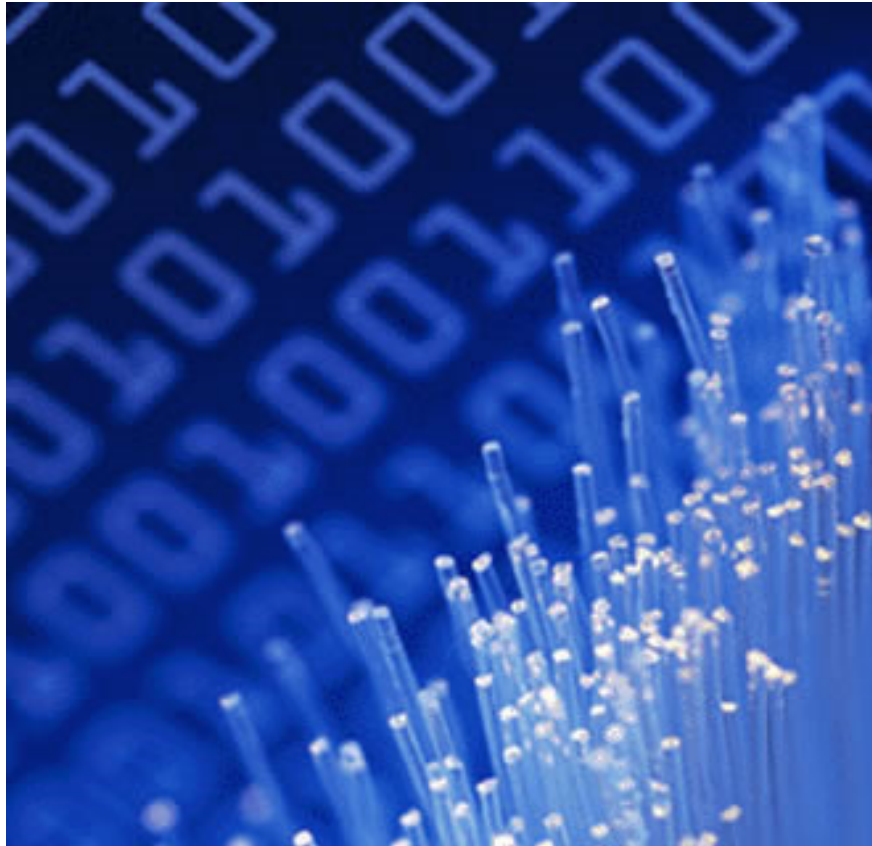
TipsMake.com - Sometimes, application developers can create many technical decisions for web applications, thereby directly affecting search rankings of other programs. As for online applications, such as Shopping Cart, the application of **Search Engine Optimization - SEO** has a vital effect on the application. In the next section of the article, we will introduce 5 basic suggestions but are quite useful to 'narrow' the gap between your web application product and the Search Engine today.

1. Set up the official URL:



In fact, the Search Engine is not "interested" with you create multiple URLs but only points to a single content page, but on the contrary, these search engines will conduct filtering and sorting. for each of those URLs, and consequently your product has dropped quickly in the rankings. We can easily recognize this in the online shopping model - Shopping Cart, which gathers a lot of search functions, sorting by information, and all of them are geared towards fairly content content. self. Recently, Google introduced a new system model, through which each internal content page will be assigned an official and separate URL. If this model is applied in practice, the search efficiency from the Search Engine will be greatly improved.

2. Important information to prioritize:



Have you ever encountered a case where your search results led to a website with no relevant content? Yes, it is. Because over the years, the spam guys have grown more and more, finding every possible way to upset the process as well as the search engine search results as you like, pages that contain real information are not. Ever get high rankings. But now, users do not need to be too worried about this issue, because the developers have integrated the criteria and tools to support the screening and classification of results to reduce the level of disadvantage. with users. Besides, Search Engine today also has a mechanism to ignore information in the form of text with few characters or no views.

On the other hand, you need to be careful when applying AJAX and CSS technical tips. If, during processing between modules, some text information can be hidden, the Search Engine will ignore that information. Therefore, you should consider and pay attention to the important details.

3. The application must be user-friendly:

<!DOCTYPE
<HTML>
<HEAD>
<TITLE>RA
<LINK REV
<META NAM

Surely you have also encountered many times when the site is broken by HTML code. From the viewpoint of many experts, 'culprit' is ASP.NET WebForm, which includes too many components that control other details, thus leading to page breaks. If possible, please switch to some other system models like ASP.NET MVC, Ruby on Rails or PHP to reduce the amount of 'redundant data' in the HTML page. In addition, we can reduce the launch time and download data of the website, increase the speed of access . and of course, performance will also increase accordingly.

Of course, the newly submitted ideas cannot cover all the close relationships between web application and Search Engine, but if following these 5 suggestions, it will help you improve the efficiency of some parts job. We look forward to receiving your feedback and comments through the comment section below. Good luck!

You finished reading the article "**5 tips to improve SEO on the web**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.