

How to increase website 'hit'

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According to statistics, an average of 61% of visits to a website come from search engine results, with Google accounting for 41% of traffic. Therefore, companies are constantly investing to get their website to the highest possible rankings in the search results page and make the search engine optimization industry (SEO) worth billions of dollars. USD.

However, there is no specific trick for the site to have the highest ranking of the search results page but only experienced expertise to find a solution. The following basic techniques and methods will help those who are new to the SEO playing field to understand the process of processing websites on search engines.

Keyword optimization

Search engines won't work if you can't determine what needs to be optimized. Some businesses choose keywords that are appropriate for their business but that becomes more difficult with online supermarkets with thousands of different types of goods. Because of how to create search terms in a compact and attractive way for the website.



First of all, you should select terms that are relevant to your business but are also used most often by search engines. The fastest way is to use the search engine's built-in keyword tool to determine useful terms. **Google Keyword Tool** and **SEO Book Keyword Suggestion Tool** can all provide related terms to help you complete the job quickly and accurately.

Using the optimal terms will help search engines bring to the website many visitors and vice versa using keywords that no one entered into the search engine, of course will be less known to your site. So be careful to choose optimal keywords to attract the most interested people.

Highlight the title and address of each website

Experts admit marking the title is the core SEO factor. When setting the content index, search engines often handle the words that appear in the browser title bar and consider them an important factor on each site. Therefore, you should tag the title for the website with unique keywords. Just like naming a book is fascinating for potential customers to look for.

Previously, many people thought that URL structure was not important but only the content on the new page was really necessary. However, search engines have a mechanism to reference keywords right at the address, even the keywords on each subpage. To keep up with this technique, many newspapers have used the digital title system to switch to addressing with the title of the article itself. For example, the PC World article called "***Quantum of Solace***", accessed at the URL is www.pcworld.com/quantum-of-solace instead of www.pcworld.com/11/&id=27 as before.

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