<a mce_href="en/our-services/google-friendly-websites.html" href="en/our-services/google-friendly-websites.html">SEO Basics: <img style="float: right; margin: 5px;" mce_style="float: right; margin: 5px;" src="images/stories/google_friendly.jpg" mce_src="images/stories/google_friendly.jpg">EgyMe Dot Com creates very professional web design but keeps an eye on the site ranking as well in search engines, as it may be tough for new and potential customers to discover your business on the Internet. Therefore, when EgyMe Dot Com plans to create an online presence for your brick and mortar business, it is extremely important that your site layout and content is optimized for search engines. If you are wondering why the title says "<a mce_href="en/our-services/google-friendly-websites.html" href="en/our-services/google-friendly-websites.html">Google friendly" where there are exist so many other search engines on the Internet (including popular ones like Yahoo!, Ask and MSN), that s because Google has the reach like no other. Most website owners would agree that Google alone drives 90-95% of traffic to their websites. EgyMe Dot Com focuses on techniques and guidelines that will help improve the rank of our web pages in organic search results. And though we mention only Google, the techniques do apply to all other search engines as well. Let's get started: We Always write clean and descriptive titles - When people scan (nobody reads word by word) the different results on a search page, that first thing that will catch their attention is the title of your web page. Similarly, if X is looking for Web design Egypt on Google, web pages that contain this term in the title are likely to rank higher. A good title could look something like EgyMe Dot Com | Web Design Egypt Construct keyword rich URLs Like Titles, search engines always favor web pages that contain relevant keywords in the URLs of the web page. Continuing with our previous Web Design Egypt example, a URL like http://egyme.com/index.pl/web_design_egypt or http://www.egyme.com/index.pl/web_design_egypt will always perform better than something like http://egyme.com/index.pl/web_design_egypt/products?id=232 or abc.com/products/232.html EgyMe Dot Com uses Meta Tags - Meta tags (keywords & descriptions) were important in the good old AltaVista days but not anymore since they were so easy to abuse and search engines devised better algorithms to rank web pages. However, good descriptions in Meta tags can really help bring search traffic because they appear as short snippets in search pages beneath your page title. If a meta tag is missing, Google could display some other text page from the web page that may not always be very relevant. Text, Text, Text Web page elements like Flash animations, images and videos clips could make your site look very attractive but the problem is that all search engines can only read text. If you avoid using text, search engines will never know the actual context of web pages and that will affect your rankings.   There are more tips that EgyMe Dot Com use to create <a mce_href="en/our-services/google-friendly-websites.html" href="en/our-services/google-friendly-websites.html">Google Friendly Website. <a mce_href="en/egyme-dot-com-portfolio/websites-design-portfolio.html" href="en/egyme-dot-com-portfolio/websites-design-portfolio.html">Check our Web Design Egypt Folio<br mce_bogus="1"> Contact us NOW! to Create your Google Friendly Website