

## What is SEO technology?

SEO technology is the process used to increase volume of traffic to any given website through optimization techniques that set up a website for higher visibility in search engines. SEO technology is used so a website appears earlier in the search engine results which will lead to an automatic increase in the traffic. This is a rather natural process as there is no affected appearance on the search engine page through advertisement but due to optimization the site ranks higher and appears in the search results.

The SEO technology can be targeted at specific searches such as image search, industry search or also regional searches for city or locality based requirements. Search engine use spiders or crawlers which inspect all websites and rank them on the basis of information displayed, on the basis of the rank the pages are displayed higher in the search results, therefore to be ranked higher your website needs to be informative and well presented.

An effective use of keywords to increase traffic is one of the essentials of [Seo](#) technology. An effective application of keywords could lead to the display of your website on the first page of a website which would result in a larger number of visitors. When SEO technology was in its stage of infancy the cost attached to optimization was a lot but with online help tools and a number of players in the market the cost is much lesser and SEO has become a much affordable option.

With the availability of various software that identify keywords and also optimize your website for greater visibility through search engines the task of optimization is very convenient and rather easy. These softwares also help in monitoring results of search engines and finding out why a competitors site would be ranked higher in the search results. SEO technology does not only target sites related to an industry, even if you have a personal blog which you like to gain popularity, SEO technology can be used for the same.

Primarily as a marketing strategy SEO technology foresees what a consumer searches for and how search engines function, combining the two optimization of any website would increase traffic. Though rather unethical, Yahoo functions in a payment basis, where the website owner pays the search engine either for complete visibility or on the number of times visitors visited their website through the companies search engines. An unaccepted and largely immoral SEO technique is called black hat SEO technology where the developer uses techniques such as link farming or keyword stuffing which are considered to unethical and lead to a lifetime ban to the website from the relevant search engine. Google and other search engines make a point to discourage developers using aggressive marketing skills for more visibility, for this they analyze the off page factors such as page rank and hyperlink analysis. Related Topics [Conversion tracking](#) [Free website seo](#) [Internet marketing techniques](#) [Seo site](#) [Seo companies](#)

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