

Have you ever wondered how to get to the top of the search engines for the term *make money online*? Have you ever searched or thought how Google lists and arranges its results? If not, then read this article till the end to know more about search engine optimization (SEO).

How do search engines work?

There are three important elements that make up the database and finding of relevant material by search engines. From the inputting of words, the search until the hierarchy of results, there is a process that is mathematically formulated and produces the links and sites that suit best.

1. The web crawler:

It is also known as spider or robot, which navigates the internet looking for new websites and blogs. Once a new website is found, it will be added to its list. If you have a new blog, just type the URL in Google. In case you got results, then the spiders have already indexed your new blog.

Web crawler surfs the internet looking for new websites on regular bases. Thus, the database continually grows and the web crawler also goes back to the index to check for updates and again it has to search for new available links.

2. The index:

It is the memory of the search engines. Inside the index, all information about indexed websites will be saved. In case you updated your blog, e.g. posting new post, the index will be informed and updated with the new information. This way, search engines will track your website and keep an updated image about what the last state is.

3. The search engine:

Search engine is indeed nothing but a group of complex algorithms, which should sort the information to an internet user when he/she typed a keyword. Indeed, even most of the search engines employees do not have an idea about how this really works. This is considered as one of the highly kept secrets in the world of search engine optimization.

What is the goal of search engines?

Search engines aim to entertain their users by providing them the most relevant results on the first page. This way, you will find your target easily and quickly. Therefore, the main goal of any search engine company, e.g. Google, is to develop algorithms that are intelligent enough to sort the results by the most relevant ones.

What is the goal of webmasters?

Due to the fact that over 60% of the people do buy their things online, then it makes good sense to improve search engine ranking of your website. If your blog is on Google's first page for a certain keyword, then you will not suffer from any traffic shortage. To do this, you should learn search engine optimization, which includes on-page and off-page tips.

On-page techniques will help Google's spiders to decide the topic of your website easily and efficiently. To do so, you should keep any eye on using the right keyword density (1%-3%), using meta tags, and keyword positioning. Off-page techniques are about build back links to your website using available marketing methods, e.g. bum marketing, forum posting, directory submission, etc.

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