

# Google Basics

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## Search Engine Optimisation Web Tools

As a Reason8 [website builder](#), once you've built the basics of your website with all the main content, you should verify your website with Google. Google sends out it's team of 'robots' or 'spiders' to crawl through websites to capture information but this can take some time. With billions of web pages to crawl, Google won't know that new pages have been created or changed unless they are brought to their attention. Verifying your site with Google does just that and says, Hey! – look at my site, and to make it easy for you, here's a map to show you around![Click here](#) to view the tutorial on how to verify your site with not only Google but also Bing now too!



As a thank you for being so helpful, Google gives you access to a whole set of Webmaster tools, which can help you boost your search engine optimisation even further. One of these tools explains how Google works, which in turn can help you take full advantage of its processes for your website.

### **Google Basics explains how it searches and presents its search lists.**

Think about “searching the web” as looking through a huge directory with a seriously advanced index. When you type in certain keywords into your search bar, the search engine checks the index to find the most relevant search results based on the keywords you typed.

There are three key processes, which you should consider when helping your website to be one of those search results.

### **1) Does Google know about your website and can it be found?**

If you have a Reason8 business website, which is enjoying the ongoing extensive optimisation, from which all business websites benefit and you've verified your site with Google and Bing via your control panel, then YES, you can place a big TICK here!

### **2) Can Google Index your site?**

Google creates an index of keywords and their locations from every page it crawls. Your Reason8 web pages are built in a way, which makes all your keywords and alt tags very easy to find. So as long as you have placed good quality, keyword rich content with lots of great images on your pages. You can add another tick here.

### **3) Does the site have good and useful content that is relevant to the users search?**

This is the one where you can offer the most help. Make sure you've really thought carefully about your keywords and page content. Are they completely suited to your potential audience? Have you thought about who your potential customers really are? What are they typing into search bars when they are looking for products and services like your online?

It really is worth spending time thinking about this subject and then making sure that the information you have placed on your pages reflects what you have discovered. By making sure that you have included truly relevant information and incentives within your content you're not only going to encourage more response from your customers but you'll be helping Google introduce more targeted customers too!

### **4) How does Google Rank your Pages?**

When Google delivers search results, apart from the results being based on relevancy to the keywords typed, one of the other things Google Looks at is Page Rank. Page Rank is the measure of the importance of a page based on the

incoming links from other pages. Basically, each link to a page on your site from another relevant, associated and visible site adds to your site's Page Rank. So make a list of all the associated and relevant websites you can contact and ask for a link to you site from them. [Read Tutorial](#).

