

Headings & Alt Tags

Good search engine ranking is highly essential for every webmaster. The websites that rank higher in the major search engines (Google, yahoo, MSN etc.) are the ones that get their targeted traffic and increase the sale of their products and services. This is because visitors give more importance to the first top 10 search results. So everyone wants to get #1 position in all the major search engines. But there are specific on-page factors which play major role for a website's ranking in the major search engines. Here we will focus our attention on headings and alt-tags. Why are headings important and how does an optimized heading affect your SE rankings?

Among all the factors "heading" is the most important one. Headings are useful for creating titles and sub-headings to help organize your web pages. We should take this into consideration from search engines' as well as visitors' point of view. If we think from search engine point of view, header tags are given more importance by search engines than regular body text and this ultimately helps to increase your search engine ranking. If we consider it from visitor's point of view, then a well-defined heading attracts maximum attention of visitors and induce them to go to the deeper part of your content. It will, therefore, boost the sales of your products and services. So heading optimization is has paramount importance and they it is really necessary to focus more on your heading tags. What is the role of Alt-tags in your search engine rankings?

Another factor which has great impact on search engine rankings of your website is the "Alt-tag". Alt tag is known as "Alternative text". It is placed in the code for an image in an HTML page. You can use your targeted keywords in the alt-tags to optimize your webpage. This alternative text appears when we put our mouse cursor on an image or on a picture. This text will display instead of an image when the browser is unable to display that image and it gives brief description about that image. It is important from search engines as well as visitors point of view. So a well-optimized alt-tag can help your website in better search engine ranking.

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