Why Your Site Needs to be SEO Compliant

Is Your Website SEO Compliant?

Having a website is fundamental for any business. A website is the touchstone of your repair business, allowing your costumers access to information about your services and products. Your website is like a billboard on the digital highway.

That being said, is your website SEO compliant? If not, your website is more like a billboard on a lonely deserted highway. SEO compliant websites are created in accord to the rules laid out by the World Wide Web Consortium (W3C). The reason for the rules are to guide web designers to make the compliant site more efficient online.

Did you know that 25% of small businesses don't show up in online search results? The reason – their website is not SEARCH ENGINE OPTIMIZED (SEO)! At FixOrReapirIt.com we build websites that are fully SEO compliant, making it more likely that the site will appear in search results. Having an SEO compliant website allows you to optimize your site by meta tagging, blogging and other tricks of the trade. Just having a pretty site does not drive traffic to your destination. You're site needs to have relevant and purposeful content.

SEO compliance allows you flexibility with things like indexing content that may be inaccessible to search engines because they are hidden behind forms that require the user to submit information. Any content that can only be accessed by submitting a form may be be invisible to search engines. Content that can't be found, won't be indexed. Heading tags are another way search engines recognize relevant content.

CASCADING STYLE SHEETS (CSS) means the layout descriptions can be kept outside of the page in linked files. This makes the code for all the pages simpler, which makes it easier for search engines to locate the content it's looking for. The higher the code to content ratio, the harder it makes it for search engines to find your content.

These are only a few examples of what an SEO compliant website can do to drive traffic to your online destination. It may sound like Greek to you but good website designers and tech suave programmers should always design websites with SEO compliance in mind. That is where we come in. With FixOrRepairIt.com you can rest assured that your website is designed to utilize the newest techniques required for competing in the digital domain. Your website may look pretty but it could be full of junk code, rendering it invisible to online searchers.