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Webmasters and information providers began improving web sites for search engines inside the mid-1990s, because the first search engines were cataloging the early Web. Initially, all webmasters required seo to do was to send the address of a page, or URL, to the various engines which will send a 'spider' to 'crawl' that page, extract links to other pages as a result, and return information on the page to be indexed. The procedure requires a search engine index accessing a page and storing it to the search engine's own server, where a second plan, referred to as an indexer, extracts different details about the page, like the words it contains and where these are located, as well as any weight for specific words, and all links the page contains, which are then placed into a scheduler for running at a later date. Webmasters started to recognize the value of getting their websites highly rated and visible browsing engine results, creating the opportunity for both white hat and black hat SEO professionals. According to business analyst Danny Sullivan, the phrase 'seo' probably came into used in 1997. The first documented use of the word Seo was John Audette and his company Multimedia Marketing Group as documented with a web page from the MMG website from August, 1997. Early versions of search methods depended on webmaster-provided information such as the keyword meta-tag, or index records in machines like ALIWEB. Meta-tags provide a guide to each page's content. Using meta data to list pages was found to be less-than trustworthy, however, because the webmaster's selection of keywords in the meta tag may potentially be an incorrect representation of the site's actual material. Inaccurate, partial, and inconsistent data in meta tags could and did cause pages to position for unnecessary searches. dubious – discuss Web content providers also manipulated several characteristics inside the HTML source of a page in an endeavor to rank well in search engines.