

SEO - Interstellar Web Travel Or Affordable Custom Website Design En Casserole

When I am cooking I usually read the recipe, if I happen to be using one, discard any ingredients I dislike, substitute other ingredients if the discarded ones seem critical to the outcome of the recipe and then reduce the cooking instructions by half. This procedure produces a swifter and often still edible result while allowing ample begin again time for those rare misguided attempts at culinary firsts. I have proven to myself empirically that combining two or more items that please my pallet will prove pleasing in its new form way beyond the number of times including any, let alone numerous, distasteful items in combination will produce a taste that is pleasant, satisfactory or in any way edible, forget about delightful. I find furthermore that this "recipe for recipes" works extremely well from one recipe to another and from one cookbook to the next.

Having said all of that, it must be noted that certain recipes change by virtue of the availability of ingredients or even cooking utensils or methods just as they do by the nationality or background of the chef. For instance, cooking fresh veggies over an open flame might produce very different results than boiling them in a pot and likewise cooking them in a wok over an open flame would differ from cooking them on a skewer over that very fire. Similarly, one chef could spice and marinate his vegetables while yet another would simply toss them into the goulash, stew, salad, porridge, gravy or "basemeal" in preparation. It may, at some point, be appropriate to divide these various cooking schemes into Separate Eating Orders or SEO?s.

Google, that intrepid group of interstellar web chefs in charge of the recipe du jour for internet search engine optimization and website rankings, has just rewritten the cookbook for search engine optimization once again. This time the main ingredient seems to be unconnected hot links saut?ed in fairness and definitely not farm raised. Over time it has become more and more apparent that Google has risen to that most exhilarating ratified oxygen breathed by those few in power who feel themselves most benefited by the luxury of being fair. They are not unlike our own government?s founding fathers who operated very much the same way extricating a fledgling nation from tyranny utilizing a set of political algorithms called the Constitution of The United States of America. Amazingly, these algorithms, since the early inclusion of the Bill Of Rights have been changed very sparingly over time and worked very well until later generations ran out of items worthy to legislate and had to begin regulating personal freedoms in order to justify retaining their jobs. But that?s another article.

There are new rules to SEO and simpler algorithms. There is more attention to the benefits a site offers than the links it can acquire. Simply trading links has been relegated to the common eatery, stamped non-kosher where it remains on the deli menu. The meat and potatoes of webrank is now served with fewer but more flavorful, meaningful links. Web ranking is now somewhat like a treasure map to navigate the stars based upon the ability to provide a readable trail for those who follow. Give a man a fish and he will eat sushi. Teach a man to fish and he will write useful articles chock full of appropriate keywords while still casting his nets endlessly into the sea. Nets are like spider webs, just not as fragile. Will history be rewritten to "let them eat fish?" Will Moses have dynamited the red sea apart gathering the dead fish for the hungry. Will the elusive affordable, custom website design become easier to obtain under these new guidelines? Can anyone actually cook over a burning bush? Will Google host a New Orleans based cooking show directed primarily at web entrepreneurs? When someone accidentally pointed one of the Google Earth cameras in the wrong direction Google Sky was born. WAIT, THATS IT - THE GOOGLE DIET

About the Author

Gene Schwerman is the founder and head marketing consultant of Truly Unique Website Design, which offers a web design and [search engine optimization services program](#). Truly Unique works on sites that offer products ranging from jewelry to [car stereos](#).

Source: <http://www.tntarticles.com>