HUGE advertising
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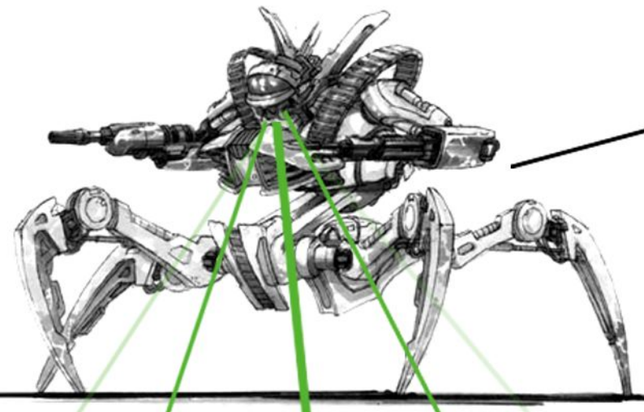
Search Engine Optimization

how robots work



Robots-Spiders-Crawlers

These ominus creatures span the web and scan through millions of websites looking at basically two things – HTML markup code, and the ASCII text that appears on the page itself. The better optimized your website, the higher ranking you'll receive on specific keywords and keyphrases. And based on the algorithms of each independent Search Engine (Google, Yahoo, MSN – and literally hundreds of others), it is important to understand the method used by each to search, collect and index information. Huge Advertising knows each method.

Huge Advertising's Top-Tier Optimization
(WSO, FCO, PKO, PCR, MO, MWS)

Tier-4 Optimization
(WSO, MO, MWS)

Tier-3 Optimization
(MO, MWS)

Tier-2 Optimization
(MO)

Tier-1 No Optimization
(Or Incorrectly Coded MO)

Unrelated Industry Websites | Industry-Related Websites | Unrelated Industry Websites

SEO – Search Engine Optimization – A term used for any and all forms of optimization, including the following:
WSO – Website Optimization; FCO – Full Content Optimization; PKO – Popular Keyword/Keyphrase Optimization; PCR – Page Content Relevancy; MO – Metatag Optimization; MWS – Manual Website Submission

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