Search engine optimization

Background

From Wikipedia, the free encyclopedia

The leading search engines, such as Google, Bing and Yahoo!, use programs called crawlers to find pages for their algorithmic search results. Google offers Google Search Console, for which an XML Sitemap feed can be created and submitted for free to ensure that all pages are found.

Search engine crawlers may look at a number of different factors when crawling a site. Not every page is indexed by the search engines. Distance of pages from the root directory of a site may also be a factor in whether or not pages get crawled

Today, most people are searching on Google using a mobile device. In November 2016, Google announced a major change to the way crawling websites and started to make their index mobile-first, which means the mobile version of your website becomes the starting point for what Google includes in their index.

Your Question

Are search engine optimization programs are worth spending money on?

You do not need to spend money on SEO, if you are willing to do some work. However spending money for SEO registration will be more effective (complete)

than "Do-It-Yourself".
You can cut your hair or change car oil at home but most people elect to pay a professional.

I recommend that you pay for professional SEO registration.   I offer SEO services as part of my web design service so if you are already using a web design professional SEO may be included.

You can help search engines by
- Add sesarch terms to meta-data
- Added captions and Alt-text Attributes to Images
  - Search engines aren't able to fully interpret the content of images without textual support. That's why using Alt text to describe your images is important: it allows search engines to understand the image content.
  - *Adding Captions and alt-text to immag*es is a major step toward making a website vision impaired accessible.