

This series of articles is designed to cover the ins and outs of search engine optimization for websites. This is number three in the series and will cover the concept of text on pages and the text to image ratio.

What is this concept?

This article discusses a concept and a methodology instead of a tag or code in which to implement in order to increase your search engine ranking. The idea of text to image ratio can directly impact your search engine results. Websites are created using different forms of media from text to images, video, sound, animation and more. The most common two elements, however, are text and images. "Text" is represented by characters on the page that are not part of a graphic or image.



Akon Technologies is a microwave products supplier. Their home page contains no text whatsoever. This represents a poor implementation of text to image ratio.



Thunderline-Z is a manufacturer of housing components for RF and microwave packages. There is a lot of search engine friendly text appearing on their website. This represents a balanced implementation of text to image ratio.

Why is text important?

Text is easily readable by search engines and can be scanned, searched and indexed. A search engine robot will read all of the content on a web page, strip out any programming code, remove any images, sound and video, and make assessments based on what's left. If your site is 100% graphics, you're leaving very little for the search engine robot to index once it's done stripping away what it can not interpret.

Computers in general have not evolved enough to be able to interpret images into something understandable. The human eye can look at an image and discern what an image represents. Computers do not have the same capability. In fact, one could argue that computers can not understand the meaning of a string of words. Unlike the human mind however, computers are extremely proficient in discovering patterns and characteristics of strings of words. This makes indexing and searching text a much more efficient way to deliver quality results to web searchers, who are the target user audience of the search engine.

General Rules

This is short and simple; have some text on all of your web pages. Include paragraphs that are relevant to the content on the page and hit some of the keywords for the market you are trying to communicate your message to.

Do's

- Make your site as visually appealing as possible, but include space in the design for search engine friendly text.

Do Not's

- Create text that includes laundry lists of keywords.
- Make the text on your page the exact same as the keyword and/or description meta tags that appear in the code of the page.