

## **On Several Aspects of Search Engine Optimization (SEO)**

Magda Tsintsadze <sup>a</sup>

e-mail: magda.tsintsadze@tsu.ge

<sup>a</sup>Computer Sciences, Technical Informatics,  
TSU, Tbilisi, 0186, University str. #13

**Abstract—** In the modern world Web and all associated with Web technologies are becoming more and more important each day. Human being without Internet seems to be like a fish without water as in the century of Information Technologies receiving information is associated with Internet.

Internet carries almost any kind of information and it is displayed with help of appropriate web sites, that most likely attracted our attention because of diverse popular search engines. That is why it is so important to rank well for everyone: starting with top brands till newbie.

In the Article we will be speaking about main principles of search engine policy and on the basis of appropriate analysis will give some recommendations that are of key-importance for every SEO specialist and it would be quite interesting with any interested in this area person.