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# **Superb Guidelines On How Silos Are Not Just For Grain Storage**

There is a relatively new trend in the world of SEO and it is a considerable one. Some distinguished experts happen to have been taking a close look at exactly how Google interprets the look and construction of every specific webpage in order to determine its relevance, relativity and makeup. It is, in the end, important for the search engine to offer very appropriate "leads" to anybody who searches for keyword related content. Job number 1 for Google is to make certain that their visitors are content and come back over and over.

We realise that the search engine robots have to work according to a range of algorithms. To those robots, page layout either seems sensible or it does not and they are not capable of coming up with an interpretation, as we human beings are. Therefore, the more logical the building of the website the simpler it is going to be for the robots to ascertain whatever we, as webmasters, are essentially working to achieve. In the new world of [search engine optimisation London](#) experts acknowledge that people need to construct our websites in the silo style.

Now, to many people, a silo is a thing that farmers store grain in, but if you imagine how a silo actually functions the grain essentially moves down from the top toward the bottom as it is used. If you compare this interpretation to your site, your categories ought to represent the actual silo and the articles inside should symbolise the grain. There should be a logical progression or journey, as a result, from article to article inside each silo. All we are speaking about, essentially, is logic. All of the articles within a certain category needs to be there for a reason and based on the exact same subject or master keyword. Give some thought to [virtual assistance](#) nowadays!

If you create your website to ensure that it is structured on a number of logical silos, next to one another and all linked to the index page, then the search engines should have a good idea what you're working to achieve. For search engine optimisation London expert companies already know that you're able to do far more with silos than simply store grain inside.

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