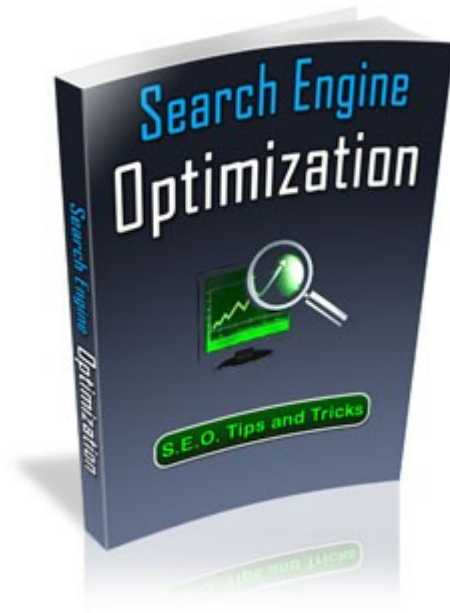


Search Engine Optimisation



Contents

Tips on Learning How to SEO.....	3
Top SEO mistakes you ought to avoid	4
Using SEO as a powerful Internet marketing tool.....	5
Web Design Issues And SEO.....	6
Why SEO is best for traffic generation.....	7
Your Fast Track Guide To SEO.....	8
All you need to know about Search Engine Optimization Tools.....	9
Article Marketing - An Important SEO Strategy.....	10
Blog Carnivals - The Secret To SEO Success.....	11
Choosing the Right Key Phrases and Keywords for Your Website.....	12
How To Choose The Right Keywords For Your Website.....	13
How To Build Back Links For SEO Success.....	14
How To Get High Search Engine Rankings.....	15
How To Hire The Right SEO.....	16
Modern SEO Techniques - The Importance Of A High Rank Website	16
The Crucial Elements In SEO.....	18
Search Engine Optimization And Your Copywriting Plan.....	19
Search Engine Optimization That Works In The Long-Term.....	20
SEO for Small Business.....	21
The Beginner's Guide To SEO.....	22
SEO Tips and Tricks.....	23
The Art of SEO.....	24
SEO your way to a top ranking in Google.....	25
The Art Of Planning A Proper SEO Strategy.....	26
Steps to a higher search engine positioning.....	27

Tips on Learning How to SEO

If you want your Website to feature on top of every important engine search, then it is vital that you learn various Search Engine Optimization [SEO] tricks that can ensure that your Website beats the hundreds of thousands of other Websites to the post. Here are some valuable tips on learning how to SEO.

The first and foremost tip is to understand the manner in which search engines work. They do not understand graphics but instead depend on matching the words in the search criteria with the keywords that might be present in your Website. Therefore, you should make it a point to include as many keywords and key phrases as you can into your Website. Imagine the different key phrases that your viewers might type into the search boxes and try to incorporate them into your site. Even if you have included photos in your site, make it a point to attach text tags to those photos so that the search engines can understand them.

Your key phrases should also be mentioned in the URL and other related file names since search engines look in them. The title tag, which is on the top of your html document, should contain the relevant key phrases as should your meta description tags. Your description tags will not be seen in your Website but will be featured in text form when search engine display their results. Thus, it is important to include phrases that entice the readers towards your Website in your description tags. Although it is important to remember not to just dump the same keywords and phrases in your URL, title and description tags and your file names since most search engines will interpret that as spamming and just reject your site. Instead, try to incorporate various related words that are similar to your keywords.

It would also be a good idea to check your standing after conducting some dummy searches through various search engines. This will give you a chance to fine-tune your keywords and key phrases. During this search, also try to find out the standing of your competitors and try to analyze the reason for their success in case they are placed above you. You should also ensure that your site's internal links are cross-linked perfectly since search engines will find it easy to latch on to the right page. Another important tip is to continually add fresh content to your Website since this will please both search engines and even your visitors. The chances of your Website getting bookmarked will also increase if you keep on providing fresh information.

Patience is the key since once you have made the necessary changes to your Website, it will still take some time for search engines to recognize that fact and push you up the search ladder.

Make sure that your body copy is curtailed to around 300 words and that your keywords and key phrases are injected at regular intervals instead of just bunching them at the top or bottom.

If you keep these tips in mind and wait patiently after making all the necessary changes to your Website, you should be pleasantly surprised to watch the search engines lock on to your site during any related search. Try out various new methods to ensure that your site remains on top since your competitors too will be doing their best to jump over you.

Top SEO mistakes you ought to avoid

Search Engine optimization is all about making modifications to websites, which can help attract more visitors, ultimately converting into sales. When you design the website you ought to make sure that you use techniques that will bring in the requisite traffic. However, sometimes in spite of spending a substantial amount of money you may not get the expected results. Though you have taken the effort for SEO there may be some mistakes that led to losses. You should be aware of some typical mistakes often made and ensure that you avoid them.

- **Bad selection of keywords:** When you select keywords make sure that you do not select highly unique or highly popular keywords. If you use unique keywords, though you would list at the top of search engine rankings you may not find yourself any relevant customers. Similarly, if you use some very popular keywords, you will face stiff competition from those already at the top.
- **Ignoring title tags:** Many times people ignore the title tags that can greatly improve SEO. Using keywords in the title tag helps, as the search engines can find relevant keywords in the very beginning, which can make it easier and faster.
- **Not providing HTML version:** If you have designed a website only in Flash then it becomes difficult for the viewers with a slower connection to download it. Similarly, it becomes even more difficult for the search engine spiders to crawl. Rather, search engines ignore such sites. In such cases, it is necessary that you provide a HTML version also for your website, which is useful for your search engines to find you.
- **Failing to provide sitemap:** Often when you make JavaScript menus and do not provide sitemaps your site fails to make better impact on the search engines. What it means is that search engines cannot read JavaScript menus. With sitemaps you can enable indexing and crawling by search engines, failing which you would not get higher rankings.
- **Focusing too much on Meta Tags:** Many experts feel that Meta Tags are fast becoming obsolete, so avoid focusing too much on them.
- **Using too many images for menus and headings:** Though images make your page look good, using text for menus and headings helps search engines to find what they are looking for easily. The search engines cannot read images, which means a zero effect on your attempts to improve rankings.
- **Resorting to backlink spamming:** Avoid getting backlinks using link farms, hidden links etc. You will benefit by creating back links from relevant and authentic sites like article directories. Similarly, using too much interlinking is also considered as backlink spamming.
- **There are other small things like using fancy fonts, too tiny fonts.** Similarly, using FrontPage is not advisable. There is a possibility that the output may be poorly crafted and may not even be compatible with all browsers. Though a small spelling mistake can be of help to get visitors, it is not advisable as they do not speak to well of the quality of a website. Your links should never have any spelling or grammatical mistakes.

Remember that you should regularly update and keep your website fresh. Ensure that you do not make these SEO mistakes or all your other efforts will be in vain.

Using SEO as a powerful Internet marketing tool

Internet is the biggest market place to promote your product with no geographical boundaries. You can use different techniques to market your products using your website. Internet provides you opportunities to reach out to more customers and you need to ensure that you create a site that can attract visitors as well as convert to sales. Internet requires that, if you want to get customer you should be found by them first. This necessitates that you are listed high in the search engine rankings. For this, SEO proves to be a powerful Internet marketing tool.

But why does SEO prove to be so useful. SEO techniques are aimed at reaching out to customers by way of listing at the top of the search engine search lists. With techniques like back links, keyword placement, etc., you are trying to promote your product and ensure that you list higher in the indexing. If you consider keywords, they are those words or phrases that would be typically used by prospective customers to try to find information related to what they want. You should undertake research of keywords that are related to your product and which are popularly used and results achieved.

Similarly, once you have the keywords in hand, you would ensure that they are placed appropriately in the website. Right from the title of the page you should consider where you might place it. The search engines search the title tag for the keyword. If you have used relevant keywords in the title, the customer would be tempted enough to click on your link, once he conducts a search. Like the placement of the keywords, the keyword density is of equal importance. If you use too many keyword or phrases as part of your website content, it will make your content redundant. Excessive use of keywords can lead to reducing the credibility with the search engines as well as the visitors and this loss is irreversible. Quality of content is as important for search engines as much for the customers. Unique content with a balanced use of keywords rather helps in getting you top rankings.

Other SEO tools that are useful are the back links. If you have links from other sites, the search engines consider you as a site with relevant information. What it means is that the more the number of links you have coming from outside the more popular you are. You may have links with other website that sell related products and have links coming from their sites. So whatever traffic is attracted to these sites may also come to you. Similarly, you may also use anchor links, which is the preferred back link mode by the search engines. This can be done by placing your links to keywords in articles that you may submit to article directories, blogs or forums. Search engines may not consider if you have done excessive link swapping. Links can help in getting your site higher rankings.

When you are using SEO you should consider using the most appropriate techniques that can

satisfy the needs of your business. Properly planned marketing campaign that involves usage of SEO techniques like article submission, blogs, pay per click etc are powerful internet marketing tools that will surely get you good results.

Web Design Issues And SEO

A website is your link to reach out to more customers. It has become a very important marketing strategy for all businesses, big or small. A website can make a great impact on prospective customers, which can ensure improvement in sales. As you design a website or have a website designer-do-it-yourself, there will be few issues related to your site, which you will find. You should be aware of these issues and take care to sort them out. These are mostly related to the ways your website is designed, using flash content, unique content, and keyword usage and so on, which are factors that can have a huge impact on your indexing with the search engines.

Flash sites: Flash sites have proved to be a boon or bane for sites. If you want to develop an all Flash website, then you would be at a loss of not being found at all by the search engines. This is because the search engine spiders are unable to find the relevant content on the flash site related to the search, which they usually can easily find from HTML rich sites. One way out is to have a HTML site with an option or link provided to view the content with a Flash site. Similarly, you may also insert smaller flash content like only the header portion made with flash or simply using flash, so that it gives the site a good appearance. This would be useful to get your website indexed with the search engine spiders finding your content rich on HTML site.

Keyword usage: The appropriate use of keywords comes from a thorough research on popular keywords. You should determine keywords that can get you the best ratings in the search engine index. Depending on the suitable keywords found, you could place these keywords correctly in your content. Your content should be rich with keywords. It does not, however, mean that you should put the keywords everywhere, as it would be considered as a spam. You should place them appropriately keeping in mind that search engine spider can make out the relevance of your topic depending on the keywords used. You also have to ensure the keyword density, which can also be a factor to place keywords that can make a difference to get you high or low ratings.

Place for keywords: Content rich keywords are not the only places that search engine spider browse for relevant keywords. There are other places like your domain name, page title, the Meta tag description are some places, which can help you to get good ratings. Generally, a keyword used at the top of the page proves very useful, as search engines search from top to bottom.

FrontPage trick: If you are using FrontPage editor, then you can also try and put your keyword in the H1 size, as that shows that keywords are of great value to the page. You can reduce the size from the dropdown menu, so that it matches your other content. Anything in this H1 size is considered as a great relevance to a website and thus helps search engines to index you higher.

You ought to keep these issues in mind when you design your website. If you handle them

properly, you will surely achieve success to get a good SEO site to get more customers.

Why SEO is best for traffic generation

Search engine optimization is the only way you can generate huge traffic for your website. SEO helps attract genuine and potential visitors to your website thus improving the online business. Although link exchange programs and pop up windows do attract visitors, nothing works best than SEO for traffic generation. With SEO you will always have customers who have been looking for the same.

There are several reasons why SEO is best for traffic generation.

- If you use the popular and right keywords, you improve your ranking and thus enjoy more visibility. SEO is nothing but using those words that will easily be recognized by your search engine and pull out your article.
- When you create content that is search engine optimized, you generate loads of traffic. For example, if your article is on gardening equipment and you use these words as your keywords, you attract people who are looking for the same. If a person is looking for information on gardening equipment, he will type the same words in the search bar. This helps the search engine to recognize and list your site.
- If you are a beginner, your website will take time to earn high ranking. Thus, you need to be working hard and not expect results in a fortnight. Once you understand the working of search engines, you can come up with content that will be easy to recognize and generate traffic.
- You need to understand the requirement of search engines and plan your website accordingly. No matter how well you design your site, the search engine spiders will not be able to pull it out unless it has keywords to attract it. Only the right words will attract the search engine to your website, which in return will generate huge traffic.
- Apart from quality content and good images, you need to make your site Search engine optimized to make a healthy online business. You can take help from word tracker .com and look out for words that are popular and can generate the right traffic for you.
- SEO makes it convenient for you to get exposed to the right kind of visitor. When you use pop up windows or exchange links, you cannot be sure if those people are looking out for your information. However, with search engine optimization you are assured of right visitor who certainly is interested in the information that your website is providing.
- SEO hardly needs any efforts in comparison to other methods of generating traffic. You simply need to get accustomed to its requirement and work on the same. Using the correct words in coordination to your articles and in your title is the key to earn high ranking.

Among most strategies, SEO is the best way to generate huge traffic. Creating content on the requirement of SEO will help the search engines identify your website thus helping you get the

potential customer. So, if you still have not opted for SEO, its time you did that in order to survive the competition.

Your Fast Track Guide To SEO

SEO, which stands for search engine optimization, is a critical part of your web site designing program. When you design your website you are doing so to get relevant customers to visit your website so that you can convince them into buying your product. As much as it is important that your website design is attractive, it is equally important that your website attracts more customers. This is possible when you are able to get search engines to index you high on their list for searches relevant to your product. Keep in mind a few things like keyword research, on-page and off-page optimization techniques, also a few long-term plans for SEO, and you can drive many customers to your website.

Keyword research

Keyword research holds relevance, as it is necessary that your targeted customers find your website and reach you. You should undertake a systematic research of keywords related to your product and determine what attracts maximum traffic and generates the maximum response. Alongside, also research the keyword density of your website, making sure not to stuff in too many keywords nor put in less, so as to affect your ratings badly.

On-page optimization

A very important thing to try to do is to keep your domain name with the keyword. Similarly, you can also put the keyword in the Title tag as the search engine spiders would find the relevant keywords for your products and would find your site suitable right in the beginning of the page itself. Rather than making your entire site using Flash, design only some parts of it like banners or buttons with Flash, which can be enough to make it attractive. Similarly, make internal navigation simple, which helps not just the visitors but even the search engines. It is important that you do not use frames that pose difficulties for search engines. Do not use hidden texts or links, spamming, mirror domains etc

Off-page optimization

Back links are very useful and help you get higher rankings. Try to get links from high page rank pages. Rather than using reciprocal linking, anchor linking proves to be beneficial. Sometimes excessive reciprocal linking can even get you penalized. Submitting articles to article directories, blogs, and forums is a better way of getting back links. You may also try blog carnivals sometimes, which can attract great traffic for you.

Long term plans

Remember that content is important for SEO but unique content is rewarding. It can make a huge difference if what you write is not simply re-written content from other websites. Updating

your website with fresh content is an important part of your SEO plans. Always keep a check and analyze on what is getting you more visitors and ensure that you fine-tune your strategy to that area. When you gather your information, try to create a niche area for it. It is necessary that you communicate a service that can be seen as a solution to some problem by the visitors. You should be able to provide great stuff for the customer. Always get feedback and try to improve on those areas.

When you design your website keep in mind that though your ultimate aim is to make money, your website should be such that it is helpful to your target customers.

All you need to know about Search Engine Optimization Tools

Search engine optimization is one strategy that is quite essential if you want to see your website higher than that of your competitors. There is no doubt that it is the best way to generate more traffic for your website. Chances of you succeeding are bright only if you use some of the top search engine optimization tools. One thing that you have to understand right now is that your website will never have the potential to reach millions of people unless it has been optimized effectively by a SEO expert.

It's not all that difficult to see your website ranked higher in the Google search results. Good content is all that is needed to keep your website popular and running effectively. Using proper keywords has always been an effective tool to get your website ranked higher. This increases your website's chances of being more search engine friendly. The density of the keyword and its proper allocation holds a lot of importance with respect to getting your website ranked higher. The next thing that you can do is get your website listed with the major search engines like Google, Yahoo and MSN. The fastest way for you to get listed would be through article marketing. You could also build your search rankings faster by providing back links to your website.

Another frequently used SEO tool would be posting a link to your website. However, it is advisable that you read the terms and conditions relating to the forum before you do so or else your post will simply be counted as another example of spamming. In order for proper mining of your keywords and saving on Pay Per Clicks, you can simply search on the Internet the various SEO tools available. This way you can compare the prices and select the best tools that will be more effective and expensive for your online business.

If you're looking to save time, you can simply rely on auto submissions. These auto submitter programs will take care of submitting your website to hundreds of search engine directories. This ensures that your website is indexed effectively and apart from that, it also helps in marketing your blogs and articles instantly. Another tool that is a must have for all online marketers is the Google Analytics. This simply makes you aware about your website's performance from time to time. These analytics displays a chart that lets you know the number of visitors that you've had on any given day, the medium through which they came across your website, etc. These results should simply help you determine what your next plan of action

would be. Another tool would be the Google Monitor, which is probably the best if you've just built your website, as it helps you search your keywords and at the same time tells you the rank of your website in the Google search results.

With that being said, simply search the Internet for the SEO tools that would best suit your business and help you improve your search rankings, thereby driving more traffic to your website.

Article Marketing - An Important SEO Strategy

Article marketing is the best way to generate traffic and gain popularity to access your website. However, it is not an advertising tool, where you can simply boast about your company and products to lure people to buy them. Article marketing is all about providing information to web browsers. Offer beneficial information to help attract large number of people to your website.

There are hundreds of people, who browse the Internet daily in search of information. Providing them with immediate information they are looking out for, can help you to attract them to your website. Every time you write an article, you get a chance to mention about your services and products on your website. Always remember to include the links to your website, so that the visitor can use them.

There are several article directories on the Internet. You can create good content and associate with other popular websites and directories. This will help you to get exposure and attain popularity. A well-written article will always find takers and you would get wide distribution. Apart from your website, a good article posted to other websites directories would attract browsers to your website. So, make sure you always have your signature on them. Signature is simply the powerful text that you write for your website along with the links at the end of the article.

If you keep writing good articles, you shall find search engines looking out for your articles containing information. Any website with good content has several people coming back again and again on a regular basis. Hence, you can keep creating quality content and submit it to your website. If the web master picks up your article, your website is sure to get a wider exposure. This will certainly attract numerous people to your website.

Remember every website is in search of quality information. Thus, you simply can't write the way you want. You need to understand the requirements of people and be accurate with your information as well as the use of key words to improve your ranking. If you want your article to be viewed by the maximum number of people, you need to follow the search engine optimization strategy. This means you need to know and use the right key words that will help the search engine to forward your article on the first page.

Always give your article a catchy title. We all choose to read a particular article depending on its title. If your title is dull and says nothing clearly, you probably would have very few readers or none at all. Also make sure that the key words make way in the title too, as it decides the SEO

value for your content. Opting for an SEO strategy will certainly help you generate huge traffic for your website.

Every time that you write and submit an article, make sure you distribute it to the popular directories. The directories that are most commonly used will have numerous people logging on to it daily. Thus, you can take advantage of this opportunity and come up with quality content. Every time you write an article, do keep your readers in mind and yet compile an SEO optimized article.

Blog Carnivals - The Secret To SEO Success

You will have to take lot of efforts constantly to try and get traffic to your website. When customers undertake searches they would generally visit sites that rate high in the listing and on the first few pages of the search list. SEO is critical part of your attempts to get relevant customers to your website. This is because only when search engines are able to find you and index or rate you higher on the list, then only would any customers come to your site. From that point onwards, it's up to you to convert them into buyers. To get lots of traffic to your website, the blog carnivals are amongst the best options.

A blog carnival is a kind of blog community with various types of blogs and articles on a wide range of topics. Basically, these carnivals typically are like magazines with links pointing to blog articles on particular topics. These blog carnivals are free for anyone to use and prove to be easier to increase links with other online businesses. This helps to get a lot of targeted traffic. What you need is free articles on your website. Informative articles and "how to" articles work the best. You can also use a blog on your website with posts. Search engines are attracted to such free articles and blogs and can thus get you a lot of free traffic. You only need to have a link to your website at the bottom of such articles. Moreover, if you have linked up your products or services in similar area, you can have traffic coming in from there.

You can find many blogs with varied topics. You can easily find a few carnivals that you can submit your articles to. You can submit the title and URL to your article and the carnival host will provide a link to others in a few days. The visitors to the blog carnival host can find and click your link to reach you. Similarly, search engine spiders crawl to this carnival site and find your site, which helps to increase your ranking, which in turn means more traffic.

The search engines also rank you depending on the inbound links to determine your website quality. In other words, if your website has many incoming links, your website has the chance to rank near the top of search lists. Blog carnivals help in creation of this requisite value and at the same time increases traffic to the website. Your articles should be of good quality with unique and precise content, which helps to spread your popularity further. You may submit articles to blogs once a week. In a month's time, you may start getting noticed and find an increase in traffic. The best part of such carnivals is that you can get in more targeted traffic from the hosting websites. The subjects for such carnivals are varied and you may even find yourself, even more than one area for article submission.

Considering the huge opportunity that blog carnivals provide you with generation of traffic, it is a secret weapon that you can use for SEO success, before too many people catch on to it.

Choosing the Right Key Phrases and Keywords for Your Website

Search engines are an important link between your customer and your website. When any customer wants any information related to something, they can make use of searches engines to find website that can provide them with information required. The search engine spiders crawl websites and on the basis of the search criteria given, try to find those keywords and key phrases in the website content. This is what is to be kept in mind when you choose key phrases for your site's optimization. You should research on popular key phrases and keywords before you develop content for maximizing you optimization of your efforts.

To choose the right key phrase you should make a list of phrases, research key phrases and words and evaluate the performance of each if it suits your needs. If you plan to optimize your page to get relevant customers to find you, it is necessary that you think like a customer would. Put yourself in your customer's shoes and think of different keywords that may be useful to find websites like yours. You may even ask some people other than those in your organization for suggestions. You may come up with a unique list of keywords and phrases that you may not even have thought about as being useful to find your product.

Once you have the list, evaluate the key phrases and determine the popularity of those phrases. There are tools like WordTracker that can help find popularity of key words and phrases. The higher the popularity the higher will be the expected traffic. However, do not rest your decision only on the fact that a particular word is popular and there are many established websites using the same. In this case, you would never be able to reach high in rankings. Use other criteria as well like specific use of keywords. Rather than simply using a keyword like footwear, you may find children's footwear even more useful, as you are giving a specific search. Once you select a key phrase make sure to keep track of its performance over a period of time. There is software available which can do that for you for specific time. Use these to find non-performing key phrases and words and find others to replace them with.

When you develop content using keywords researched by you, keep a few things in mind. Do not overuse keywords. It can bring in repetition and break the natural flow of your language. If you use the key phrases too often, it may dilute whatever impact you have been able to make. As your first page is one to impress visitors, make wise use of key phrases. This is also necessary for search engines that start looking for keywords and phrases from the title tag of the page. The over use of key phrases is considered as spamming by some search engines and your site may even face a ban.

Logically group your keywords and key phrases, as even that helps in optimization. The key phrase density is of equal importance. By choosing the right key phrases and key words for your website, you are building up a good search engine optimized website that can get you lots of customers.

How To Choose The Right Keywords For Your Website

Today, there is so much competition and to survive in any venture or business is tough and one needs to be on your toes to make it to the top. Let's face it that only good content is not enough to generate traffic, as far as your website is concerned. You may write amazingly well, but if there were no readers to take it, the content would be a waste. If you want your content to be viewed by large number of people, you need to choose the right keywords for your website.

Yes, keywords play an important role, when it comes to earn a high rank on any of the search engine. You may want to stand out from the crowd and use rare and unique words for your content. However, this may not work well with the SEO strategy. You need to choose common and popular keywords to generate huge traffic. You may find several other websites using the same keywords. However, if you provide quality and useful content, you are sure to lure several visitors to your website.

To make sure, you should use the right keywords, or you can visit wordtracker.com, which can give you an insight about the popular keywords to be used. When it comes to use keywords, you need to keep your readers in mind. You need to understand what appropriate words could be used to offer them timely help, when they are looking out for some particular information. Thus [word tracker.com](http://wordtracker.com) will help you figure out these keywords and help your article to become search engine optimized.

However, remember that these keywords will be widely used by your competitors and thus you need to have a variation in its use. To survive the competition, you need to create a unique content with the help of well-known keywords. Just do not keep on using and repeating the same keywords every now and then in the articles, as they may take away the interest of the readers. You should learn the art to choose the right keywords and use them at the right place.

As a beginner, you may want to look out for keywords that are less popular and drive less traffic, which is a good tact. However, once your website gets recognition and have people coming back again and again, then you can experiment with those keywords that generate huge traffic. Even though, your rivals use these keywords, which are commonly used and yet due to your recognition, you will certainly have visitors flocking to your site.

To be successful in the search engine optimization campaign and process, you have to be wise, when it comes to choose the right keywords. All the search engines that show results have an impact to generate traffic to your site, since it has already gained recognition. This is the main reason why we need to use the keywords. Coming up with the right SEO strategy plan will help you stay on top in the competition.

The keywords that you choose also depend on your target audience. You need to conduct a research to understand your target audience and know what keywords they would use to find out particular information. In these situations, you can take the help of keywords suggestion tools.

Your online success completely depends on your choice and utilization of the keywords. Conducting research and coming up with a right SEO strategy plan will help you compete with your rivals. Make the most from keywords and enjoy the highest rankings.

How To Build Back Links For SEO Success

If you want to succeed in your SEO efforts, then getting back links is of utmost use. A back link is a link that comes to your site from another site. It helps to attract traffic to your website, if you have very strong back links. It helps to build up your ranking for search engines. Even for Google, when it assigns PageRanks, the back links are considered as very important factors. Overall, if you want to improve your page ranking on search engine results, then it is necessary to build up effective back links.

A general consideration is that if a page is good, there will be links to it. However, it is not the only factor. You can get good links, if you have quality and unique content from sites, which have similar topics or products as yours. This is the natural way to get back links. However, that won't be sufficient if you want to boost your rankings. You need to build up back links. The typical useful ways often used by many are to get listing with directories, posting blogs and participating in forums. Keep in mind though that you should never link to spam sites or sites with illegal content. You should rather make use of tools like Backlink Builder tool, which can help you to enter keywords of your choice and find out, where you can post your articles and messages, which can get you good back link partners. Such partners may offer you back links for free, as they require quality content, which you can easily provide.

To create a web presence, you can get listed with directories like Yahoo, where search engines as well as potential customers would notice you. However, this may take some time to be effective. However, another simple way to do it is by way of forums and submissions to article directories. Search engines actively index forums, blog postings. You can easily have quality back links with anchor text from such postings. It is important for you to provide good quality articles, when you post them to article directories. Ensure that your content is keyword, rich as well provides very unique and high quality information.

Another good way to get quality back links is by using content exchange and affiliate programs. You may offer them with RSS feeds for free. When they publish your RSS feed, you get a back link with a potential for many visitors for further details. Similarly affiliate programs can also help to get more visitors as well as buyers. Press releases and news announcements are also useful to create good back links. There are some sites that offer free publishing of news announcements and press releases. You can have a professionally written press release, which can bring in many visitors and boost your SEO efforts. However, these cannot be used as an everyday strategy, and needs to be something newsworthy.

However, keep in mind that when you have options like link exchange, ensure that you are not linking to a link farm. If you are found linked to such sites, search engines may even ban you. Keeping in mind all these options, you should build up your back link plan, which is bound to get

good results for the success of your SEO efforts.

How To Get High Search Engine Rankings

Many online marketers would find search engine optimization pretty hard, however, it is very simple as long as you are able to find your targeted audience. Once you are done with the designing aspect of your website, it is time you work on the keywords and the content to introduce your website to the search engines. It simply does not matter how wonderful your website is. As long as it is rated poorly in the search engines, all your efforts would go in vain. The keywords are really important if you plan on achieving high search engine rankings. Other aspects that hold as much importance would be the title, the first paragraph of your content and the meta tags. Every online marketer would hope that his website is found on something we all know as “organic search”. Organic search is nothing but an event when a visitor types in a keyword that is richly used on your website, your website will be displayed in the first two or three pages of the search engine results. This way you don't even have to bother about something like Pay Per Click advertising.

In order to promote your business online, you have to ensure that you have proper content and links that link back to your website. You also have to be aware that Google is known all over to change its algorithms, which is critical to your search engine rankings. Because of this constant change in algorithms, websites like Squidoo are nowhere to be found these days in Google search, while earlier, it could easily be found in the first page of the Google search results. Apart from making your website visually more appealing, you should give a bit more priority to the content. Then comes the aspect of choosing your keywords and key phrases and carefully placing them in your website's content, taking care that it does not result to spamming. These keywords and key phrases should not be something too common that you must have seen your competitors using a lot. It should consist of something that your website specializes in which could be products or services or both for that matter. It is not always possible to rely on the keywords alone if you want your search rankings to get better. This calls you to search for some popular key phrases relating your products and services and include them in your website's content.

The titles that you choose for your website's content are not just for the visitors, but also for the search engines. The recommended length of the title should not be more than 15 – 20 words. It would be advisable that your title's should be somewhere in context to your key words or the keyword phrases. Although it is not all that necessary to stress too much on meta tags since major search engines don't pay much heed to it, there are some that do. Meta tags are nothing but a short description of your website. These are some of the basic things that you should consider in order to get high search engine rankings.

How To Hire The Right SEO

For online businesses as well as those businesses that depend a lot on their websites, attracting relevant customers to their websites is important. This requires that their websites are designed with due care to ensure that they are search engine optimized. Though it is possible to design a site yourself, it may not be the easiest thing to bring in the expected results if you are not aware about the different techniques used for search engine optimization. For this, you can hire Search Engine optimization experts or professionals.

These Search Engine Optimization experts are also known as SEOs and do not need to have any special qualification. Generally, SEOs are not those who have taken up any special degree as an SEO. They may be web developers or copywriters or with similar professions, who have studied and learned the SEO tricks and techniques. However, they undertake to remove barriers from the website design, that make it difficult for search engine from finding and rating your page higher in the search engine rankings. They have the knowledge about the various tools that can be used to find keywords that can have the maximum effects on your ratings. They are aware of another technique, which is important to back links to generate traffic. Overall, they should be go marketers. They should be able to generate leads to get traffic to the website, which is important.

When hiring a SEO, you have to keep in mind that he has no special magical tricks in hand. You may very well say that good SEOs won't need to be involved in tricks or secret methods to get you good rankings. If they say they do, then better not hire them. You should get contact information about their satisfied clients. Testimonials on their sites may not be enough or reliable. Checkout those clients's website, for whom they have worked. There website rankings achieved can differ due to various difficulty levels of keywords.

It is important that the SEO you hire is aware and keeps himself updated with the latest techniques used. He should constantly update his skill and knowledge. A SEO has to keep track of the developments on a daily basis. Each company tries its level best to get higher rankings. However, if you find an SEO, who gets high rankings for keywords, which are not searched often by visitors, then that SEO may not be of much help to you either. No one can guarantee you that you will get rankings at specific pages, but they can surely assure you that they can get you good amount of traffic to drive your sales. They should be open to tell you what technique would be used and how much it would cost for that service.

If you run a small business, you could hire the services of a freelance SEO, or if possible, you may hire the services of the consultancy firm with SEOs on their roll. When hiring a firm, ensure that you do not talk to the Sales reps only. It is a good idea to talk to those who do the actual work. The size of your business may be a deciding factor on whom to hire. Make sure you hire a good SEO to get good rankings.

Modern SEO Techniques - The Importance Of A High Rank Website

Every business is trying to achieve higher sales by having their own website to reach out to the

customers. Every website tries hard to impress customers with attractive content, images and offers. You may have a very impressive site for your product with wide range of offers. However, unless you reach out to more customers to get the index high in search engine searches, only your relatives and friends would know of your product. Search engine optimization is very important, so that you are ranked high by the search engine spiders. You will have to make use of different techniques available to top the ranking and get in more relevant customers.

There are many simple, but relevant techniques that you may use to get good results from your website design.

- **Placement of keywords:** The appropriate use of keywords can be a deciding factor to get you a high ranking. With extensive research find out keywords that are best suited for your product and which can bring in maximum traffic. Once done, to place them appropriately is of equal importance. You should develop a keyword rich website. It does not mean that you have to go out of your way using keywords in every sentence, but where you place them is important. Having keywords in the beginning of the content is useful, as the search engine spiders search from top to down. If it finds the use of the keyword in the very beginning, it means that that the site has what it is trying to find. Give your content a good thought and use the keywords appropriately at different locations of your website content.
- **Keyword Density:** Along with the placement of the keywords, the keyword density also needs to be tracked. The search engines have varied criteria and you would be walking a thin line to manage the usage. There could be sites, which expect the density to be 3% or some favor 5% or 7%. With some research, you will find out the right density to help you earn a higher rank. Having too high a density makes will be considered as spam.
- **Title tag:** The title tag will be checked for keywords by search engine spiders. It is important that your title is written in a creative manner, keeping in mind using the strongest keyword. If the title tag has the keywords used, then it means that the site is relevant to the search.
- **Alt Tags:** Images are used to enhance the look of a website. However, some text browsers do not display images and for such browsers having an Alt Tag proves useful. This tag gives information of the relevance of the image. Using only the extremely relevant words and keywords helps, rather than too much of information, which may lead to the sites elimination or even a ban.
- **Content rich as well as attractive design:** A website has to be rich in keyword and rich in content as well as attractively designed. Use of keywords and unique content in cliché areas can help to get a high-ranking and thus huge traffic.
- **Avoid bad techniques:** Ensure that you do not use bad optimization techniques like too extensive use of keywords, keywords in author tags, tiny or invisible text etc.

Simplicity is the key for SEO and can widely impact your website rankings.

The Crucial Elements In SEO

SEO (Search engine optimization) plays a crucial role in every online business. SEO is like an advertising tool to generate traffic to your website. It has certain elements that one needs to understand and take care of when it comes to content.

You ought to have heard about search engine optimized content, if you own an online business to sell your products or services. However, many of us fail to understand the basic means and measures to be taken to do business online. To make your online business successful, you need to take care of certain elements that are listed below.

- When it comes to On Page optimization, you need to pay attention to the title tag, description and keyword tag. These tags play an important role, when it comes to SEO. The title tag is nothing, but the heading of your webpage. It has to be attractive and to consist of keywords. The Meta tag has the list of all your important keywords. The description tag will consist of all the content or a product on your webpage.
- Search engines are not good at identifying the images. Thus, you require the Alt tag. If a particular browser is not able to display the image, this tag informs about the presence of a picture.
- Link title helps one to view the description link. This will be visible only when the mouse is placed on it.
- Optimizing the content is one of most crucial elements in SEO. You need to use the right keywords. Also pay attention to grammatical mistakes and spellings. Your content should be original, well written and informative. You should use the keywords in the right place. Learn to keep variation, when it comes to using of keywords. Do not overdo the article with keywords, as it will make the content dull and readers would not be interested and never browse that website again.
- When it comes to Off Page optimization, you need to make sure that you submit your content on popular websites and directories. This will help you get exposure and thus increase your traffic. These days, directories are widely used to get information on anything under this globe. You can actually keep submitting your articles regularly, till your website gains popularity.
- You can also opt for link exchange programs, where you can share your links with other websites. The moment you start receiving offers to display others link, understand that your website is gaining recognition.
- Blogs are most popular means to get in touch with people over the web. Through blogs you can let the world know about your presence and your products and services. It is the best way to interact with your visitors regularly. Blogs allow you to put up your views, ideas and opinions and create an interesting content.
- Press release is another good way to expose your website.

If your content is not search engine optimized, people will not be able to locate your site. Taking care of the above crucial elements will make a lot of difference to your website. This will in return generate huge traffic and you will enjoy profits and ultimate success.

Search Engine Optimization And Your Copywriting Plan

It is necessary to have a good website to market your products. It is very important to have an excellent quality content to leave a mark on the minds of your customers, who search for right information about products or services on the websites. What you write is important and if you have some exciting and amazing content to keep the viewers glued, then you would surely leave an impact and increase the chances of selling your product. This is where the need for a great copywriting plan is paramount. The first look at your website should leave a good impact on the visitors.

When you design a copywriting plan for the customers, your aim is to hook them at the first glance itself. Your target is to attract the customers and provide content, where your customers would simply not move their eyes away even for a moment. These would be your target customers, who would be reading very carefully to weigh every word of your content to have information concerning the range of your offers. They may have some queries in their mind, which you need to answer. As a part of your plan, you have to keep in mind the need to analyze your target market, the customers' expectations and their needs. You should have ready solutions that will satisfy their needs and tastes. Get straight to the point and keep your tone even and straightforward, which will engage them in conversation and finally only to convince them. The customer is king. This is a challenge and you need to go all out to design a copywriting plan for your search engines to satisfy your customers' needs.

A general rule or guideline to follow is the use of three key phrases per page, so as not to make the text of the content repetitive. It is better to research the key phrases before you start writing, so that you can focus on the key phrases for that page. If your product is new in the market, then you may give a detailed explanation. However, having around 250 words can be enough to get your message through. It is important to write in a normal language. The copywriting should be such that the customer is unable to track any of your key phrases. The copywriting should not appear as a forced stuff, but you should give your content a smooth flow of words.

You can also use the keyword phrases in the headline and sub headlines. Before you write the copy plan, see where all you may need to use different keywords and phrases. You may sometimes find using keywords once or twice per paragraph as most effective. Keep in mind that it shouldn't sound stupid or artificial. Some keyword in headline may not match the flow of your headline. Similarly, in every place where you use a word from the keyword phrase, do not replace it with the entire phrase, since the smooth flow of language for your copy may be lost. Try to include keywords in the anchor text within the body or even in the text navigation links. As part of the plan, it is necessary that you test and track your website. See what works best and has the maximum impact.

All these factors have to be kept in mind and a copywriting plan prepared accordingly. If you plan your copy well, you will be able to build up a very good content that will keep your visitors lured and ensure that they keep coming back.

Search Engine Optimization That Works In The Long-Term

Search Engine Optimization [SEO] is not just an exercise that you can embark on a one-time basis but rather is a process that needs to continually evolve with these fast changing times. If you have your own Website, then you will continually need to fine-tune your SEO tactics if you want to remain on the first page of every search.

In order to end up on the first page of every search engine, you will first need to study the important criteria that search engines need and satisfactorily satisfy that thirst. One important exercise that you will need to conduct on a regular basis is to ensure that you have the right keywords and key phrases inserted in your title tags, headings and description tags. The text body in your Website should also have the matching keywords and key phrases, which should be evenly spread out instead of just being dumped together. Your visitors too would like to read new content every time they enter your site. Hence, you will need to continually update the content of your Website without losing track of your keywords or phrases, since this will either pull your site down or push it towards the top. Thus, updating your Website regularly and keeping track of your content will ensure long-term success.

Another important point that can ensure long-term success is to understand the importance of link popularity in determining whether your website tops any related search. Search engines like Google have an algorithm-based search that determines the popularity of all the incoming links to a page. This is matched with the relevance of the typed keyword by your visitor and matching results are displayed higher on their search chart. Therefore, it is important that your Website gets linked with all the right sites that can direct traffic to your site. You can also buy links from some high ranked sites and increase your position in the process. You can also use the pay-per-click process and bid for particular keywords and phrases to inch your way to the top.

You might not have the required time, skills, and energy to maintain a regular eye on your Website and tweak it on a regular basis. Thus, it is very important to hire an efficient company that not only has an expert SEO team but can also handle other aspects of your Website such as web designing and even marketing. This will enable you to monitor every angle of your business much more effectively and will also help you to expand your business without getting tied up with only increasing your Website rating. This move will also enable you to see the larger picture and guide your team towards the top.

Therefore, by paying constant attention to the needs of various search engines and fulfilling the needs with an efficient team that can provide the necessary content rich in related keywords and key phrases and which can also understand the importance of links, you can ensure that your Website remains on the top of all related searches for a long-long time.

SEO for Small Business

Small business owners have to keep in mind that they do not have to be big in order to get big clients. The trick is that you don't have to be big. Instead, all you have to do is look big enough to show your image and your business. This way, it simply doesn't matter whether you are a business to consumer or a business to business company, looking more professional will surely help you get bigger clients and projects. Search Engine Optimization is the key here and it can surely make your small business look big. This strategy can easily increase the traffic to your website thereby improve your ranking in the search engine results.

Why get a high ranking you ask? Well, it's pretty simple, search engines like Google, Yahoo and MSN drive the traffic only to those websites that are ranked higher in their search engine results. This means that your website has to be placed at least somewhere in the first three pages of the search engine results. Anything more than that would not get you the intended traffic that you had been hoping for. So, how exactly do you optimize your website to be ranked better in the search engine results?

The first thing that you can do is determine the market you intend to target. Many online marketers often overlook this aspect and their efforts usually end in vain. The targeted market is crucial since your keywords will definitely depend on that. You have to take care of certain aspects of your targeted market like their gender, age, profession, etc. and build your keywords around it. Now that we're talking about keywords, the next thing that you ought to do is choosing your keywords carefully as a part of Search Engine Optimization. Simply search online and you will find a number of keyword generating tools and programs. Search engines like Google and MSN have a keyword suggestion tool that can help you to generate keywords. This can help you along the way with respect to determining which keywords could be best suited for the SEO of your website. You can start by building up a huge list of keywords and then cut them down depending on the popularity of some of the keywords.

The next step is where you use the keywords that you have and the information at your disposal about your targeted audience and combining them in order to get your desired results. The content is one of the most important aspects of your website. You have to update it constantly so that your targeted audience keep coming back to your website. Try your best to include your keywords at least twice in every paragraph. Anything more than that could simply result in spamming and your website may be ranked very poorly because of this. The search engines could even blacklist your website if you indulge in spamming. Use your keywords in places like the image tags, the headlines, links to other pages in your website or some other website altogether, etc.

The Beginner's Guide To SEO

If you have decided to enter the virtual world with a Website of your own, then you will need to learn and also understand some of the commonly spoken and written terms that are connected with the Internet. One lesser-known term that has now gained tremendous importance is Search Engine Optimization or SEO.

If you have typed in a query in any of the commonly used search engines such as Google, MSN or Yahoo, you might have noticed that out of the thousands of Websites that match your search criteria, some Websites end up on the 1st page while many others end up at the bottom of the list. This means that these Websites have some features that have impressed the search engine enough to pick them up and display them on a priority basis. SEO is basically researching, understanding and then implementing those impressive factors so that your Website manages to claw its way up on the related searches and thus increase your chances of getting higher hits and increased business.

The key word to SEO success is keywords and key phrases. It is very important to have the right keywords and phrases spread out evenly in your Website so that the search engine can compare it with the query typed in by any visitor. Search engines search for related text only so inserting graphics or photos in your site will not help it in any way until you manage to attach a text tag to each photo. It is also important that you understand terms such as Meta tag, which consists of title tag, description tag and keyword tag. These tags are utilized while coding in HTML and care needs to be taken that the right words and phrases are used since they play a big role in determining the position of your site. An Alt tag is the text tag, which is attached to all your photos so that the search engine can also include it in its search criteria. Your text body should also consist of around 300 words and all your keywords and key phrases should be evenly spread out within the body. Too much, and the search engine will decide that your site is spam and reject it, too little, and your site will slip down the displayed list. A little patience and experimentation will enable you to get the hang of it.

Updating the content of your Website on a regular basis will not only impress your visitors but will also help in moving it up the search list. Another important aspect that will need to be covered is link popularity. Many search engines also base their search on the popularity of your Website by assessing all the incoming links to your page. This is compared with the words and phrases that have been typed by the visitor. Thus, your Website will also need to get linked with many popular sites that can ensure that more traffic is diverted towards your Website. In addition, you can also purchase links from many popular Websites to increase the chances of getting higher traffic.

Thus, SEO involves combining various keywords and phrases and inserting them subtly into your content so as to suitably impress various search engines into picking and displaying your Website at the top of their chart. Link popularity and inter-linking between your own pages too plays an important role in determining your position. Patience and fine-tuning are important attributes that can turn you from a beginner to an efficient SEO.

SEO Tips and Tricks

SEO or search engine optimization is making modifications to your website such that it gets listed among the top rankings for search engine searches relevant to your product. Search engines, depending upon certain algorithms, try and find all those websites with information on the given search keyword. While doing so they check the content, the title and the entire page as a whole of the website to see how relevant information that page has to search criteria and can rank or index you accordingly. Generally, if you are listed among the top listed sites or on the first few pages, you may get more visitors to your site, which can then lead to sales.

SEO tips and tricks

- A very important part of your strategy should be to create very good content for your website. Good and unique content helps attract search engines for relevant information. Unique content can also help in getting you listed higher. Similarly, if your content is reliable the visitors will feel assured about you and your product. For this, it is also important that update you website on a regular basis.
- Keyword placement is of top priority. You should make it a point to research for keywords relevant to your products that can get more traffic to your website. If you use the appropriate keywords that can best describe your product it helps in getting search engines to list your website higher. Select a phrase that is popular but not highly popular because there would be tough competition for you. Use your keyword multiple times in the website but not too often that it may be considered as spam. The keywords density generally maintained is about 5% to 7%.
- Rather than using flash to develop your website use HTML. It makes it easier for search engines to search, as flash content is not accessible to them. So the search engines would not find any information on a flash website. Use flash to make it attractive in select locations only. It also makes your website easy for download with slow speed Internet connection also.
- Use the keywords in the Title Tag and Headline Tags of the page. Try to get a domain name with your keywords or if that is not possible then at least try to put in the URL as even these are searched by the search engines. Similarly, putting keywords in the beginning of first few paragraphs also helps.
- Getting back links and more preferably using anchor links is very useful to get higher rating and traffic. Use keywords in anchor text of links. You should try to create links with sites in fields related to yours.
- To generate a higher number of links from other sites which help in displaying to search engines the popularity of your website, you can make use of article directories, blogs, forums etc. You can submit quality articles to these article directories and blogs related to your field with anchor links wherever possible. The targeted traffic can get directed to your website if you content is high quality and you update it and keep it fresh.

There are many tricks you may use to increase your ranking with search engines. You have to be alert and keep trying out different techniques as search engines keep on changing their search algorithms.

The Art of SEO

Proper search engine optimization techniques can help your business by generating more traffic to your website. However, at the same time it is pretty much impossible for any SEO expert to guarantee you the results because the Google search engine has always been known to change its algorithms which in turn effects your search engine rankings. You have to know that in order for the website to be ranked high in the search engines, it is important that your website should be rich in content as well as keywords. But that doesn't mean that you have to be under the pretext that if your site has been perfectly optimized with the right keywords and content and even after getting a number one status in the search engine rankings, you will be able to drive the maximum traffic to your website. This means that the visitors simply do not like your website for whatever reasons and they'd rather prefer the website ranked five in the search engine results than yours. This could be a SEO's nightmare coming true and there have been many instances of this event to support this claim. Also, you should keep in mind that the SEO techniques used years ago might have worked like a charm for some websites but if you go on to use them now, it would go on to create more damage than serenity for your business.

Some of the traditional SEO techniques that were used earlier are rightly termed by Google as spamming. They would include the keywords in areas like the title, file name, domain name, the first words on the page, highlighting the keywords in bold or italics or both for that matter, etc. If you go on to this now by including the same keywords in the aforementioned examples, you are more likely to trigger Google search engine's spam filter than driving a mass traffic to your website. You have to understand the mentality of your website's visitors and unless you get that, your website won't be able to generate enough traffic. It simply makes no sense if you've put a bunch of keywords in all the right places but it simply doesn't relate to your website. Or it could be quite the contrary for that matter, like your website may not be easy to navigate even though it has the perfect content. And you definitely do not want your visitors to make a mental note of your website URL so that they can avoid it in future.

One must understand that SEO is not just a science but also an art. It is like a growing trend in the online marketing world. One of the simplest way to understand what SEO is all about is that your website gets into a competition with other websites that deal with the same products and services that you deal in. A proper search engine optimization makes it sure that your website is ranked higher by the search engines that act as referees. Getting more traffic should be sole objective of your website and utilizing SEO tools are the best way to get going thereby generating more income for your business.

SEO your way to a top ranking in Google

Using appropriate keywords is not enough to get you to the top of the Google rankings. Neither is it enough to get a few link pointing to your site. There are quiet a few other considerations when you want your site listed at the top of the Google search pages. It is not very simple but it is not that difficult either. You will have to use multiple techniques to get your site listed at the top.

You will have to use techniques like keyword placement, anchor links, using correct keywords and so on. A very useful method of getting higher rankings is to get links for you site. If you have links pointing to your website from other links then it means that you have reasonable good traffic coming your way. To have a better rating you should have an anchor link to your site. Anchor linking is nothing but using your keyword phrase at the clickable text for your link. It is the 'Widgets' you would be using as the link text and that makes it better than simply having a link placed at the end.

You should never forget the next important thing that can get you a good ranking and that is the keyword or keyword phrase that you use so that your site is found. If you use a wrong keyword you may top the ranking and get traffic even but it may not necessarily be the relevant traffic for you. For example, if you are specifically marketing your brand of customized kid's footwear, a keyword like 'footwear' will get you customers but they may not be all looking out for kid's shoes. In this case, keywords better describing your product may be "kids footwear" or similar ones. You can have an anchor link to your site from another site that specifically mentions kids shoes related information or it may be seen as spam or irrelevant content.

Use the WordTracker tool to see which keywords are searched the most. It comes at a small fee but can give you substantially accurate results. You can get the list of highest searched keywords with content relevant to your site. Build up a link campaign that not only involves reciprocal link exchange but strategic linking as well. With reciprocal link exchange you place your link with a product similar or related to your product and have their link onto yours. With strategic linking you will not have to return the favor. You can write articles with your link in it and if you get any website to use this article you will have it pointing to your site without having to reciprocate with their link. Linking campaigns can get you results in as less as 4 days and even after 6 months. If you have links from popular websites your ranking will grow faster.

There are several other things like using keywords in Title Tags, using keywords in the body text, creating and using unique content in a cliché market and so on. You can also find other ways of linking from blog content, blog carnivals, article directories and so on. If your content is good and you have used these techniques wisely it wouldn't be long before you find your way to the top Google rankings.

The Art Of Planning A Proper SEO Strategy

Today, there are several people involved in article writing. However, not everyone has tasted success, as it is difficult and the competition is tough enough. Today, if you want a wide exposure for your content writing, you need to have it on search engine optimized. Apart from good content, you need to use correct keywords to earn a high rank on the search engine.

When it comes to SEO (Search Engine Optimization), it needs to do a lot of planning coupled with understanding. Search engine optimization gives you two choices, when it comes to article marketing. With the competition being high, you need to make a smart move. You need to either choose one common keyword that can generate huge traffic or go in for a rare keyword that has less competition. If you go for a common keyword, you will certainly generate huge traffic. However, there will be many others in competition.

The art of planning a proper SEO strategy depends on your need. If you do not have a tidy sum to invest, you can go in for that option that has less competition. Although it may generate less traffic, it will certainly attract genuine visitors. So, once you earn income from this, you can then move on to use common keywords and attract huge traffic.

When it comes to optimization, you need to be sure, whether you want to optimize your home page or sales page. Depending on this, you can plan up your strategy. No good content is of any use, if it has no readers. Thus, to attract good number of people, you need to make sure about the keywords to be used. One of the important steps in SEO strategy is to create unique content. However, it should have popular keywords, when you want to generate huge traffic.

When it comes to investing money, one should be sure about his or her SEO strategy plans. Depending on your how much you can invest, you can choose the right path to attract visitors to your website. To come up with a proper strategy, you need to have teamwork and also need to be sure about your motive behind writing the content.

If you are looking out for some serious online business, you need to get your keywords and SEO strategy right. To accomplish your long-term goals you need to have your entire content search engine optimized. This is the only way you can enjoy wide exposure and attract people to your website.

Search engine optimization is an indirect way to advertise your website. Hence, you can make up a plan that is similar to marketing and advertising. You need to have a vision and come up with a plan accordingly. Once the strategy plan is formulated, you can take steps to execute it. Once you are sure with your search engine optimization campaign, you are sure to be successful.

Behind every successful campaign there is a good planning. Thus, if you want to be ahead in today's competition, you certainly need to learn the art to plan a proper SEO strategy.

Steps to a higher search engine positioning

Internet offers a wide range of tools and techniques that allow businesses big as well as small to compete with each other. Once you design your website to get in relevant customers, you will have to ensure that you are positioned higher in search engine rankings. This requires that you use different search engine optimization techniques. The advantage of higher search engine positioning is that you get more traffic relevant to you, and who would find you within the first few pages. It helps in producing revenue online and with more efforts sustains the ranking around that place.

Steps to get higher search engine position

- **Choose keywords:** Choose appropriate keywords using different tools like Overture, WordTracker, etc. Find keywords that have the potential to generate lots of traffic that you are targeting. Using unique keywords can get you top ranking, but it does not necessarily mean relevant traffic. Also do not use such keywords which are so popular that you may not get anywhere near the top rankings.
- **Content development:** When you are optimizing your site it will have to be on the basis of content that you put up. Knowing what keywords to use you should develop content and put the content on the website. Think about some unique ways that you may use to give your website a fresh look. If your website is new, find out the different techniques like blogs, articles, forums etc that may be used for optimization and back linking.
- **Site structure:** Having a solid structure is very important. The structure should be such that can be easily crawled by search engine spiders as well one which proves to be very attractive as well as easy to use for the visitors. Prioritize what you will place where and put the tags like Title tag with appropriate keywords accordingly.
- **Optimization:** Search engines try to find the information like we read the books. When any search keyword is entered, the search engine will look for relevant information from top left and go towards the end of the page. The placement of keywords in the title tags, the beginning of the website, the starting of paragraph etc helps in optimization efforts. You should also keep in mind the keyword density which may range from 5% to 10% even 12%. Though keyword usage is important, use it only as much as is readable to the visitor.
- **Internal linking:** For optimization purpose internal linking also helps. You may have a variety of information that you would place on different pages. Place links such that search spiders are also able to easily navigation and give you a higher position for relevance of information.
- **Testing:** Once you have designed and optimized your website, testing it is necessary. Ask them to find certain information and find how much time it takes. They may even be able to give you feedback about the content as well as the design.

- **Link building and submission:** After you have designed your site submit it to article directories and directories to build back links, which helps in positioning or ranking. If you are able to find good partners to share links it would be of immense help to generate traffic.

Monitor what you have created regularly for the position achieved and if the need be make modifications to help you improve further.