

## **How to Develop a Competent SEO Strategy**

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Formulating an effective SEO strategy is not as easy as it seems to be. It cannot be developed magically. It requires careful planning. The prime objective of every internet entrepreneur is to optimize the site to attract more traffic. No campaign can help to promote the website unless and until it is optimized in the proper manner then be it pay per click program or any other outside linking program. These programs can definitely help but only after the website has been well optimized.

A common mistake that most of the websites make is that they make use of the familiar terms that are used pretty often and do not really take the pains to come up with something new and original. There is a need to be more focused. If a website contains articles on men fashion, but the text that it has is centered on fashion, the purpose here is badly defeated. The link will open only if someone types fashion. A better idea is to use men fashion as the text so that you are able to attract the target consumers.

To begin with, the SEO strategy must lay emphasis on the headers and links that will be typed in the search engine. To get an idea of the keywords that most people look for, you can refer to the Google adwords keyword tool. One of the main aspects while formulating the SEO strategy is that the site must be constructed in a natural manner. Once the site has been built in the requisite manner, the rest of the things will be easy to implement. As the ranking of your webpage will increase, you will start getting good response from several affiliate companies. You will be flooded with partnership offers that will help to improve the ranking of your web link.

### **Strategies of Different Search Engines**

**Google:** It is the most excellent search engine all over the world. For every keyword, it displays those websites that are rich in content and also very popular. A great benefit that Google provides is that once you are listed in this search engine, your chances of getting listed on the other search engines greatly enhances, thereby augmenting the scope of your business. You can get your website to appear in the search engine Google even without direct listing by linking to the websites that are already listed on it. Google gives preference to the websites that keep updating their content.

**MSN and Yahoo:** It is easy to get a high ranking in the twin search engines of Yahoo and MSN by using a few SEO strategies such as writing a great introductory paragraph, providing informative content, giving proper titles to the links etc. The chances of getting highlighted are greater in case of new websites. Link popularity is not really required.

If you try to play smart by linking to the websites that are not part of the industry in which you are operating, the search engine can punish you severely by banning your website. To conclude, it is of paramount importance to develop the SEO strategy with caution as well as with intelligence so that you are able to accomplish your ultimate goal.