

Search Engine Optimization Tips

By Shonda Miles

When talking about the Search Engine Optimization strategies first we have to realize how Internet marketing, advertising and SEO work. Of course, online advertising and promotions is all about getting your information to your target consumers and getting them interested in what you have to offer. This means the cornerstone of online business is attracting customers to your website or saying it in other words: generating valid website traffic.

Search Engines are used for this purpose. The way Search Engines work is by building up their rankings of the websites, which provide certain content, products and services and then presenting these rankings to Search Engine users. The way users find websites is through carrying out keyword searches. As you already know, people simply type in the words, phrases or names of products and services they are looking for and obtain the results, which direct them to various websites.

Such search results may show dozens or even hundreds of different website. However, most people land only on those, which are listed on first two pages of the search list. This means that the rest of the websites, listed in the search results hardly get much traffic from such searches. Thus, getting high up in Search Engines' rankings should become your main priority. In this article we will discuss some of the tips that are the part of such Search Engine Optimization strategy.

To determine what steps should be made for attaining a high position of your website in the Search Engines' rankings, you should learn more on how they build up such ranks and what criteria they use for evaluating websites. Lately, most Search Engines have made stricter rules for ranking websites. This is done to avoid spamming and overuse of the paid links. Google, for instance, uses such criteria as website content, its relevancy to the keywords and key phrases used in Meta tags and headings, the quantity and quality of the links to each website, click-aways from your website back to Search Engine results, frequency and amount of your page updates, bookmarks and favorites.

So, your Search Engine Optimization strategy should include all the above mentioned things. Moreover, there are certain things that may cause your website to slide down in the Search Engines' rankings. Such things as the overuse of the keywords or their irrelevancy to the overall webpage content, or too many links situated on your website may be viewed as spam.

Now, in the previous two articles we have talked about using keywords, Meta tags and Headings for improving your Search Engine Optimization positions. However, even though the above mentioned things are crucial for the success of SEO, there are other things that can be done to attain high rankings as well.

First of all, your website has to have relevant content. Plus, you should not try and target through it all the possible visitors of your site, but rather focus on some nearer consumer segment. For example, if you create a website on cooking, make it more targeted and select some particular cuisine or topic on cooking, so it may attract people interested in it. Do not try to shoot sparrows from the cannon. Select a specific topic and promote it.

Submit your website links to relevant content link catalogs. Build up backlinks. However, as I have already mentioned, do not overuse the paid link advertising. This can put you back in the Search Engines' rankings.

Another good way to promote your website is through submitting articles to article ezines and other articles sites. These articles should not be selling your products directly, but rather providing more insights and tips on the subject, relevant to your website content. This way, if other people place your articles on their webpages, you will get more valid links to your website and will rise in the Search Engine rankings.

All the above mentioned SEO strategy tips can help you to significantly improve your Search Engines' ranking positions at a very affordable cost; which in its turn, will generate valid traffic to your website and boost your business.

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