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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Can You Write Naturally and Get Good SE Ranking?

By Francisco Aloy

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The most effective way to write for your website is to keep the subject matter of your web page under tight focus. Notice I didn't say website; that's because the search engines don't spider websites, they spider web pages.

The search engines will look to see how well the related page title, keywords and body text apply to the subject matter. This means that if you are talking about widgets, your title, keywords and body copy should be tightly focused only on widgets. Stray from your main subject only when secondary ideas have very high relevancy and keep it short, sweet and get right back to your main subject matter.

To begin with, pick out your web page title and then a set of keywords that relate to your subject. After this, start to write the body copy in a style you're comfortable with and do your first draft.

While working on your first draft, use this guideline:

Use a rough outline to get your point across. Have a start, a middle and an ending. Make your points in the very middle of the body copy, as I'm doing right here.

Don't limit yourself to a mechanical formula for creating a keyword density because it will get in the way of your natural style.

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Do your best to write in a free flowing manner as if you are talking to a good friend. Stay away from words or expressions that would make anybody reach for the dictionary.

If you can get your style to loosen-up, have some fun as you write for readers and visitors. Do your best to have the real you come through in your chosen writing style. This is something that will come on its own the more you do it.

For the second draft, do this:

Go over your writing and eliminate any fluff and revise it to make your meaning come through better. It could be there is an idea that needs expanding or perhaps you need to restructure a paragraph. Maybe there is another word that could provide a better description of an idea or term.

Finally, your third draft should include this:

Look at all the elements of your near finished piece and see how logical and smooth the transition is from opening, middle and closing paragraphs. Do they all seem to fit together well? Are you fully informing your readers on the subject without leaving out crucial information?

If you are satisfied with your results, it's time to go live! Upload the web page to your server and take a look at it; use this little web based utility I've found very helpful, the Submit Express Meta Tags Analyzer:
<http://www.submitexpress.com/analyzer/>

The above utility will give you lots of information about your web page. Once you enter your URL look at the results and compare the relevancy numbers. Use the single keyword and double or triple keyword phrase to adjust your final results. Most of the time, you don't have to adjust your writing, only your particular choice and order of keywords.

Adjust your keyword choice and do your best to get good to excellent relevancy and keyword fit. Notice that this is the last step in the process since you want to preserve as much of your natural style as you can.

If you do your best to stay focused on the subject matter of your web page, you shouldn't have to do many changes.

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by Francisco Aloy

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Agreement reminder, not part of the article:
Please include my working hyperlink in the
resource box. Remove paragraph before posting.

Why Ranking High On Search Engines Is Not Enough

By Steve Pavis

There's a war going on in the web—the battle for people's attention. With thousands of websites competing even under the most obscure categories, ranking high on search engines has become like the Holy Grail of the Modern Era. This is especially true for companies whose goods and products are relatively common.

There are over 3,000 entries for scrapbook papers, and over 5,000 entries on recipes. Faced with this kind of competition, ranking high on search engines seems almost impossible.

Not impossible, although be prepared to put up quite a long fight. Search engine promotion know the secrets to ranking high on search engines, and increase search engine ranking even in relatively difficult niches.

They do warn, however, that ranking high on search engines is a daily battle. Just as you are pulling out all the stops for the sole goal of ranking high on search engines, so are your competitors. Ground is gained and lost everyday. So one moment, you're ranking high on search engines, and the next, you're not.

That's why experts say that ranking high on search engines is not the only way to win the Internet war or secure your home business profits. . In fact, ranking high on search engines isn't even the way to ensure sales. The most ranking high on search engines can do is to bring people to your website. But it does not get them to make a sale—they can still visit other sites and choose to buy from them. So you need to complement ranking high on search engines with good customer service, competitive prices, and a good reputation.

A good reputation is a function of the kind of reviews you get from other related websites. If others like your content and choose to link to you, you get their "seal of approval" while also driving up your link network, a big factor in ranking high on search engines.

It's also important to penetrate forums invite others to check out your site, or if you have the budget, to invest in advertising or promotions. This helps start word of mouth. So even if ranking high on search engines fluctuates, you still get traffic,

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Ranking high on search engines is important. In fact, ranking high on search engines should be one of your business priorities. But ranking high on search engines is not enough. You should complement ranking high on search engines with other internet marketing and promotions efforts. That way, you win the war on many fronts.

To learn more about how to claim \$50 in FREE Advertising, plus easily earn Pay-Per-Click money to promote your Web site(s), go to

Steve pavis tries to be at

the cutting edge of new concepts that are profitable for the small to medium size business, who need all the help they can get. Go see



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