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## Fresh Content Improves Search Engine Optimization

By **Matthew Foster**

Many search engine optimization companies will sell you a search engine optimization package that addresses many of the major aspects of search engine optimization. These aspects include, but are not limited to, use of file names, alt tags, h1 tags, keyphrase density, meta tag optimization, link analysis and the like. These are all key aspects of a good search optimization.

However, one problem is that the major search engines (especially Google) not only rank pages upon relevant content (which is determined by the factors listed above, and more), but by fresh content as well. What this means to you is that, even after your site has been "optimized to the max", your rankings will increase to a certain level and then not go much higher. To get to the top and stay there, your site should deliver fresh, relevant content on a regular basis. Depending upon the nature of your business, your competition, and targeted keyphrases, the rate at which you should add content to your site can vary from monthly to daily.

The delivery of fresh content to your site, in a form that is readable by search engines (i.e. not through the use of javascript, iframes, or the like) requires a dynamic, database driven content management system.

The most cost effective way to achieve this is through the use of a weblog that sits on your server and resides under your domain name. Updating the weblog with rich articles or commentary, broadcasting this information to the internet, and allowing users to post comments, achieves the following:

- 1) Increases the number of inbound links to your website
- 2) Increases the frequency at which major search engines will spider or crawl your site
- 3) Increases interactivity for the web user
- 4) Improves your search engine ranking

## Fresh Content Improves Search Engine Optimization

Matt Foster is the President and CEO of ArteWorks Business Class. Mr. Foster has been providing search optimization solutions since 1995. Please visit

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for further information.

You may also call toll free 877-336-8266

### **FC + RSS = SEO**

#### **By Larry Westfall**

No, this is not the new math. It is the formula for getting your web site recognized by the search engine spider.

The formula is Fresh Content + Really Simple Syndication = Search Engine Optimization.. This is an easy way to get the search engine spiders to come and visit your site on a regular basis, see that "updates" have been made, and get you ranked higher in the directories.

It isn't that difficult to write a 300 - 500 word article about your favorite subject matter. What works for me is to set aside a couple of hours a week and knock out 5 - 7 articles at one time to use during the upcoming week. The articles are all different but are similar, so writing them in one sitting is a bit easier. Writing your own content is still the best method but article submission sites can help you out when you have "writer's block".

Getting fresh content can be easy with the many article submission sites available on the Internet. All you have to do is search for articles related to your site, copy them and add them to your site. Ensure that you credit the author by leaving the resource box, along with a live link, intact. You can grab many articles at one sitting and save them for later updates. Add some content to your site on a regular basis - preferably daily. You will be amazed at how quick your new site gets indexed and happy with the rankings of your current site as it goes higher and higher.

RSS is an XML formatted style for syndicating content. Users that have RSS readers can then pick up your content and read it at their leisure. Your content will then be all over the Internet giving you maximum exposure.

One additional tip is to add a news aggregator to your site. This will put current news headlines and snippets of the articles on your site. Again, this adds fresh content, making the search engine spiders happy.

So, a few simple adjustments to your web site can bring more visitors, happy spiders and fame and fortune to the authors of the original articles.

Larry Westfall is the owner of

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