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How To Stand A Chance In The Search Engine Optimization Maze

By Ian Simpson

Despite all the other methods available for obtaining a decent web ranking for your website, for instance, link exchanges, search engine optimization or SEO is still regarded as the way to go to ensure that your website is listed high in the search engine rankings.

Search engine optimization is a method of analyzing your site and modifying it to allow search engines to read and index it. Search engine optimization is about building and maintaining a website that will get ranked highly on the major search engines. SEO comprises of a set of techniques used in order to attract visitors or prospective customers to your website, and the aim of a search engine is to provide high quality, relevant content to the users of the Internet. Search engines are now more particular on what they list in their databases and a content relevant site is the requirement if you are to stand any chance of getting ranked successfully.

It's a fact that when surfers conduct a search and the results appear, that they do not generally look further than the first twenty results that are displayed and to make you really miserable, it is widely accepted that the first 10 results is the target to aim for if you want to get customers to your website. You see, people are generally lazy and they will not deliberately look for you; you have to seek them out. So the bottom line is you need to get a top ten position or at the very least be in the top twenty out of potentially thousands of websites that are all trying to achieve the same as you.

It is important therefore, that if you intend to use search engine optimization as one of your arsenal of tools, that you encourage the search engine spiders to not only find your website but also to index it as well and you can do this through the keywords that you use on your website. You need to encourage the search engines to rank your website in that all important high position and for this you need good page content containing your chosen keywords. If you use keywords in your Meta Tags for instance, that do not appear in your page content, then your site could be penalised.

Bear in mind also, that you want the search engine spiders to keep coming back looking for something different on your site to give them a reason to continue to list it. So, ongoing maintenance is important. You simply cannot just submit your website and think that the job's done.

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So, having established what is required, how do you go about search engine optimization easily? You will find many websites that provide free SEO tools, or you can pay a professional to take care of it for you. But bear in mind that "professional" also means professional pricing. Also, remember that FREE normally comes with a price tag anyway and you will have to visit numerous sites to use the various SEO tools available and these will be limited in their functionality.

A quality SEO tool that can perform all of the functions required for website optimization will become your time saver when it comes to SEO, especially when you're just starting out and the intricacies of optimizing your website becomes a chore.

So consider an SEO tool that can at least analyze websites of your top-ranking competitors so that you can emulate them by making the relevant changes to your own website. In addition, you will need a keyword generator and a keyword density analyzer tool and search engine and directory submission functions that will allow you to make automatic and semi automatic submissions. Extra functions could

include link popularity and pay per click management.

In conclusion, to obtain high search engine rankings, you must optimize your web pages before submitting them to the search engines as it is pointless to submit an un-optimized site. You can do this by visiting numerous sites to use free tools with limited functionality or use an award winning software program that will do it all or you. For further in depth information on search engine optimization software please visit

<http://www.1st-4-income.com>

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Ian Simpson reviews software and informational products on the internet for their value and usefulness. Subscribe to his free tips newsletter at

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How Can Seo Help My Website?

By Dana Bradley

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search

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engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide Web on a regular basis.

Dana Bradley writes about

<http://www.textlinksnow.com>

,

<http://www.sitesgalaxy.com>

and

<http://www.OceanOfLinks.com>



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