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How to Get the Best Deal on Your SEO Project

By Scott Jason

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If you own or manage a business Website, chances are you are at least somewhat familiar with the concept of search engine optimization (SEO). You may have read any number of books and articles on the subject and possibly given it a try yourself. Or perhaps, after exhaustive research, you decided that your time is better spent in your area of expertise. If that's the case, I have some good news for you. There is such a thing as affordable search engine optimization. In fact, when you know what to look for, it can be a real bargain.

Step One - 3 Simple Questions:

The first step is estimating some target market information. Just ask a few simple questions and write down the answers that you come up with. You'll need this information later:

1. How many people do you think are looking for what you offer?
2. What keywords are they using in search engine searches?
3. Which keywords are the most popular to meet your needs?

Step Two – Verify:

Now that you have your initial estimates, let's validate the information. Visit Overture.com's Advertiser Center and try their Search Term Suggestion Tool located at:
<http://www.content.overture.com/d/USm/ac/index.jhtml>

Type in any term that you think is close to what your potential visitors are looking for. You will see how many searches were performed, on the Overture search system, for the previous month. TIP - Use a general search term to start with.

Now you have the single most important advantage when dealing with any trained business professional - you are informed!

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Step Three - Make it Happen:

Now that you have this great information, you want to see it implemented. This is the best part. I recommend a visit to SEO Partner. SEO Partner (www.SEOPartner.com) really lives up to its slogan "search engine optimization on your terms".

They have assembled an enormous talent pool of SEO developers, who actually compete to work on your project. It does not cost you anything to post your optimization projects. To operate the service, they accept a small commission from the SEO developers (which is only a fraction of what developers would normally spend on marketing efforts alone).

Finally, there's one of my favorite features. SEO Partner protects you from those less scrupulous SEO

`experts' you read about more and more with their protective escrow payment system.

Step Four - Track Your Progress:

Finally, once you have your campaign underway, you really need to track your progress. There are some great tools available for that purpose. Here are links to some of the better products that I have worked with:

www.webposition.com

www.axandra.com

www.searchenginecommando.com

There are a lot of products out there – all at varying costs. I recommend you visit your favorite search engine and look for `seo tools' and see what you get for a response. Then I would definitely test each one's demo version thoroughly before investing in any one of them. A good tool is worth the investment but there are so many great options out there that it's best to shop around and try before you buy.

I wish you the best of luck in your campaign!

Scott Jason is a search engine optimization project manager with SEOPm.com. With five years in the industry he specializes in assisting small to medium sized companies attain their SEO goals. Feel free to contact Scott, or his associates, at www.SEOPm.com

SEO – Search Engine Optimization You Can Do

By J. Ratliff

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We all know what SEO is, and it seems like it has kind of an "executive" sound to it doesn't it? The truth is, thousands of webmasters spend millions of dollars every year on SEO services. Now, I am not

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discounting the importance of these services.

Indeed, SEO is very important not only to the big website portals, but to your website as well.

However, I do believe that a lot of the people who spend thousands annually, do so without needing to. I have done SEO work on a dozen websites for businesses, and about 20 of my own. My secret? It's all in the software.

If you have not checked out this software, I highly recommend it.

(IBP) for

short. I use it everyday, not only for my websites, but also for any SEO work I do.

It does cost around \$200, but it is worth every penny plus some.

Save money and do your own SEO work.

J. Ratliff is a webmaster, part time SEO guru, and affiliate guru. He has achieved certified SEO status from ExpertExam.



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