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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!**

**Importance of SEO(Search engine Optimization)**

**By Wendy Mcleod**

Importance of SEO(Search engine Optimization)

Doing search engine submission and just having a site isn't enough –you have to get customers to find you. To do that, your web site has to use certain techniques and technologies that make search engines rank your site high on their results list when your customers do a search for your kind of business. That's " search engine optimization "

Steps involved in SEO

There are 4 steps to be followed to get a good Google page rank and search engine ranking.

Step 1: Website modification

This step includes adding optimized content to all pages in the website. This is necessary because targeted keywords have to be added in the right density at the right places.

Step 2: Add tags

Add or make changes to Meta tags, Title tags, H1 tags, H2 tags, all in anchor text, and alt tags for images, after keywords research. Studying the previous month's keyword usage statistics provided by the major search engines does keyword research based on which the good keywords are decided

Step 3: Link building

A, Inbound links:

Make the website available in about 300 directories and 90 search engines and trade forums to build up on number of incoming links to the website. All submissions are done manually including major search engines like Google, Yahoo and MSN. Multiple or repeated submissions are not necessary as most directories and search engines keep updating themselves using their robots or spiders.

B, Reciprocal links (Optional 5 USD per link)

¢ Create a links page and make link exchanges with relevant websites.

## Importance of SEO(Search engine Optimization)

- ¢ Find out all competitor websites with good ranking and analyze where they have placed their links.
- ¢ Then make sure our link is also placed there.
- ¢ Gradual build up of relevant and quality reciprocal links
- ¢ Regular verification of reciprocal links

### Step 4: Maintenance

- ¢ Report on improvement in ranking on a regular basis
- ¢ Re-optimization and resubmission based on client feedback
- ¢ Website statistics monitoring and conversion tracking

By following the above-mentioned simple SEO steps it is possible to achieve good search engine positioning.

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Biography: Wendy is with Bizwala – providers of affordable web design & development, cheap web hosting and SEO solutions in Las Vegas , Nevada.

## **SEO – Search Engine Optimization You Can Do**

**By J. Ratliff**

### **SEO – Search Engine Optimization You Can Do by J. Ratliff**

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 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.

Internet Business Promoter

(IBP) for

## Importance of SEO(Search engine Optimization)

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

It does costs 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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