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Improve Search Engine Rank--Top Tips and Techniques for Webmasters.

By Kanaga Siva

Various techniques are used by Specialists and Webmasters to Improve Search Engine Rank. This

is because more than 80% of the people who want to know something go to the Search Engines to get what they want. Hence a Good Search Engine Rank is extremely important for the success of your Internet Marketing Business. Given below are some very Special Tips and Techniques that will help you in your efforts to Improve Search Engine Rank of your website.

1. FOCUS ON KEYWORD.

Choose Your Keyword:

The first and most important step is to choose the right keywords for which you wish to rank well. You have to focus on this because all your efforts are going to be centered around this. While doing this for your home page it is important to adopt the same procedure and target different keywords for different pages of your site. This is because search engines match each query with the most relevant page and not the site.

Target The Right Keyword:

Optimizing your site for a popular keyword and securing a high page rank is not enough. You should optimize for the right keyword that is most relevant to your site otherwise your efforts will be in vain. The keywords that you choose should be specific. Since there is fierce competition for popular single word keywords, it is better to choose two or three word phrases that specifically describe your site content. Though you might obtain a good page rank with a very well optimized site and it appears high in the results, if no one searches for them in the search engines you are not going to enjoy the benefits of a high PR. so choose one that is reasonably popular and ones that people actually type.

2. INTEGRATE KEYWORD.

Once the right keywords relevant to your site are chosen, you should now integrate these keywords into your site, placing very special attention to places where Search Engines look.

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Website URL:

It is very important that you have at least one of the important keywords in the URL. This will help the search engine to understand what your site is all about.

Page Title:

To improve page rank the page title is another important place to integrate your keywords. Since this too gives an indication to the search engine useful information about your site. Though most sites use the same title for all the pages, it is better to have different titles with specific keywords integrated into it, reflecting the content in that particular page.

It is a well known fact that the page content or text is most important to search engines. So to improve page rank you should focus all your attention to ensure that the targeted keywords are well represented in your content. Unless these keywords appear in the text your chances of obtaining a good page rank will be remote. In addition to having your keywords in the text of the page three very important criteria should also be adhered to, which is very often overlooked by most webmasters.

- a. Use keywords frequently but do not stuff your page with keywords. Search Engines do not approve keyword stuffing.
- b. Place your keywords close to each other. This helps the the search engines.
- c. Place the keywords near the top of your page in the page content.

3. OBTAIN LINKS FROM OTHER SITES.

To improve search engine rank another important thing you should do is to get other sites to link to you, because the number of links, linking to your site is a measure of popularity. Most search engines consider link popularity as the most important factor in deciding the relevance of a site. It becomes obvious that you should put in a lot of effort to get as many sites as possible to link to you.

If it is a new site get a link from a website that has already been listed in search engines.

Search Engines look at not only the number of sites that link to you but also the quality of the sites that link to you. In other words a link from a popular and relevant P7 site is much better than several links from smaller sites. Hence quality is considered more important than quantity. A judicious mix of quality and quantity will help improve search engine rank.

4. META TAG:

It is an embedded HTML tag that contains descriptive information, keywords and other information about a web page and does not appear when the web page is displayed in a browser. There was a time when search engines relied on Meta tags to assess the site's relevance and rank them. Most Search Engines no longer rely on meta tags since they have developed new systems for this purpose.

Nevertheless it is advisable to have them to improve search engine rank.

5. ALT TAG:

Another important aspect that is often overlooked is the importance of ALT tags. Search Engines don't index images. They can't read them; so to fix this problem there are ALT tags which are descriptions of images that are recognized by search engines. So to get the search engines to recognize the images on your site, ALT tags with keywords can be used which will in turn help you to improve your rank in search engines.

Finally a word of advice, do not try to trick the search engines by using unacceptable techniques because it will not pay in the long run and you could get penalised. By following these methods you will succeed in your attempt to improve search engine rank yourself and be happy and proud of your achievement. Advice from a Specialist will certainly be of help if your intention is to reach the top.

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a Home Based Business. He now operates his Internet Marketing Business. Visit his website

<http://www.business-fromhome.com>

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Business and enroll for his Free Newsletter.

The Power of Link Popularity

By Matt Colyer

Getting quality links to your site from related web resources can be very difficult. It is a time consuming process and requires careful research. There are two ways to build your link popularity; 1 Make your site attractive to webmasters or 2 go out and hunt them down your self.

Getting webmasters to come to you:

Having lots of useful content on your web site such as informative articles, online tools, studies, etc will make another webmasters what to link to your web site knowing that you will not only help their site's traffic and link popularity, but adding content to their own web site.

Sometimes you may even get webmasters that like your site so much that they will link to your homepage or to certain web pages that they think their visitors will find useful because this adds to the usefulness of their own site by providing useful links.

Keep it clean by avoiding tricks (Blocking access via robots.txt to robots, linking out with JavaScript,

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etc.) meant to keep your site from transferring Page Rank to other webmaster's web sites and link to your links page on every page of your site.

Sometimes you will get requests for link exchanges with web sites that are not related to your site's topic, these sites should be ignored and you should focus on only related web sites.

Hunting link partners down your self:

Type your keyword phrases into a search engine and wait for the results. The web sites you see on the first few web pages of the search engine results should be your main targets and should be looked at. Visit their site to see if you can find the site owners name and email them asking to exchange links, remember to email them at the right email address, don't email the email address that's for support.

Type your keywords or phrases into the search engine and see who links to the sites that come up first. After finding a few sites that link to the sites that rank high on your keyword phrases email them and ask if they would be interested in a link exchange. This is great if you can get both the top sites that rank for your keyword phrases and the sites that link to the top sites because not only do you have the top sites linking to you, but also the site sites that made them get there in the first place.

Some webmasters use link exchange programs such as

www.linkexchangeit.com

, these link exchange

program help you find link partners easier because the sites are cauterized into their related topics, so you don't have to search for them.

Use those rules and you should do just fine! Just remember to take your time and don't use automated software, instead hand pick the sites that you link to.

Matt Colyer is the owner of the

Marhen.com

Network which includes

www.linkexchangeit.com

and is a

part-time SEO. He also is a php, CGI and ASP developer.

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Increase Your PageRank on Google

How Google Can Help You improve Your Search Rankings

5 Ways To Get Other Websites To Link To Yours

Search Engine Placement

Page Rank Explorer Pro

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