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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!**

**Search Engine Optimization Meets Online PR**

**By Dali Singh**

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We all know by now that content is king. In order to effectively market your products or services and to establish yourself as a leader in your industry, writing and distributing articles is the way to go. One of the primary benefits of getting your content rich articles indexed in the search engines is so that you can increase your websites' overall PageRank, while continuing to build exposure for your company.

Here are a few tips to get you started in the right direction:

Add popular keyword phrases in your article— When writing your article, make sure to include popular keyword phrases in your headline, subheads and summary of your article. Make sure your site uses these words too. Placing these keywords and search terms may help prospects and the press identify your article when they run a search in the major news feeds.

Include your website link – Whether it is in the author's byline or in the body of the article, if you are going to write an article, make sure to include your website link within the article. This is the best way to get inbound links from other websites, without having to return the favor.

Submit to PRWeb and other newswires – Journalists increasingly rely on major search engines for their research. In order to get your press release found, indexed and ranked, you may want to consider submitting to an article distribution service like PR Web. PR Web sends press releases to major news search engines, including Google News and Yahoo News. Press releases distributed through PR Web are optimized for maximum organic search engine inclusion. Search engines can then crawl naturally and efficiently to index your press release.

Additional article distribution services:

[www.thephantomwriters.com](http://www.thephantomwriters.com)

[www.marketingsource.com](http://www.marketingsource.com)

Identify the best websites for your article – After optimizing your article, identify which websites to submit your article to. There are hundreds, if not thousands of publishers that are looking for quality

content to publish. It is best to find high traffic websites that have the target audience you are looking for. To find these sites, simply perform a search in Google by placing relevant terms like "article submission" or "article directory" in the search box. For instance, if you are writing a self-help article, type the term "self-help articles" and target the websites that are on the first few pages of the search engine.

Article announcement lists – Announcement Lists are newsletters, groups or ezines, which allow you to "announce" your new articles to thousands of editors and publishers instantly. Most of these announcement lists are sent out daily to their subscribers. This means that you can have your article circulating to key editors and publishers within hours of completion.

Here are a few Article Announcement Lists that may distribute your article:

<http://topica.com/lists/freezinecontent/>  
[http://groups.yahoo.com/group/article\\_announce/](http://groups.yahoo.com/group/article_announce/)  
[http://groups.yahoo.com/group/Free-~~Reprint~~-Articles/](http://groups.yahoo.com/group/Free-Reprint-Articles/)

Become a contributing writer – If you are you an accomplished or aspiring writer with something to contribute, you might consider becoming a contributing writer for an online community. Typically, you do not get paid for your work but the amount of exposure you get is invaluable. You also get credit for your article including a free link to your email address and your website!

Here are a few good web properties to consider writing for:  
Suite101.com  
About.com

In sum, writing and distributing articles is one of the most promising ways to boost your site's ranking in the search engines. In the process, you also benefit from building quality links to your site, gaining an editorial following and most importantly, sharing your knowledge with the rest of the world!

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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 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

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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

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and



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