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**The Benefits of Submitting Articles for SEO**

**By Sandra K Adams**

There are millions of businesses in the world. Similarly, there are millions of web sites being used to promote each and every one of them. Some get lucky enough and always appear number one in search engines. However, most get archived in the last places customers will ever look for in a search engine.

Clearly, luck can not be everything when it comes to giving your business the attention it needs. It's a good thing there's always SEO. Search Engine Optimization is the only way to go if you want your ads and web sites to stand out in the internet. SEO compliant articles will inevitably hit the right keywords at all times. This procedure comes from the meticulous task of picking out most probable keywords people from all over the world use in search of corresponding services.

Through hitting as many keywords as possible, a certain website raises its ranking in various search engines such as Yahoo and Google. With this higher ranking, customers gain more accessibility to the site. As we all know, it is indeed very rare for people to check out web sites in the latter pages of search results. That is why articles need to be optimized by inserting the words with most hits in terms of customers' random typing preference probabilities.

Through search engine optimization, a web site will earn higher in the engines and remains there as long as it is kept properly maintained. SEO companies also see to it that their clients are always on top of the results page. As such, you are guaranteed continuing surveillance of your site's ranking day in and day out. They also have keyword generators which can spare you from the laborious task of assessing which key words need to be hit and which ones are futile to include in the article. It also allows writers to hit the taste of the masses which access the internet.

Companies can now focus writing attractively for the keywords which sell the best. Other services rendered by sites can now be dissolved if the web isn't showing an interest for it, therefore eliminating deadwood in the business. With this wonderful innovation in web writing, each article will surely be given ample attention in terms of engine optimization and accessibility. The purpose of advertising and syndication will be fulfilled, instead of stagnating in a dark and shady area with abysmally low ranking positions.

Sandra K Adams writes on a variety of topics. To get

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### **Improved Search Engine Ranks Strategies**

#### **By Paton Jackson**

SEO is a new animal. Many ask me if SEO is a new science or mathematical discipline. Absolutely not, SEO is an art. That's why you have the same odds to be successful in SEO like me or like anyone else. Yet, there are some improved search engine ranks strategies that you may use to get higher search engine ranks. I can not assure those strategies will always work but they may certainly help get into the big guys game. Let me describe a few of them:

1. "Links, links, links" - Even more important than the famous Donald Trumps' "Location, location, location".

You must set a network of as many quality links to your sites as you can get. What are those quality links, you ask?

Quality links are links to your website from other sites with a competitive key phrase in the hyper link text, linked to different pages in your web site from sites with high search engine ranks. You can build links with many like strategies such as affiliate marketing, exchanging links, articles submitting and others.

2. BE natural - Search engines like natural behavior. The days of quick make money internet marketing cd are gone.

You will have to add pages and build links gradually and consistently. You must be patient to get higher search engine ranks.

3. Benchmark and audit - There is only one thing in common for all the SEO experts. They all learn from their mistakes. Each of them has his own techniques of auditing and benchmarking.

You could never stop researching and developing. Indeed, the internet market is almost endless. Yet, so is the number of potential competitors.

Personally, I have a set of auditing, researching and developing actions I do each month for each of my sites. Surprisingly, it works.

## The Benefits of Submitting Articles for SEO

Finally, you may use some tools to make things easier for you - from meta tags optimization services to article submitting services. Yet, those services cost money. I suggest you start doing the hard work by your self and slowly outsource some of the work. Good luck.

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