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The One Most Overlooked SEO Secret

By Anik Singal

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Most internet business owners know the basics when it comes to getting ranked well in search engines. Put the keyword in the title. Put the keyword in your headline, the text, etc...

Some get even more "slick" and they insert the keyword many times in the text. Then others get even more technical and begin an active linking strategy. By the way, an active linking strategy can be one of the best ways to get your search engine rankings high – but that's not what we're talking about today.

Today I want to talk about a little secret that MOST sites don't use – even some of the most active websites that PAY for their search engine optimization. The best part is that you can use this trick in just minutes – you could do it 5 minutes after reading this!

Ok, ok...here it is...

Insert the keyword in the text of a link

You want to have about 2 to 5 out-going links with the keyword in the text of the link.

Ok, it's time for example:

Let's say you're optimizing your site for the keyword "big screen tv" – besides all the other great SEO techniques – you want to have at-least 2-5 links on that page with the keyword "big screen tv" in the text of the link.

The link can be any of the following:

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1. A link to another page in your own site.
2. An affiliate link to another website.
3. A link to a completely different website.

In other words, don't stress too much on what site you're linking to (obviously, you want to make sure you link to a relevant page – not something completely un-related).

Including this strategy on your website will take just minutes.

All you have to do is change the text of some of your out-going links to include your main keyword.

NOTE: This trick won't do anything for you if you aren't using the other SEO techniques along with it.

BUT, if you ARE using other SEO techniques, this little trick just MAY be what you need to finally bring up your rankings!

So, hurry now and change your link's text, you better do it before your competition does!

This article is written by Anik Singal, founder of AffiliateClassroom.com. Anik Singal has developed his own affiliate system that helped him earn well over \$10,000 in just 60 days. Now, he's looking for a few students to train one step at a time. <http://www.AffiliateClassroom.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 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.

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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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