

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

The Power of Unique Content to Drive Search Engine Placements

By David S

As the owner of Article Authors, located at

<http://www.articleauthors.net>

, I have been privy to all sort

of article requests from webmasters all over the world. Whether it has been a website article on dog leashes, or a website article on motorcycle handlebars - I've seen it all (almost). For the most part, all of our requests for unique website content are for website articles to help the webmaster fill up his pages with useful, unique writing. We don't believe in scraping material together nor stealing others works. Instead, I have many different writers from all over the world who use their extensive backgrounds and different writing styles to either write a first person piece, or do research on a particular subject which they might have an interest in already.

So how does any of this help you, the webmaster, who is trying to drive better search engine placements?

Easy. If you've never thought of using brand new, unique content for your fledgling or established website, think again. By using fresh new content on your site you enable the search engines to crawl over new data on your site, indexing hundreds of new words. And if this new, fresh unique content is in the form of optimized keyword articles, you're now adding fuel to that search engine to place you higher and higher within its search engine result pages.

Here's another thought – just because you can get free articles, doesn't mean you always should. Everyone else is drawing from the same free article pool as yourself. If you don't use our service (and I do hope you do), I implore you to find a service that will -

- Meet your turnaround time for creating new articles
- Create website articles that are professionally written

The Power of Unique Content to Drive Search Engine Placements

- Create website articles that contain keyword optimized text
- Understand your needs and what you are trying to accomplish
- Understand that not all webmasters have the same budget to spend money on unique content

There's no secret to any of this. To develop a site that draws traffic, you need to build, build and build some more. And what you build must be relevant to what people are searching for. If you sell dog crates– make sure you have 10–20 articles about dog crates and everything about them!

If you are wondering what the real world power of unique, keyword optimized website articles can do for you to drive traffic, just shoot me an email at

contact@articleauthors.net

and ask me how well this

article did for me.

David is the owner and administrator of Article Authors, a full service web content firm specializing in creating website articles, ebooks, press releases, forum postings, blog postings and creating web content everyday. Please visit

<http://www.articleauthors.net>

for more information

Why Top Search Engine Placements Never Move?

By Martin Lemieux

#1 question when it comes to web advertising is how do I get top 10 search engine placements for the terms I wish to acquire?

Without getting into how to acquire #1 placements (Since there are virtually 100's of articles explaining these techniques), let's instead look into how companies who do end up acquiring them, never seem to lose them...

1st you must understand that search engines all over the world are battling what seems like a never ending war to be able to provide the ultimate best results for a search.

So since this is true, search engines are consistently upgraded in order to improve their results. With upgrades come new content, with upgrades come loss of placements as well.

We all are consistently updating our sites to better fit search engines results but at the same time, the

The Power of Unique Content to Drive Search Engine Placements

top search engines are telling us to simply provide great relative content for your visitors. So why then do we ignore their wishes?

See what I've found through many up's and down's is that I had the ability to get the top placements all along. It was right under my nose the whole time.

Here it is... are you ready?...

Create your content for what you're after and forget it! Move on, attack something else.

See, the reason why so many top companies never lose their precious placements is because they create very good content and then leave it up to search engines to find it, re-find and again re-find the same content.

Here's what happens. The 1st time a search engine finds your content, they archive your information and keep going. Now that they have it archived, they come back time and time again to see if they can still provide viewers with that information.

If by chance you changed it in any way, search engines will ultimately have to re-archive the information again and start all over. This in turn is like "loosing interest" in your information at that time.

So a good rule of thumb is to leave your content the way it is in order to let search engines to have the opportunity to archive, double check and maybe tripple check your content relavance.

I guarantee you if you create it and forget it, create more and forget it and stick to that strategy, your bound to hit your target.

Keep up the good work!

Martin Lemieux
Founder and President of Smartads.

<http://www.smartads.ca>

&

<http://www.smartads.info>

– Here to provide you with effective web design &
web advdertising services.

<http://www.flyinggelatngames.com>

OASES – Online Advertising Search Engine Services

The Power of Unique Content to Drive Search Engine Placements

To read more of Martin's articles and get these weekly tips,
Sign up here:

<http://www.smartads.info/newsletter>

Download Martin's Articles For Re-Print Here:

<http://www.smartads.info/top-10/download>

Why Top Search Engine Placements Never Move?

Revising Your Site – What Happened To My Search Engine Placement?

Google is Quickly Changing...

Adsense R.I.P.?

Search Engine Marketing: Top 3 Ways To Improve Your Rank

PPC Profits

Hitting the Search Engines

Keyword Coach

Clickbank Search Engine

Submit Your Website To 40 Of The Top Websites Every Month FREE



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!