

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!

Why Content is Still King – Effective SEO Tactics

By Rob Sullivan

It was a year ago that I attended my first search engine strategies conference. It was also at this conference that I became a speaker.

Search Engine Strategies and PubCon are undoubtedly the two largest SEO/SEM conferences out there today so of course there's huge attendance and lots of big industry names attending.

There's also a guy there who you may have heard of. His name is Barry Schwartz and he's from Search Engine Round Table. I bring his name up because he's found one of the best ways to not only build an ever expanding content base up, but also a way to build quality relevant links. And it's so simple one begins to wonder why others don't do it.

Before I get into what he's doing let me give you a little history. He started covering SES a few shows ago and would post summaries of the various seminars he attended at the SearchEngineWatch forum.

His posts were some of the most read posts during the conference. He soon also began posting longer summaries at his own site. Also very well read by those of us who couldn't attend the show.

Now he's become "the" reporter for the SES shows wherever they are. He even went into this one with a plan to cover as many of the sessions as possible, between himself and others known in the SEM industry. Some of the posts end up at the SEW forums but he also posts many on his own site.

Step one - there's that ongoing content development.

You see, what the folks at SEO roundtable are doing is creating very long, but very detailed summaries of every seminar they attend. They then post these to their website daily or more often. Each post occupies it's own static page, and most pages are well linked within the site.

Step two - relevant quality links and lots of them

Why Content is Still King – Effective SEO Tactics

Now here's the great part. It is because of this coverage that people have come to realize that this site is the site to go to for SES coverage. Between this site and the SEW forums you can pretty much get your fill of SES in a very compact version. (Trust me for some of the sessions, a light summary is much better than sitting through 90 minutes of dry explanations of how ranking algorithms work :)).

And because people rely on these summaries of the show that they begin to refer others to them. Either through word of mouth or, more importantly, links.

This is where the relevant quality links kick in. What is a link to an SEM site from another SEM site worth? What would you pay to have your competitors link to you with lots of one way links, many from high authority sites? Because of this article, they even have a link from here.

Plus they get links from Searchenginewatch, in both the forums and the blog entries, not to mention other high profile industry sites. What's link from Matt Cutt's blog with a photo worth to this site?

You see, this site is building its online reputation the way everyone needs to - by posting relevant timely information that others want to see. Then the others link to that content in a natural way.

Let me put it to you another way - of the over 3,000 links this site has, how many do you suppose are from content? More specifically, how many are due to the site's summaries of the various SES shows they've attended? Links may not be directly to the topics in question. In fact many are not.

In fact, if you scan through the top 100 links or so listed in Google you see a virtual who's who of the SEO industry. Let me point out a few of the more notable links: Links from Yahoo Search Blog, as well as the MSDN MSN search blog. Of course there's many from Searchenginewatch, but also from other industry sites like searchviews.com, seomoz.com and searchenginejournal.com just to name a few.

So what has the site accomplished by attending all the SES shows since late 2003? Well, they've built lots of good content which helps relay their authority status to engines like Google.

Further, they've gotten lots of quality inbound links from high profile related sites that are also considered authorities. Plus they've also built a reputation for being the place to go to find out about SES which means increased traffic to the site. Not to mention that they've now probably got a well known brand.

In other words, if someone doesn't already know how to find the site, but they know the name of it, a the person will search on an engine like Google looking for the domain name. Even if it's ranked #7 or 8 for the search term the site will get the click because the searcher is looking for that brand.

How's that for building quality content and links at the same time?

Rob Sullivan is a SEO Consultant and Writer for

<http://www.textlinkbrokers.com>

Your Site And Search Engine's Deep Crawling

By Wisam Abdulaziz

It was three years before when I started my SEO career, and as everybody else I went through SEO forums and Blogs and read a lot of stuff, and tried to implement any SEO technique that looks effective and recommended by experts, that time I was fond of this SEO statement that says "When it comes to search engine optimization, content is king", yes everybody believe that search engines are fresh obsessed.

So I put a plan to create a Blog for my site and feed it with fresh topics on daily basis, and I had been going through all pages on my sites and changeed them on monthly basis to make them look fresh in the eye of search engines, and also checked my keyword density in may pages and topics trying to make a perfect meal for search engines its recipes titles contain my keywords, optimized meta tags and optimized body with good keyword density (No keyword spamming).

I kept doing that for about six months, while keep tracking the statistics of my sites on daily basis waiting the traffic to blast on my site, but six months without any significant changes in the traffic, in those six months I had added about two thousands unique content pages to my site all of them well optimized, hoped that search engines should reward me with some traffic, but that didn't happen. I went back to forums asking and trying to get some new ideas, till some body told me that Google just indexed 200 pages of my site, yes he was right, I tried myself the command site:yoursite.com and it returned just 200 pages. Google PR for my site was 2 that time and I though it was enough to get Goolge to crawl deep in my site and index its entire pages, but the truth was that it was not enough especially with lacking of good internal linking and site map.

So now I need to tell you that in my point of view that "When it comes to search engine optimization, deep crawling is king" yes because all of your efforts adding content to your site will be blown if search engines don't deeply crawl your site. So now let me tell you some good techniques those help your site to get the deep crawling: – Try to get a good page rank for your site, with Google you can check your page rank through Google tool bar try to get PR4+, other search engines don't have way to know the page rank of your website but there is a good command you can use to know the inbound links for your website link:www.yoursite.com the more inbound links your site has the more good ranking it gets, so in other words get as much as you can inbound links from quality websites referring your website. – Create easy navigation scheme with as less levels as possible and try to link your main pages from your homepage, it is also good to have a site map for your site.

Remember always to check that search engines deeply go through your site and index its entire content before spend any extra time and money to create new content.

<http://www.searchengineoptimizationtoronto.com/>



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!