



# Helpful Tips For Search Engine Optimization

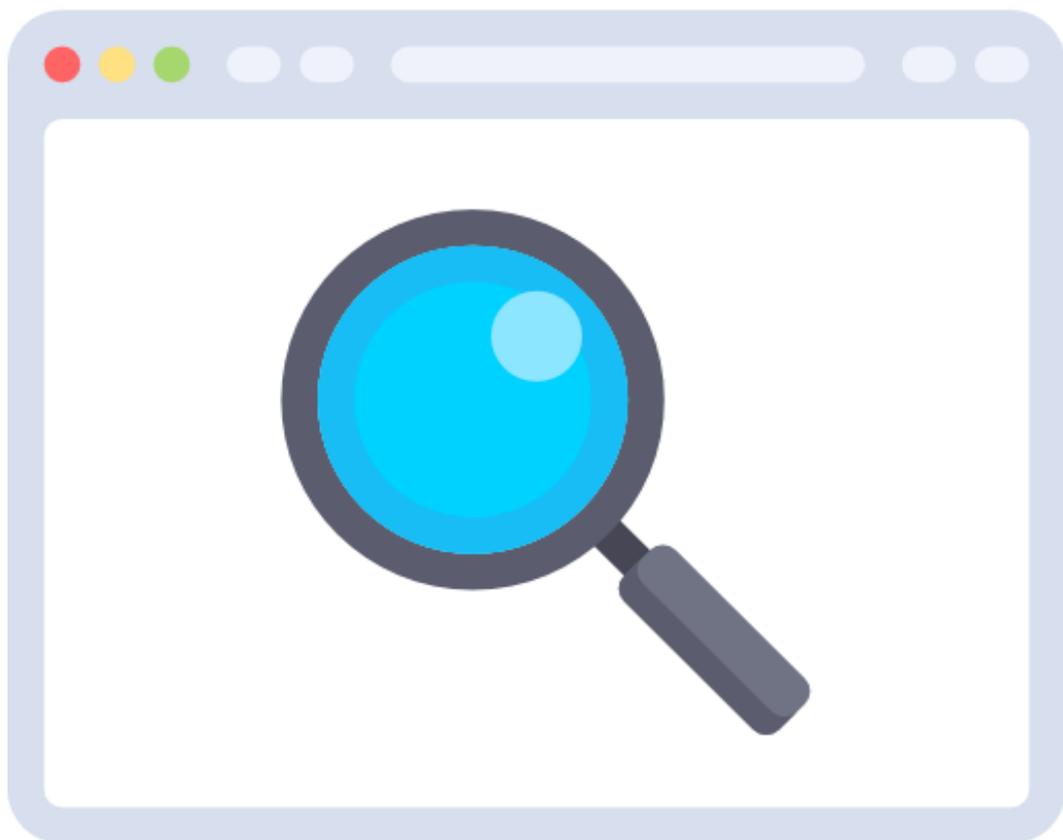
When it comes to doing internet marketing, Search Engine Optimization is important as it helps generate traffic for your website - which is where your income comes from. Here in this article, SEO experts weigh in on different tips that have helped themselves or their clients to be profitable.

1. Don't put any time or effort into a website without first taking a look at your search engine optimization strategy. Your efforts will be wasted if you do so. So, plan first!

2. On the other hand, SEO should be based on good content. Make sure that the content you are offering on your website is original, valuable and useful. This will

bring in the best kind of link -- the organic ones. People will link to you naturally because you have something of value that they want to provide to your readers.

Also, updating your content will help increase your rankings. Also, make an effort to add fresh, useful content to your pages on a more regular basis. Search engines hold this in



high regard. Not only that, photos, graphs, pictures, or images and an easy-to-navigate site will help you in terms of SEO.

3. Make sure that you include an original title tag on every page of your site, and also make sure that it includes your keyword. Many people make the mistake of putting the name of their company in these titles. Keywords get you searches more than your company name ever will.

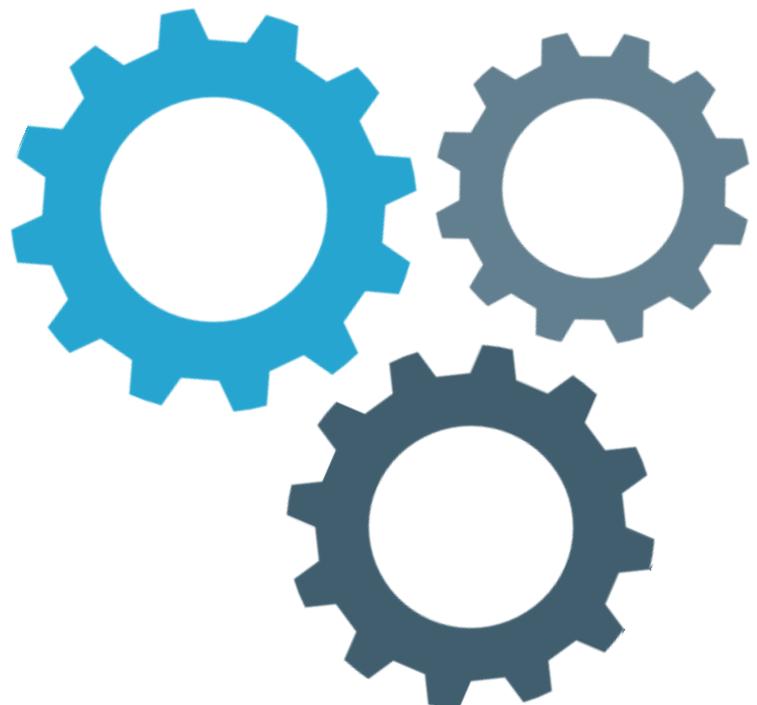
4. Don't forget internal linking. When you use anchor text within your site, make sure that the linked text is a keyword or keyword phrase, and not just something like "Click Here".

5. This is one of the more overlooked tips when it comes to search engine

optimization. Most people think of link-building in terms of quantity. But the reality is that

the quality of the incoming links are much important than the quantity. One simple link from a high-quality site can offer you much greater results than lots of poor quality links, which can actually hurt your ranking.

6. Broaden your way of communicating to include video, powerpoints, podcasts, news, press releases, social content and so forth. The more different ways you can communicate what you have to offer, the better you will look in



the eyes of the search engine. If you were to choose just one other form of communication, let it be video - it is quite popular right now.

7. Make it easy for your visitors to increase your site's ranking. Add what can be termed "viral components" to your web site

or blog such as bookmarking, reviews, ratings, visitor comments, and sharing tools.

8. And finally, when it comes to search engine optimization, do not ever underestimate or discount the power of social marketing. This aspect contributes greatly to SEO.

