

## Free Search Engine Optimization Its Not A Myth

Author:  
**Resale Rights**

Created On: 07 Oct 2009 10:28 PM

---

Is there such a thing as free search engine optimization? If you've done any amount of research into the world of web marketing, you've no doubt heard the term "search engine optimization," or SEO. With the number of Internet based business springing up daily on the Internet, a lot of new business owners are turning to search engine techniques. This can improve web traffic, which in turn brings more sales to an online business.

Not only have the number of new businesses boosted the need for SEO, but SEO has led to a number of new businesses, namely online marketing companies. These marketers will try to sell you search engine optimization services, tools, or software. But do you really need to pay somebody to do this sort of work for you? Not always! As such, its important to do your research and find out just how much bang for your buck SEO services offer.

The truth is, you can obtain a lot of free search engine optimization tools and advice by just doing a little bit of research. Of course, undertaking your own SEO will require some work on your part, and the willingness to learn some new skills. Don't let that scare you off, though - SEO is easy. If you have the know-how to run a business, search engine optimization should be no problem!

There are a few different types of free search engine optimization tools you can find on the Internet with just a quick Google search. One example of such a tool is a keyword tool. With this tool, you enter a keyword that you want to use on your site - such as the type of one of your products - and the tool gives you additional suggestions for keywords.

The tool will show you not only how much search traffic is generated by your keyword, but it can also lead you to other keywords that might create more traffic. It can also help you narrow down a keyword that has less competition from other websites. This allows you to target a specific niche on the web, leading more people to visit your site instead of others.

Another useful tool you can find for free is a rank checker. This tool will indicate where your web page falls in the overall list of pages on the Internet. The higher your web page's rank, the more popular it is. This can give you a great indication of how well your search engine optimization techniques are working. If the keywords you are targeting aren't leading people to your site, you may need to reconsider the keywords or expand your SEO methods.

Perhaps the best no-cost "tool" for search engine optimization is simple advice. Despite the fact that many companies will try and sell you their SEO services, the web is still packed with information about how to do SEO yourself. Learning how to do this not only teaches you a useful skill, it's also the easiest way to get free search engine optimization.