

## SEO Strategies You Must Learn

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If you want your business or website to get and maintain a high page ranking in search engines, you need to learn a few strategies that can help you achieve just that. Keep in mind that mastering search engine optimization (SEO) is crucial if you want to have a competitive edge against other sites or businesses that offer the same type of services or web content as you. The better your search engine page ranking is, the better chances you have of getting higher volumes of traffic to go to your web page or website. Higher volumes of traffic can lead to a higher number of possible clients, translating to higher profit.

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Here are a couple of SEO strategies that you can actually learn and implement to be able to get and maintain your high page ranking.

### **Find quality web hosting service provider**

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The first thing that you should probably do is find a good and reliable web hosting service provider, one that can assign to every domain an independent and unique IP address, to ensure that your host avoid any problems with the hosting service and avoid getting knocked out of the search engine database after it has been analyze and indexed by crawlers during the time that it was down.

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### **Keyword use**

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This is one of the more common, but nonetheless important, SEO strategies that you should learn in order to fully utilize the effects of SEO for your site. Make sure that you choose the keywords that will be used all around your site's content, from the title to the body of texts within it. It is important that you place these keywords that you want to be found in your title or tags.

You don't need to put these in every page in your site, but only on those pages that are relevant to that particular keyword. So let's say that the keyword that you decided to use is the word cellphone, make sure that you link it to your site's content that has its focus on cellphones so that when you direct traffic to your site using that keyword, they will come across your site's content about cellphones.

### **Create links**

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Creating links will also help direct traffic to your site, thereby improving your chances of getting more possible clients for your business. However, linking to other sites is not necessarily enough to get them to visit your site. What you can do is to actually make sure that you are using your selected keywords in the text links that will help point to the content located within your site. In this way, if people are looking for a particular content, they will be directed to your site under the right web content pertaining to the keyword that they are looking for.

### **More pages, more chances**

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The more pages that you have created in your site, the more chances you have of getting your web content discovered by your possible clients. It goes to follow that more pages gives you more opportunity to increase your keyword density, combos, etc.

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One way that you can keep your page volume up is by simply creating new content every week, offering a different perspective, if not new, on a particular topic or keyword that you have on your other pages. This will help improve your chances of making content that has some relevance to what the users are looking for when they chose to visit your site using the keyword link.

### **Quality content**

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Having a lot of pages can help improve the chances of increasing the amount of traffic directed to your site, however, if your site cannot offer quality and relevant content to what the users are looking for, then the users will simply click back to the search engine after landing on your site, an act which can have adverse effects on your page ranking.

If this were the case, then the search engines will take note of this, and will perceive this that the users did not find anything relevant in your content for their search.