

## SEO Using Content Strategies

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The entire search engine optimization (SEO) process is often misunderstood by a lot of people, which is why they often commit a lot of SEO mistakes that can cost them not only their page ranking in search engines, but also lose traffic volume of possible clients. SEO can help you direct traffic to your site, but getting them to stay is a whole new different ball game.

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The entire SEO process basically revolves around the idea of getting a good page ranking in search engines by employing certain strategies so that people can find your site easier. The better your page ranking is, the easier it is for users to find it, the more appealing it is for them to visit your site, thereby increasing the amount of traffic that your site is able to generate. However, if the users do not find any relevant content in your site, then your efforts to get them to your site would just have been in vain.

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If you want to be able to ensure that you can get users to stay in your site, you must learn some basic content strategies in order to do so.

### **Relevant content**

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As mentioned earlier, getting people directed to your site or page is one thing, but to get them to find relevant content and to stay is another. In order for you to be able to generate positive and profitable effects of the amount of traffic that you are able to divert to your site, you need to offer them exactly what they are looking for.

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When users are looking for a particular content, they will employ keyword searches on search engines. Once they are directed to your site using those keywords, they expect to find relevant content pertaining to that keyword, so make sure that you have content relevant to their searches. Avoid using keywords that have no relevance to your content, but you use them anyway simply to gain more traffic directed to your page due to the popularity of that keyword. This will only result in users clicking back to their search engines, and not necessarily create any positive effect on your page ranking. Make sure that your choice of keywords would correlate to the content that you are creating in your page.

### **More content is better**

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The more content or articles you create about a particular topic or keyword, the more chances you have of getting tagged and linked by other sites, as well as increase your chances of answering a user's search for relevant content. Just like fishing, the more assorted baits you have, the better your chances are of catching a fish. One way that you can get the right user, you just need to offer more content for users.

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Also, the different articles you create and post in your site as well as in other sites can generate a lot of backlinks which can lead users back to your site.

### **Keep content fresh**

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Creating and posting new content regularly can greatly improve your site's chances of getting recommendations from other sites, especially those that are linked to your site. The more times you offer new and fresh content, the more opportunities your users searching for a particular content will have on finding one that is relevant to their search.

### **Link building**

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Building links is also another content strategy that you can employ to help users searching for a particular content to find your site offering relevant content to their search. Try to link to those other sites that has similar content, or at least uses the same keywords in tagging their site's content. This way, any user searching in those sites will be directed to your page's similar content, making it easier for users to find your page.