

# The Best White Hat SEO Techniques

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If you intend to be a hero or the good guy in search engine optimization, you should only use white hat tactics. There are certain limitations to the approach in the beginning, but you can be sure that your reputation stays stable for the long term. People will refer to your company more as a reliable source of products and information. You can get to your target market without having to resort to unacceptable means. Here are some useful tips.

## **The Use of Links**

Internal linking is one of the easiest methods to help make your web site more visible to search engines. A lot of web sites use a type of script to enable fancy drop-down navigation and other complicated functions, thereby keeping search engines from crawling on the scripts easily. Your pages can become unindexed as a result.

The effects can boost the visual appearance of your web site, but you have to be concerned about staying visible too, or else there will only be a very limited number of people who can appreciate the work. You can add text links and link internally to improve spidering to your web site because of the sophisticated scripts. You can put text links at the bottom or at your homepage that links all main internal pages. Also include a site map to all internal pages.Â

## **Reciprocate**

You should also start swapping links with other webmasters to have additional links leading back to your web site. The value of reciprocal linking has reduced over the past several months, but you can still expect good quality traffic by investing in the approach. When you build reciprocal links, make sure that you only place these in areas where your target market will most likely be lingering. Link to sites that are highly related to your own and sites that have good content that your target market will be interested in. It is a risk to place links in sites that have been penalized.

## **The Content**

Content creation is highly different from doorway pages and the like. You have to make good quality and unique content that will grab the attention of your potential clients, thereby boosting value to the site and your reputation and credibility as well. The more content-rich the site is, the higher its value will be to search engines and human visitors.

You can invest in professional writers and ghost writers to update the content of your page every now and then. This is a good strategy in becoming a good resource in the industry. Having good content also means that you get to display keywords that will lead more people into the site through search engines.

You can post articles, blogs and posts in forums, blog sites and discussion boards online. People will want to read your works if these are related to their chosen topic. You can also build links back to your web site without having to reciprocate the deed.

## **Boosting the Site**

Manipulating the content, site structure and words can improve the ranking of your web site in search engines. You should make solid meta tags and titles to boost SEO. The optimization attempt

should not go far from the main message and content quality contained in the web site. Always include the potential to sell and the quality of articles to maximize exposure on search engines.