

Using SEO Techniques To Improve Search Engine Rankings

The higher your page comes up in search engine results, the greater the traffic that is directed to your website. That's what search engine optimization is about. Webmasters strive to maintain high rankings with their sites by using popular search terms to get their sites ranked high among the search engines. Techniques for getting top-ranking are ever changing, an ongoing.

A high search engine ranking is only important if people will be searching for your product or service on a search engine. One of the most important criteria in getting a good search engine ranking is the number of back links you have to your website from related websites.

One of the most important things you can do to ensure your success at improved search engine ranking is to develop a solid plan of action. Yes one of your main objectives is search engine rankings but your other goal is traffic that converts into sales.

"If you build it, they will come," is the famous quote from the movie Field of Dreams. However, as all too many webmasters and business owners have discovered, just building a website is no guarantee of receiving visitors. This means that just because a website is listed in the search engines it doesn't mean that it will be found.

It is the process of increasing the amount of visitors to your website by ranking high in the search results of a search engine. The reason you want your site to rank high is to attract visitors, by attracting more and more visitors this will convert into sales. Search engines will examine the text on your pages and look for keyword relevancy. The frequency of the keyword on a site is very important.

The better optimized on some keywords your site is, the faster it will be displayed on the first page. So keyword inclusion and placement is very important. To get an idea of the number of times a keyword is searched for per month, type a keyword into Overture or Google search. This is how keyword density is calculated; it is the total number of keywords that are repeated divided by all content words. The greater the specificity of your keyword is, the less competition you will face. When editing your copy make sure the keyword is naturally placed in your content and is not repeated to many times.

However, you must be stringent about who you link to and how many links you have. Article writing is a very good method of building your sites rankings and getting links, so is press releases, this helps in the same way, but for many businesses this is not an easy task.

It is also important to understand that not all links are considered equally valuable by the search engines. Although content is very important, you will also receive credit for the number of links to your site. A high number of incoming links is extremely helpful to your rating. There are many more factors that go into marketing a website, you do need keyword rich content, but you also need links and offline marketing to really push your marketing for your business. To search engines, incoming links are like 'votes' in favor of your website.

About the Author

David Marc Fishman is the owner of [internet directory](#). The website that helps people who use [directory listing](#) for one way links. Get fast links with [directory submission](#).

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