Article published on January 25th 2012 | Internet

If you already have a domain and planning to get a new domain and redirect it to the new one, simply drop the idea. Search engines put a lot of stock in how long websites have been around and opting for a new domain and getting the old one redirect to it will cause you big losses and these losses can be continuing for as long as a few months or more.

Moreover, you should always remember that your site should be optimized for the targeted audience and not the search engines. For this, try gathering and analyzing demographic information, and visit other sites, communities, or forums where your targeted audience makes usual visits and pay heed to what they want and what they discuss. Only when you are done with this aspect, you should step ahead with website design, keyword research, and website promotion.

Furthermore, your site pages should have extensively researched keyword phrases. For this, you can try out Google's Keyword Tool. Avoid general keywords such as "apparels", use "apparels for men or apparels for women" instead. Once you are done with keyword research, it is time for you to design and categorize the architecture and design of your site based on it. In addition to that, you should make sure that your site has links to specific pages such as "apparel for men", "apparel for kids", "apparel for summers", "apparel for winters", etc.

Moreover, you should take enough time for labeling your site's internal text links and clickable images (ALT tags) as clearly and descriptively as possible. Avoid words such as "click here", rather opt for "click here to buy", the point is to be as descriptive as possible with every text and graphical link on your site. Moreover, you should put the keyword phrases of your site into the unique title tag of each page and trade links only with good sites and not with every other site coming your way. It is good to trade links with complementary sites (for example-if you are selling teacups, it is best to trade links with sites dealing in tea).

If you are looking for a professional SEO company online and want to choose locally from the best, you can narrow down the search by searching for country-wise providers via words such as â€œSEO Australiaâ€• or â€œSEO Sydney.â€• Once done, you just need to compare and choose the best provider t meets your needs.

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Article Keywords:
SEO Australia, SEO Company, SEO Sydney

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