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Search Engine Optimization - the Lifeline of Online Business by [Julia Roger](#)

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If your business is not doing good enough then try making an online presence as more and more people now search in for products and services on the net. However, in order to make your online appearance effective it is advisable to take care of the search engine optimisation techniques, which form the lifeline of your website. You will not get to know whether your web optimization efforts are working unless you monitor your search standings. You always need to keep an eye on your page rank to track where your visitors are coming from and the search terms that they are using to find your site.

However knowing not all the techniques might be possible for every business owner therefore, it is better to hire an seo expert who can carry out all the tasks for making your online presence effective. As these experts are aware of the importance of keywords in a website hence they accordingly place appropriate keywords in your titles, URLs and image names so that whenever a search is made with the similar keyword your site gets displayed in the search results. The title tag and page header are the two most important hotspots to put keywords. They take complete precaution not to overstuff the key phrases as it might result in spamming of your site.

These web optimization experts make use of internal links to boost traffic to your website. The more relevant words point to a page the more likely it is to appear in search results when users run a query with those terms. They ensure that the links are appropriate and not excessive as it might annoy the visitors. These links even help you in business promotion and keeping you ahead of your competitors. Another very useful technique of promotion adopted by SEO companies is adding a site map and linking it to all the other pages on your site makes it easier for spiders to search your site. They even make your URLs search engine friendly by naming them with clear keywords. In order to drive more traffic to your site and improve your page rankings use these simple techniques and just watch out for the profits that you attain.

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