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From the days of directory submission to the latest Panda update, SEO has grown and evolved beyond recognition. However the aim remains the same- to ensure that you rank high for the chosen keywords across all search engines. While some agree on the benefits of link building, there are others who swear by content marketing strategies. And there are some who suggest a fine balance of both. Here are a few techniques that are known to affect search engine results:

â€¢ Press release promotion:

Thanks to press releases that are churned by the hundreds everyday and pinging them on various directories like StumbleUpon and Digg, there are many SEO professionals who claim that these arenâ€™t as potent as they were a few years ago. But the truth is that a good press release that is content rich and written objectively can do wonders to your site. But if you are simply looking to blow your trumpet without stating anything substantial, donâ€™t expect it to be picked by any journalist. Every day, journalists receive hundreds of press releases that are filled with marketing junk and are relegated to the dustbin of SEO history.

â€¢ Social Bookmarking:

The very concept of social media thrives on dynamic content and hence attracts search engine bots that visit them for fresh and unique content. Social bookmarking is all about saving bookmarks on a website and then tagging them with keywords. Popular social bookmarking sites include Digg, Twitter, Reddit, Pinterest, BuzzFeed etc. But this job is to be done carefully, or the entire strategy is likely to backfire. Pay proper attention to the tags, keywords are other details.

â€¢ Answers:

The Google Panda update has placed a lot of importance to unique content that addresses customer queries effectively. You can always gain backlinks to your site, by posting relevant and unique answers to questions asked on sites such as Cha Cha, Yahoo Answers, etc. But make sure that you do not spam by posting links on unwanted places. The link should be pasted only if the answers are genuine.

â€¢ Forum Posting:

This again is a good strategy provided you do it well. There are several forum sites where you can post answers or seek answers to questions can be sought from experienced professionals.

Article marketing:

Although the latest panda update saw the page rankings of popular content sites go down steadily, the fact remains that unique content shall always have a place of their own.

These strategies when used in isolation are not enough to produce the desired results. Each of these are to be used in tandem with each other. And most importantly, the promotions should be done manually in order to look organic and natural.

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[Glenn Farrier](#) - About Author:

The author of this article manages a a [San Diego SEO](#) company, and advices small and medium business owners on need for a [SEO in San Diego](#)

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