Top SEO Companies - How Do They Rank Your Website?

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Regardless of the business that a particular SEO Optimization Company is in, having a fresh looking website is a must in this day and age. This is not hard to achieve as the cost associated with it are not great and this is only done once. What is however challenging is finding a Best SEO Company that can rank your website on the first page of the search engines.

As we already touched on the fact that creating a website will not normally put you under a great expense, all you need there is a domain name, a hosting account and then a simple site. A website consisting of 5 to 10 pages is all that is needed for most businesses.

The tricky bit is ranking your website on the first page of Google, Yahoo! and Bing, being three major search engines. This process is so involved that every serious business would have to seek services of a Search Engine Optimization Company.

Being in a business of plumbing for example and expecting to be able to consistently perform tasks that are needed to rank is near impossible.

The question is, what do these Top SEO Company do to rank your website?

Every professional SEO Company would have to devise a plan of attack. Namely, having a clear online marketing strategy is a must as the strategy may vary depending on the type of business you are running.

For example if your business is in the legal profession, it is unlikely that you would want to create a Facebook page necessarily.

Here are the services that would need to be executed in order and correctly to have any chance of ranking:

1. Keyword research. This step consists of finding phrases that you are going to rank your website for. These need to be relevant, enough people need to be searching for them, have reasonably low competition and also have a high score of commercial intent.

2. On-site search engine optimization. This step-by-step process includes making changes to meta tags and content of your website. This is ideally done on one off basis.

3. Business directory submissions. SEO specialists would have to submit your business listing including your website to as many business directories as possible. The most important and popular listing is Google Places.

4. Article marketing. This is one of the most important SEO techniques and entails creating articles that are related to your business. These are then submitted to article directories that people visit and read. The aim is to post a link back to your site hoping that visitors will click on the link and find your business online.

5. Blog marketing. It is similar to article marketing with the difference that your posts are normally shorter than articles. This also includes commenting to other peoples blog posts that allows you to also post your website address linking back to your site.

6. Video marketing. The idea here is that your Top SEO Companies creates videos, either short promotional or longer content value-add type videos. In any case, once the video is created, it can be distributed to various video sharing sites. Most famous of all video sharing sites is YouTube.

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