Building Fruitful Relationships Through Add People SEO by Julia Roger

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Although search engine optimization or SEO is not a new phenomenon however considering its increased importance in people-to-people connections some path breaking changes have been initiated by search engine major Google. These changes have been introduced because a person with more connections can expect wider coverage of his or her contributions (web content material) or recommendations. This can be termed as add people SEO and has greater relevance in social media networks. Let us explain this in a simple way.

If you are looking for some particular information, you just type in the relevant keywords on your favourite search engine. Now if you do not have many connections with people then your search engine will present you with a couple of URLs of sites that offer optimized content related to your search. However if you do have connections with many people then your search engine will return results containing information, posts, comments, reviews etc left behind by someone who is connected to you and who has first hand experience on that topic or subject. Would that not make your task easier? It will definitely. That is the advantage of addpeople SEO.

Add people SEO can help you in different ways. If you are a businessperson then your business will show up better on search engine results. This is because you have more connections with potential customers. On the other hand, if you are a discreet writer then your creations will get wider coverage leading to better recognition. The whole idea behind addpeople SEO is the connection between you and your network. Today traditional advertising methods are gradually becoming a passÃ©. People prefer to believe in friends (connections) rather than strangers. Companies that connect with their potential customers in a manner they want are doing better. It is about building relationships rather than hardcore marketing.

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