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SEO that is cheap and effective by [Hazar Umutay](#)

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In today's competitive online world, getting good search engine optimization done on your site is an absolute necessity. There are several techniques that can turn out to be quite expensive, but there are a few that you can use effectively and without too much of a burden on your wallet.

One of the first things you can do is get link exchanges. This means that you get other sites to your link to yours and you return the favor. This is an SEO tool that will not cost you a thing. Choose sites that are complementary to yours. If the content of each of the sites is an extension of what you do, then it would be easier to get traffic from there to click onto your link. Get in touch with the owner of the site with the idea of exchanging links and get this going. It will also work at improving your page ranking.

For any site, the content is king. Make sure that you settle on a set of keywords that best describes what your work is all about. Use a keyword search engine to check its popularity. Use these keywords in your HTML tags, your headers and footers and also peppered in your content. However, do make sure that you do not sound contrived. Search engines have means of knowing when content is forced and you will lose out on ranking here.

Depending on what your site is all about choose a domain name that is catchy and easy to remember. Such names will be simple enough for a person to remember and type into a search engine. Make sure you register your domain name, else you stand a chance of losing it to somebody else. Be creative in your choice of names, but don't go overboard. Being able to move around the site comfortably is what every user looks at. Providing a site map and easy to use navigational buttons makes the site user-friendly and this is very important when SEO comes into the picture.

Work at updating the content on your site. Using keywords to highlight your latest offerings, free newsletters to those who subscribe and getting yourself listed on directories will help you reach a larger audience. Once you have the desired footfall, you could also think of investing in keywords and working those into your content. It will instantly take you much higher on the ranking charts of search engines.

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