# Article Side

Some Basic SEO Tips for Newbies by Julia Roger

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The most important part of any online business is seo and there is no doubt about it.  You will come across many guys who claim to know the basics of SEO but the facts tell a different story.  To be a good Search Engine Optimisation expert you should carefully analyze the trends of your customers from all angles before implementing any step for increasing your sales and establishing the brand name. You should always start from scratch and see that you donâ€™t miss your mark in the campaigning part. Always resolve the technical issues of the site first, and then your onsite link building procedure will run smoothly.

As a first step you must ensure that the homepage of your website does not have two versions otherwise it will lead to ambiguity for the site visitors and there may be a chance of misinforming them. This is what you should do while technically reviewing your website. Thereafter, you should go for addressing the onsite targeting. The vital step involved here is to do the necessary keyword research in order to aim for the right keyword applicable to your market sector. Generally, customers do not perform industry specific searches so these keywords need not necessarily be related to some industry.

The next crucial step is keyword mapping across your site to avoid targeting the same keyword on multiple pages of a search engine. After mapping out your keyword, creation of title tags for your site is a must. Reason being, title tags determine your ranking in Google. Hence, donâ€™t get your title wrong otherwise it is of no use doing further search engine optimisation. All in all, your efforts to popularize your site will go to waste.

As a final step, you need to lay emphasis on adding relevance to your site. You can achieve this by including the keywords in your headers and content. This will increase your rankings on the natural search results. Also, back-linking your site will be an added advantage.

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