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Search Engine Optimization (SEO) will undoubtedly improve your website visibility and this is a very powerful means to grab the top spot in Google. But you should always follow three golden rules, and then only you can be an online success. The rules are:

You should target those keywords which have far lesser competition.

Target keywords having sufficient commercial value.

Target only such keywords having a high traffic.

Although the above rules are pretty simple but if you miss all or even one of them then your site is sure to fail.

You can consider search engine optimization as an art which helps you optimize your on page content and off links to your site thereby getting considerable website traffic.

In your quest for website traffic you should start from keyword research because keyword research is the basic step in case of Search Engine Optimisation and the key to achieve top rankings in Google. Therefore do some brainstorming about the tendency of Internet surfers to type certain keywords in the search box.

The most important part is link-building because it enables your site to be reached through powerful back-links existing on other popular and related websites and social networking sites.

If you want to provide a foundation for your Search engine optimisation then give importance to creating blogs, feeds and articles to build a solid network of links. The advantage here is that whenever you add fresh content to this network, the feeds will get automatically updated. And Google is fond of that.

Publishing Press Releases is another excellent way to advertise your latest services/products and draw huge amount of traffic. Some PRs are free others are paid.

Tapping into Facebook and Twitter networks will greatly enhance your online reputation and give significant exposure to your brand before your audience.

Using social bookmarking sites to bookmark site pages, articles and blogs can give another advantage in spreading word about your services and other related stuff.

Further, building an email list of your customers will help you keep in touch with them and have repeat business.

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Julia Roger - About Author:

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