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The SEO trends are constantly changing over time and it is important to keep up with these trends so that your site is not hampered with any violations to the directories rules. There was a time when keyword was the most important tool in optimising the content and profiles for every website. However, now the trends have become even more encompassing and there is much more to handle than simply searching the most viable keywords and integrating them in to your content.

The very first change that is vital to notice is that keyword density is no longer a priority for search engines. There was a time when the density of the keywords had to be kept at a constant between 3-6%. Further highlighting individual keywords by bolding them or including them into subheadings and headings, are also out of trend in the current market scenario.

In fact, over stuffing of keywords within your articles (or any detailed content on the web pages of your site) can actually prove to be harmful to your search engine rankings. The web audience has grown more smart and diverse over the years. To keep up with the demand, it is necessary to provide content that is more interesting and a variety of different styles to keep them engaged. This is the logic behind the variety of audio, video and web info graphics coming up as vital trends of SEO. They are extremely popular in getting a huge flow of web traffic directed towards your sites and gradual increase in the search engine rankings. The focus is more on building a solid online reputation.

You need to launch your professional site as an expert in your niche. This requires handling the variety of related subjects and presenting them in simpler and more interesting ways to your target audience. In addition, the focus is on generating quality as well as quantity. It is important to keep on publishing at a constant pace. Do not put a huge lag time between your posts. This might mean you are losing a huge chunk of interested audiences to more dedicated niche sites.

The details on developing link juice for your sites have also drastically changed than what they used to be even a couple of years back. There is not much effect of generating low quality links from free article directories and content farms. It is now vitally necessary to link with reputable websites and niche blogs to get a dedicated subscriber group for your own sites.

Guest posting has emerged as one of the vital areas of increasing quality inbound links to your blog or site. The latest focus is on the development of quality website metrics. This is the vital sign that your website is indeed generating a following and that same groups of people visit your website often.

Another way of calculating website metrics is to follow the social media activity that your website generates. So many different social media platforms provide the opportunity for website owners to connect with their audience. SEO trends are continuously updating to include sites that are more dedicated towards providing quality, expert information.

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