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What is SEO Marketing by Julia Roger

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The term SEO Marketing refers to a systematic study of the internal mechanism of a search engine. This analysis helps in utilizing the basics of the search engine in influencing a website and its presence in the web world. This type of marketing tool helps in growing scope of a business or services in the search engine.

Strategies and techniques

We all are not very familiar with the term SEO. Some understands the basics of the system. However, to get good result on the visibility of the site one must consider some factors like the, Strategies that are white hat, niche market understanding, and a lot more are just example of it. Blog comments, social bookmarking, article submission, Squidoo, article marketing, press release, DMOZ, etc are good strategies to use. These techniques help in boosting the site ranking.

Search engine optimization; a very essential tool for web business

To boost the website ranking on prominent search engines like, Bing, Yahoo, MSN, or Google, the site can follow tow type of Search engine optimisation on page and off page optimization.

The on page optimization includes Keyword density, Alt tag & anchor tag optimization, HTML site creation, keyword optimization, image optimization etc.

The off page optimization comprises of monitoring and upgrading the back links regularly to improve site visibility. It mainly includes regular press release distribution, article syndication, blog syndication, link building, social media marketing etc.

Some of the key tools of SEO are keyword research, competitor analysis, analyzing the website, page layout, and link building process.

To improve the page rank often many companies hire SEO writers to develop unique and plagiarism free content every week. The regular content up-gradation helps in boosting the websiteâ€™s visibility in all search engines. Thus to promote your site do invest in right SEO services.

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