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How to Choose an SEO Web Host by Bob Smith

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You've heard all about SEO web hosting, what it entails and, most importantly, what a huge benefit it can be for your business. But you'll still need a web host for this specialized area of running a website. So how do you choose the right SEO web host for you? Choosing an SEO web host is unlike choosing other web hosts. Because SEO is a specialized online area in general, there are specific things you need to watch out for that might not pertain to other types of web hosting.

The first thing you need to ask when trying to choose an SEO web host is how they will get your website to rank high in the search engines. Some engines, such as Google, have very strict rules as to what will be recognized as genuine and honest keywords, and what will be flagged as inappropriate practices (such as keyword stuffing.) If the web host uses these discouraged practices your website will not show up high in the search engines, and it could even be penalized or shut down altogether. This is definitely not the result you want from your SEO web host. The only acceptable ways to rank high in the search engines are through proper use of keywords, backlinks, multiple comments, and other approved SEO practices.

Secondly, ask your SEO web host where on the first page your website will show up. Of course you want it to be returned with the other results the engines find, but some hosts might have one of your ads appear on the first page. While advertising is generally good, this is not true in this case. You want your website to appear in the search results, not on the side where no one will pay attention to it.

Also avoid any SEO web host that promises things like link acknowledgement, submitting your website to thousands of search engines, or providing you with "free for all" links. These might be impressive-sound terms, and some web hosts rely on the fact that consumers don't know what they mean, and so they'll happily purchase them. But while these are actual terms and practices used on different websites, none of them will be helpful to your website in terms of SEO.

Lastly, beware of any SEO web host that guarantees you the very first listing on the very first page. They should be able to guarantee first-page results, as this is what SEO web hosts do. But because search engines have such different criteria for how they list websites in the results returned, no one can guarantee that yours will fall first in line.

SEO web hosting can be a huge boon to your business, and can expose your business to far more people, much faster than you'd be able to do on your own. However, be very careful when you choose the one you'll sign up with so you can make sure you're getting what you need.

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