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An Intro to The SEO Game

Posted by Teicko Huber on Mon, Apr 09, 2012 @ 02:30 PM

Search engine optimization (SEO) is a process designed to help improve the visibility of your website through the use of search engine keywords. Simple marketing methods predict that the earlier you appear in the search results, the more likely you will be to have visitors to your site.

Internet Marketing Strategy

SEO takes into consideration how search engines operate and the natural tendencies of those who search the Internet for goods and services. Optimizing a website may include revising content and HTML and similar coding to include commonly used keywords relevant to your services or products. For example, if you're selling customer relationship management (CRM) tools, you could edit your website content to frequently and naturally reference the terms "CRM" and "customer relationship management."



Keywords

When choosing keywords and search phrases, you should always consider the intent of your visitors and ensure your selected keywords are relevant to your products and services. You should also know your industry and account for any seasonal trends. Lastly, try to stand out from competitors by targeting less frequent, yet relevant keywords.

Don't have time for SEO? We can leverage inbound marketing tools for you!

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