



Top SEO Tips for Marketing Your Website

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Today, search engine optimization (SEO) has become the most important part of marketing a website. No matter how good your site is, it is useless if it does not attract traffic. This article discusses the four most essential SEO tips you can use for Internet marketing.



Though there are hundreds of techniques used for search engine optimization (SEO), what follows are the four most important SEO tips you can use to take your website to the first page of search engine results.

- **Look for Valuable Key Words**

Key words that are “most searched for” and have the “least websites to compete with” are the most valuable. Search for key words that best suit your website. The Internet has a host of websites that offer SEO tools. One of the most useful is [Word Tracker](http://www.wordtracker.com/) [http://www.wordtracker.com/].

Word Tracker’s Keyword Effectiveness Index helps you know which of your words or phrases are searched for the most and how often they appear on competing websites. This information can help you know which words to use more frequently in your site’s text.

It is also important to have your key words spread across the content of your webpage. Moreover, prioritizing your homepage instead of trying to optimize all pages is one of the most important SEO tips.

- **Optimize Title Tags and Metatags**

Since the first few words of your title are the most important for a search engine, make sure you include your key words in the first couple of words of your title.

One of the most crucial SEO tips, without which any list of the top tips is absolutely incomplete, is optimizing your metatags. Metatags are hidden codes found on the top section of your

webpage that allow search engines to start crawling through your website. The metatags you should concentrate most on are key words, description, title, author, and robot tags.

- **Create a Sitemap**

A powerful tool (and one of the best SEO tips) is the creation of a sitemap linked to your homepage. The sitemap, which is linked to every page on a website, helps web crawlers find content easily.

The sitemap makes certain that search engines have the latest record of your webpages. There are several kinds of software that can help you in creating a sitemap. One of the best programs is available at www.xml-sitemaps.com.

- **Make Use of URL and ALT Text**

Another one of the SEO tips you cannot do without is including your most important key words in your website URL. If you use your site to sell clothes, a hypothetical URL like www.trendstoday.com, which does not use any words related to clothes, would not be very good, whereas something like www.clothingtrends.com would guide the search engine in the right direction.

Use of key words in the Alt text of images is equally important. Search engines like Google read the labels on images and rank pages accordingly.

Conclusion

Optimizing your website for marketing takes time and, most importantly, patience. If you are just starting to optimize your website, try using these four indispensable SEO tips, and you can be sure of meeting with success.

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