

Diamond SEO Search Engine Optimization Company

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Search Engine Optimization is much simpler than you would think. Here are some secrets that will get your business to the top!

1. On page Optimization includes using your keywords in the tags on your web page. Ranking for the most competitive keywords may not be the best option for you and your business. Analyze the keywords that are bringing in money, whether it is purchases, memberships, or email addresses, you must optimize for the customer that ends up buying. Use your head and make sure that these important keywords are in your title, header, keyword, description and alt tags.
2. Write keyword rich content for your website. You are the expert for your industry and you have information that would be valuable to your customers in your head. Put that information to work for you and give your customers information that they will find value in. If you run a clothing website, put details about how to decide which size would be best for your customer and give them reasons why. Add Faqs and testimonials as soon as possible. These items and any others you can think of will give you the title of expert and drive in customers.
3. Off page Optimization is mostly links pointing to your website. You can obtain links in many ways. Take the information you have posted to your website and turn it into articles. You can then distribute this information in article directories. Every article directory allows you to put a link to your website at the bottom of the article in a resource box. Every link counts and do your best to generate as many as possible. The key to generating links is to continue doing it no matter what happens. If you write an article once a week, don't stop when you see results. Continue writing and distributing articles to keep your positioning in search engines.
4. Articles are only one avenue to generate inbound links. There are many others that you can find fairly easily by researching through the major search engines.
5. One way inbound links give you more benefit than exchanging links with other websites. Use the information you find in your research to generate links in an ongoing manner. This will make sure that the search engines will see you as growing at all times.
6. There are many ways of advertising online that are not used by many webmasters. Online networking, forums, Email lists ([free tool here](#)), and others will help you generate customers and inbound links at the same time.
7. If you are looking to get your brand new website indexed by the major search engines, post an ad to craigslist.org and they will find and add you in a matter of days instead of months.
8. Utilize free tools available to you online. My favorites are [Web CEO](#) and [IBP 9](#). Web CEO offers more features in its free version and its paid version is the best available online. I also have learned quite a bit from a course titled [Tag and Ping](#). It teaches you how to utilize Social Bookmarking Services to generate backlinks for your website.

Search Engine Optimization is an extremely important process that is mandatory for any business located online. Most customers research expensive products online before purchasing in a local store. Make sure your website speaks volumes about you and your business and you

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