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Generate More Sales With SEO

With the economic slowdown a reality now, businesses are examining their options for getting more customers and more sales. The internet is one very big and obvious possibility. But how does an offline business actually use the power of the worldwide web to boost their bottom line?

Business owners want their names and websites to appear on the first or second page of search engine results and that's where SEO comes in.

SEO is short for Search Engine Optimization, and has become all the rage these days... for good cause.

More hits on a web site means more traffic. More traffic means increasing the chances of receiving more sales. If a site appears on the front page of any popular search engine, and the introduction sounds promising, people will click through to the site.

Countless companies want to maintain their position on search engines and are thus constantly looking for SEO services to maintain the ranking. They feel that they can beat the recession by attracting more traffic to their web sites.

TWO TYPES OF SEO

Search engine optimizers basically use two approaches in optimizing web sites for customers. One method is called the 'white hat' approach and the other is called the 'black hat' approach. The white hat approach is the recommended approach. The white hat approach to SEO is legal and recognized by search engines.

Black hat tries to load web sites with irrelevant or hidden keywords to fool the search engine. Web sites using the black hat approach look for short term gains, and once exposed, the search engines ban these sites. That makes blackhat a dangerous game to play for any serious minded business man or woman.

SEO has assisted businesses that have relevant products but somehow were not able to attract customers. By applying appropriate SEO techniques and creating relevant inbound links, the traffic to these sites has been significantly increased.

If a company is wholly dependent for its business on the internet, then using SEO techniques is a must. However, if the web site only generates a small portion of the business, then it's not so critical -- even though it can increase the traffic coming to your website.

SEO TECHNIQUES AND STRATEGIES

There are many different methods available to propel a web site up in the search engines. Regrettably many SEO professionals are charging an arm and a leg when you hire them to raise your site's rankings in the search engines.

[Get On Google First Page](#)

Two of the "simple secrets" to ranking higher on Google are... having unique, quality content along with high quality incoming links.

1. QUALITY CONTENT AT YOUR web site

Nothing is more inviting to search engines than new, distinctive content published on your website. If you have a website which provides a unique product or service and publishes unique content consistently on its blog, you can be sure that the search engines will look at you favorably.

It is here that nearly all affiliate websites face a very steep climb. Because their product and information is copied from a different source, it is problematical (but not impossible) to rank higher. Affiliate websites normally gain rankings by having to spend a sizeable amount on link building.

Unique content is very easy to publish if you tap into a new, profitable niche or if you successfully differentiate your business from your competitors. Because unique content is favored by the search engines, you can find articles, blog posts and free information ranking much higher than a typical website homepage which provides the usual information.

If you manage to publish superior quality content, you have won half the SEO battle.

[First Page Of Google](#)

2. INBOUND LINKS

The second problem to attend to is link building. There is no question that links from high pagerank (PR) websites and pages are favored much more than links from low PR web sites. Your focus should be to get links from well-known websites. One method to get these backlinks is through having a link exchange but that is time consuming. Another way is to pay for them but Google frowns on this - they prefer "natural" link building that happens over time as other webmasters see your website and like it so they link to it.

High quality links go a long way in winning the SEO contest. Websites with as few as 200 links can rank higher in the SERPs (search engine results pages) than websites with thousands of links simply because they have a small number of their links coming from very trust-worthy sources.

It is a good bet to start getting high quality links as soon as your website is up. In order to further support your rankings, starting a blog on your web site and posting to it frequently is sure to help.

One final tip. By employing the services of an SEO expert, you can spectacularly speed up the process of gaining the required backlinks. If you want to get on Google page one, it's definitely something to think about.

[Get On Google Page One](#)

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