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SEO - Ultimate Advices

Search Engine Optimization - Top Advices
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Quite often I meet people in the SEO industry who blindly follow what a certain 'guru' says, or believe – there is no one way of doing SEO, and there definitely is no 'right' or 'wrong' when it comes to Search Engine Optimization. It is all about what tactic is most effective in taking you to the top of the SERPs, and that is all that you should be really focused on.
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Blind faith in Google's idea of SEO, or some guru's idea of SEO, is usually a bad idea. Listen to all sides of the argument, see the results for yourself and if possible, carry out your own experiments if you have to.
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One such example involves paid links. Google has explicitly said that paid links for ranking purposes are not acceptable and will be penalized, whereas paid links for traffic purposes are fine. This has caused a lot of arguments in the SEO industry on whether paid links are right or wrong vis-à-vis
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Don't be a slave to Google or what other people advise you about SEO – there is no set pattern on doing SEO and there is no 'right' or 'wrong' either.
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The most successful SEOs I know of publicly question some of Google's rules and 'preaching' when it comes to Search Marketing. That's not to say that you should go against Google, but that you should keep an open mind and focus on what works and what is guaranteed to be successful in the long run.
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Everything else, whether told to you by Google or the SEO gods or me, is inappropriate. Stay on top of the ball as far as developments in the SEO world are concerned; focus on what works, and what your know-how tells you works.
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Having a 'system' to complete goals is a natural progression for anyone that has to do one type of project more than once. Web designers who put as one 10-20 a
[href=http://www.wulanshout.com/seo/busby-seo-test-seo-contest/](http://www.wulanshout.com/seo/busby-seo-test-seo-contest/) target=_blankBusby SEO Test/a sites every year have a system, programmers working on large projects swear by their 'system' of doing things, and so on.
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If you do not already, it is time to consider of SEO in terms of developing an effective system of activities and processes that will help you bring in targeted traffic to your website from the search engines.
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A system is only effective if it can help you achieve your targets each time you do a similar project.
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And as I said earlier, makes sure that carry on doing that which is most effective in the long run, not what is easy or cheap to do, or what saves time, or what the search engines tell you to do.
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Do what works now, and what will work in the upcoming.
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Once you have a basic system to do your SEO activities, you will find it much easier to prioritize which job gets done first.
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In SEO, as in real life, there are some key behavior that take less time and effort but have a huge impact on search engine rankings. Remember the 80-20 rule (the Pareto principle) (http://en.wikipedia.org/wiki/Pareto_principle) ? It works quite well in SEO, thank you very much, and it certainly makes life easier for us SEOs.
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The most important SEO tasks will take roughly 15-25% of your time, and will yield 70-85% of the benefits associated with search marketing. For example:
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Optimizing your a [href=http://www.wulanshout.com/seo/busby-seo-test-seo-contest/](http://www.wulanshout.com/seo/busby-seo-test-seo-contest/) target=_blankBusby SEO Test/a blog's Title tags takes less than 2 minutes, but it has a main impact on how your web • _ pages are ranked in SEs.
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Paying for (and submitting) a directory listing in Yahoo takes 5 minutes, but that link is more valuable than submitting to 100 free directories that have been spammed to death. br /

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Make it a habit to ask yourself the importance of any SEO task before you do it – it will help you save time as well as refocus you on the more important things in SEO.br /

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