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The Top Ways For The Optimization And Promotion Of A Site.

If you are looking for the [work from home ideas](#) and would wish to [make money working online](#), the first thing you may like to do is to build a website. A website is your “office” in the internet where you will accept your clients and inform them what you are and how you can help them. The outlook of the site and the number of the content you provide is of course good, but without the optimization of all pages it will be difficult to get the traffic to your site and accordingly will be hard to make sales online.

The most important is to add the unique text to your site optimized for the keywords that you want your site be ranked for. Add your keywords to the titles and the content in all the pages of your website. Please remember that if you think that on adding the optimized content the promotion work of your site ends, you are mistaken. The experienced site owners know that this kind of work never ends and you have to keep promoting the site as long as it lives.

First of all you need to add new content to your website on a daily basis. The Search Engines notice such sites more often and rank them higher. The best way is to write the posts. If you don't want to change the layout to your site, you can start a blog directory on your site where you will keep the new articles that you write. It will not change the layout of your website and at the same time will update it with the fresh information.

Now let's discuss the other important type of site optimization and promotion – incoming links generation. This is the principle of the promotion if you are going to get free and targeted traffic from the Search Engines. Be ready that the one way links building is a long process and you must do it regularly if you wish your site get up to the first pages in Google search. Some webmasters think that once they got to the top search positions they can stop building the incoming links. Unfortunately it is not so because other webmasters don't stop and if their websites get more backlinks they will get higher positions and it will automatically push your site down. Website promotion is a competition that never ends, as there are hundreds of other websites in your niche that aim the higher search positions and there are only few top positions in the searches where you want your site to be.

There are many methods for link building. You can pick up one or few of them and stick to do it. Writing and submitting articles, bookmarking, blog commenting, forum posting with the links in your signature, submitting your site to the website directories, press releases, etc. Any free or paid method will do unless it brings you a targeted traffic and helps you make money and build your [money making internet business](#).

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