

Title:

Why Do The Search Engines Change Their Minds?

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630

Summary:

One of the common questions that come up time after time on forums is , "why do the search engines

1) Make sure...

Keywords:

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Article Body:

One of the common questions that come up time after time on forums is , "why do the search engines

1) Make sure your site can be spidered

If not then all else is wasted, this is a basic that believe it or not many overlook.

2) Make sure the spiders can spider it quickly and understand the importance of every page in

Set up a nice clean navigation and folder structure with the site broken down into little pockets

3) Carry out keyword research and do not cut corners.

Keyword research is the bedrock of any marketing, be it PPC or organic SEO, get it right and it

4) Create the structure above, and create informative clear crisp focused pages.

A page should focus on a subject and the subject should be clearly identifiable. Make the subject

5) Create clear page titles

How on earth do you expect a search engine to know what your pages are about if they are not clearly

6) Create clear quality on topic content. Search engines need content to work out what your site

7) Focus your pages! The search engine algorithms need to be able to work out what each page is

8) Be proud of your site.

Let people know it exists, submit to directories, contact other sites that are likely to be able

9) Link out

So much is made of incoming links, but I am a firm believer that you can assist the search engine

10) Use the right anchor text

Anchor text was again how we did it in the early days, but people kind of lost track of that.

Well that is that take a look and tell me what is new there? The answer is nothing really. So

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