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[!:\http://www.webmarksolutions.com/wp-content/uploads/2010/03/CodyTessmer0.jpg]Search Engine Optimization is such a difficult thing to do. You may never know how google algorithms rate certain things. There are certain base topics that I will cover that are proven to help your search engine rankings as long as they are done right. Domain name, url, title, description/body, and backlinks are great examples.

Getting your domain name to match the keywords you desire makes things a whole lot easier. Over time I have noticed it to be relatively easy to rank for certain keywords when it is included in my domain. As for my domain names that are unrelated to the keywords, things are a little tougher. On average it will take double the amount of work to seo (search engine optimize) the website not including the keywords in the domain name.

Although having the keywords in your url does not pull as much weight as it being in your domain name it still helps dramatically! Exact phrase match is prime. For example, if your going in on the keywords "repair man" having your url example.com/repairman or example.com/repair-man would be your best bet.

Titles are one of the least difficult and needed piece of seo to have your website rank. I noticed putting less keyword rich titles on your website is good sometimes & other times it is not. For example, The Top repair man of all the land vs the best repair man. Keep your title for around 30 days. If you are not happy with results and think making an alteration will help with seo do not hesitate.

The sites description needs to include the keywords. Take a look at your competition. Simply search your keyword on google.com and peak at the first few results. Take interest in how many times and where the keywords are located. It is not suggested to go above 10% keyword density as it can be a big flag for google.

It is also thought that having your main keywords near the top of your description then slowly getting more general with your keywords as you go down the body helps your sites rankings.

If your On Site seo is not doing enough you can always rely on your friend backlinks. Backlinks to your website are seen as votes to google. When other websites have your url anywhere on there website it will enhance your seo. This way google sees you are a legit website. Backlinks are a must! Common ways to build backlinks are through profile links, comment links, articles, social bookmarking and web 2.0 sites.

Using software drastically speeds up this process. To be quite honest I personally use software to automate things from time to time. :)

There are other things that matter while doing seo. Such as domain age (which comes with time), PR (which I do not understand) and the size of your website. It seems to me the more pages within your website the better your main page will rank.

Remember this article is based solely on my opinion and experiences. I am in no way a guru but I do have a relatively firm grasp on search engine optimization. Do your research! Find a keyword that suites you and will not be over saturated with competition. Start out easy and then start working your way up to keywords that bring in more traffic. They will require more seo. Remember this is not 1997 anymore. There is software out there to help you get your site ranked better.

Author Cody Tessmer provides video showing himself getting top 10 search results with SEO Software. Learn exactly how to Make Money On The Internet

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