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# All You Need To Excel In SEO

So you and your developer have been working on this site for a while and you are ready to launch it but in this nightmare there are no monsters chasing you down a dark forest but you find yourself invisible in google or well at least on one of the last pages. Who wants to keep clicking next, next, next from the google page option? gooooooooooooooooooooog(next page). I doubt that is an option for the average success driven SEO consultant. For those who get involved with search engine marketing, you will be aware of how much of an impact it makes as a means of creating and marketing brands through creating traffic and converting.

1. Build the right networks: Mmm lets see..., joining the lady gaga fan group or a group dedicated to seo,? ...the thing is that, It is best to build networks with people in the industry because these relationships help to share ideas and knowledge about what is going on in Social Media. That way you are much more likely to get a response if you are posting in a relevant platform.

2. Get to know people: Getting to know people is very useful because it makes a difference between being noticed and just merely an 'add'. So how do you go about it?...just be genuine of course and when you meet people with genuine stories all you have to do is show interest and then take it from there. Engage in discussions and people!

3. Keep up to date: Know your stuff!...Dont get left behind with all the latest software and packages being developed to make social media easier and better! it makes a difference between the Seo Consultants that are successful and the ones that are trailing behind. So yes you should know your stuff and that way you will be able to manage and come up with the best search engine marketing strategies, build on your clients and create a buzz in the industry.

4. Keep it interesting: While its nice to be technical and correct in social media jargon, it is good to personalise your interactions at times to allow people to connect with you. You can add a bit of humour or share some personal experiences, its shows that you're not some kind of cyber robot. It is all about making content fresh and interesting.

5. Keep track of your web developer: When developing your site, have a web developer that can interpret what you want for your site in terms of design features that are SEO friendly including the right HTML codes. You don't want any bad URLs that mean your site cannot be indexed..totally a NO NO!

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