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Everyone knows that the key to running a successful online business is getting people to your site. If you do not have people passing through your site on a daily basis, chances are, you will not make any type of sale. Generating traffic to your site is not all that hard, you could do it yourself, or you could get an SEO agency to do it for you.

SEO covers numerous areas and you can do it successfully on your own if you learn how. SEO stands for search engine optimization and you will find that this is the most necessary thing to get traffic. There are many SEO techniques to do this.

The SEO process is quite simple in essence. You have to rank highly with search engines like Yahoo! and Google to get website traffic. This is where most people will find you. If you do not rank on any of these, people will not even know your website exists. Now, using SEO, you can start to improve your page ranking and therefore generate more clients and customers to visit your website.

To get this point you have to do various things on your website. To begin with, the layout of your website is important. You will find, however, that many SEO experts and SEO articles you find online will go too over the top. There really are two major things you have to be aware of for good SEO.

The first thing is to have good website content and articles on your website with keywords. These can be anything related to your business. You don't have to cram in any many keywords as you can - in fact this is not good. Rather have a list of about 10 keywords that are really important as well as ordinary content.

Before you can write any of this content or articles, you must first get your list of keywords sorted out. You can use various tools to help you find out which ones are the best to use. One thing to be careful of is to never use keywords that are not directly related to your website.

The other important thing is a site map. You do not want to forget your sitemap. This has to be a text map that will sit on your hosting server. You could have this viewable to the public, but the most important feature of the sitemap is so that the search-bots can find their way around your site.

So, it is up to you to decide if to hire an SEO company or learn every aspect of it and implement it on your own. Keep in mind though, that SEO is not a one day process and you have to wait some time before you see the results of your work.

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