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# **Search Engine Optimization - Exactly What Do I Have To Do To Achieve My Goal?**

Search engine optimization is an extremely mysterious specialization - at least, that's how lots of people consider it. There are lots of people out there which have once heard this phrase and read 1 description about this and today they believe they are fully aware of almost everything. Well, in the following paragraphs I'm going to tell you that you don't know everything yet. Even though Search engine optimization isn't as mystical as some marketers want us to think, it is an extremely complex industry with a lot of stuff that we still have no idea.

So why do I say that there are plenty of things about seo that we haven't heard of yet? Well, simply speaking, since it is the reality. You see, because of the very nature of our job we can't know everything about this - we optimize websites for the search engines, right? But now, we don't owe the search engines nor will we know exactly how they rank websites. We know they will use algorithms, but we have no clue as to what these algorithms seem like. Because of that, we are not aware of everything about this.

This is also the reasons you can't go to a college and study to become internet search engine optimizer - even though the search engines do help us and provide guidelines, these aren't things that really help you rank well. They simply assist you to not to get penalized by them, but that is just one side from the medal. There is lots more to it really. So what are some of the key things you need to know to optimize an internet site?

To begin with, you'll need links. It's essential that you have lots of other websites linking to your website. But you want high-quality links, from very highly reputable websites such as cnn.com for example. These links carry some of the trustworthiness of the web site they come from to your site and therefore help it rank better.

You also want these links to possess specific anchor-texts so the search engines know what you really are about. These anchor-texts are one of the key things they use to discover how relevant you're to some specific keyword. You can never get enough links, so this really is a continuing process and you will get better with time.

Additionally, you want your site to be highly available for each crawler that arrives to check it out. In order to do that, you want every page on your site about [how to save a marriage](#) to be reachable with 5 or perhaps less clicks. Most crawlers will not go further if your internet site is still new, so you don't want to go over that limit. Also, make sure your articles are relevant - first perform some keyword research and then write specific content for those keywords which means you will rank well.

Get more information at more info about an internet site about [how to save a marriage](#). This [ways to save a marriage](#) is a good illustration of a highly optimized website.

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