

How To Improve Your Site's SEO

by: [Wilson Website Consultants](#)

Many people are looking for ways to improve their website traffic. (Well, who *doesn't* want to do that?) Yet many Internet marketers are at a loss as to how to do this. It all begins with SEO, or search engine optimization.

"Sure, I know that," you might say. "But SEO doesn't seem to work all that well for me." If that's your experience, it can only be because you're not making optimal use of SEO for your website. Maybe you're afraid that doing it right will cost you a lot of money. Maybe you're concerned that you just don't have the time to do all of the marketing that you think is needed. But neither one of these concerns need stop you.

To begin to improve your website's SEO power, start by asking yourself if you make efforts to get quality backlinks to your site. These backlinks need to be relevant and they need to be quality.

*A quality backlink is one at a quality website, blog, or forum. Ideally, this website should have already been around for a couple of years at least--search engines love well-established websites, since so many pop in and out of existence all the time. This website should also have a good reputation; it should not be accused of plagiarism or spamming (such as with "black hat SEO"). It should be a website that gets steady and, ideally, heavy traffic. It should be a website that is constantly updated, too.

*A relevant backlink means that you have it placed at a website that has something in common with yours without directly competing with you. And, it also means that the context in which you've placed the backlink is one that will interest people who are in your targeted niche market. So, let's say that you sell model starships. You should have backlinks at good websites, blogs, and forums where people go to read about and discuss UFOs, science fiction, future civilization, humans colonizing outer space, and stuff like that. These people will already have some kind of interest in what you sell; or they can rather easily become interested because your merchandise relates to things that already interest them.

Next, ask yourself about your own content. How are you leveraging content to bring targeted traffic to your website? Your website's written content should be well stocked with SEO keywords and phrases that not only target the "hot" searches that people are doing online, but also are relevant to *your* niche market and your company. You should research keywords carefully before you write content. Again, you need to be hot but unique at the same time. The same goes for your website's metatags and the description tags you put on videos.

Then, the articles that you write for your website need to be widely distributed all across the Internet. There are hundreds of article directories and free publishing websites where you can place every one of your articles. Then, you need to use social bookmarking to make their distribution even wider. Notice that every one of these placed articles gives you yet another backlink to your website. When a website has many, many backlinks, the search engine web crawlers love it and that site's page ranking goes up.

You need to be constantly creating new content for your website and for Internet distribution. Remember, web crawlers love the new. So do visitors. You should have an objective of writing no less than 10 new articles for your website every month. You should also have a blog and fit in blog posts many times per month, too.

None of this will get you thousands and thousands of new visitors overnight. But with

patience and persistence, they will come to you more and more, and over time you can build a huge stream of targeted traffic visitors. And you can start seeing some results immediately. Some Internet marketers may want to try partnering with a professional company, such as [Wilson Website Consultants](#), who can dedicate their full time to taking care of a lot of this work for reasonable fees. It's in their best interests to get you as much targeted traffic as possible by taking full advantage of SEO techniques for your website. They can help you have a thriving, profitable business on the Internet.