

6 Search Engine Marketing Strategies

Search engine marketing involves keeping your content fresh, using keywords that put you at the top of the first page and obtaining as many links to your site from other websites as possible.

Pleasing the Search Engines

1. Search engines love updated content. Pay attention to which sites show on the first page and you will notice that among the sites in keyword competition, it is the sites with the most updated content that win out. Either write your own articles and upload your own graphics and photos or outsource the job to freelancers.

There are many freelancers who write for reasonable rates. With one good writer or writing team, you can improve your site's rankings dramatically. Make sure the writer you choose understands SEO.

2. Keyword strategies include going for those people who instead of searching for 'weight loss' search for 'how to lose 20 pounds fast' and other more specific terms. Do not stuff your pages with keywords. The recommended density of keywords is between 2 and 3 percent of the text on your page.

Excessive keyword phrases are not only recognizable to search engines as 'stuffing', they can ultimately affect the quality of the writing. This is where LSI comes in. LSI involves using phrases that are synonymous with your original keyword phrase. Learn about LSI!

3. The more relevant sites that link to your page, the better your rankings will be. For example, if you sell creative scrap booking products, try putting links about your self-designed scrap booking pages on sites that instruct people on how to scrap book. This is one way of 'piggy backing' on the keywords used by other sites.

Write your own articles or have a freelance writer write some for you. Submit them to article directories and allow other sites to use them providing they leave the resource box or by-line connected to the article. It is a 'scratch my back and I'll scratch yours' strategy and it works for both sides.

4. You can use your blog for more search engine marketing. If you update your blog daily and ping it with blog directories, you will see an increase in your blog's search engine rankings. Link to your site from your blog. This is another means of piggy backing.

5. Purchasing clicks on search engines is another strategy used in search engine marketing. This is how sites are placed in 'sponsored sites' at the very top of the page and along the right hand side on Google. Depending on the keywords you use for this strategy, you will have to pay a few pennies to several dollars in order to beat out your competition.

Yahoo allows you to set a daily maximum amount of money for clicks. If your site is brand new, try the lowest amount of money for a week or so to test how many clicks you get and how many sales you make from those clicks.

6. Monitor your site traffic on at least a weekly basis. Note how much of your traffic is coming from regular search engine marketing. After a couple of weeks of tracking, make small changes to optimize your site's search engine rankings. Continue looking for ways to improve on your site.

Gather all the information you can find on each of these strategies. Search engine marketing, as with all other forms of marketing, is constantly changing. Stay up to date on everything there is to know about search engine marketing and you will see your sales increase considerably!