Why Good Content Is The Key To Search Engine Optimization

by Cheow Yu Yuan

Although other factors such as the number of back links and placement of keywords in Title and META tags – are important, writing good content is really the key to search engine optimization success. Search engine always love good and original content. It just makes them rank your site higher on their search result pages.

With good content on your website, you can also encourage people to place a link back to you. This is called natural linking. Because your content is so useful and interesting, people want to share your content with their own readers through their websites. Therefore, they will provide a link back to you. With this, you are getting yourself quite a number of back links.

You should also update the content of your website frequently. Fresh content is always encouraged by search engines. That is why you can see that there is an increasing number of blogs which get high rankings on search engines when compared to static corporate sites. When you update your content frequently, search engine spiders will come back often to index your site. If your content is good and relevant, they will reward your site with high rankings.

When you are writing your content, make sure that you write it naturally. Do not repeat keywords too many times within the content. Search engines view this as spamming. Once they blacklist your site, you can forget about getting your website to rank high on search engines anymore.

If you run a corporate site, there are actually 2 ways to make sure that you can provide fresh and quality content for your

clients. One way is to start a corporate blog. Make sure that you have someone in your company to post a blog post daily. Blog and search engine work very well together. Write something that is related to the products or services that you are offering. Or you can blog about the latest happenings in your industry. A well-maintained corporate blog can enhance a company’s branding, as well as bringing more organic search engine traffic to the main corporate site.

Another way is to create more pages within your website. These additional pages can serve as your resource pages. You can place articles that you have written before on these pages. Just make sure that these articles are related to the industry that you are in.

With good content, you do not have to worry about search engine optimization. Good ranking will just come naturally.

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