

## Search Engine Optimization Techniques You can Use on Your Own

If your site never gets visitors, why bother? Anybody who is successful making money with a website will tell you... if you have no traffic, you are not going to make much money with your site. And while things like advertisements and traffic services may increase your traffic, the best method for doing so is search engine optimization. Why? Because any traffic that Yahoo, Google, or the other search engines send your way will be the most valuable traffic your site will receive.

The different methods of search engine optimization fall into two categories: on page and off page. And while there are some very important off page techniques you should use, on page aspects of search engine optimization are the most important. Though an SEO service can really help with your search engine optimization, there are some on page improvements you can make on your own to improve your search engine rankings.

The first on page search engine optimization method is keyword research. Many website owners build their sites without doing deep keyword research for each page and topic. And while they might get lucky with a few popular keywords, the chances of them using the most profitable keywords in their niche are pretty slim. If you take the time to research the best keywords for each page you create for your site (which would be the keywords with the largest volume of demand and the lowest number of competing sites), getting good rankings for a few valuable keywords will be fairly simple. Which will make your search engine optimization efforts that much more effective.

Another very important aspect of on page search engine optimization is putting quality content on your site. When you have done keyword research as part of the search engine optimization process, you use those keywords to tell you what content people are looking for. If you provide the best content on that keyword on the net, and plenty of it, you can almost get by without worrying about search engine optimization. You will get links and visitors naturally.

For every page you create for your website, there are several simple SEO methods that often tend to go "under the radar" for most webmasters... they simply do not think to use them. For the purpose of search engine optimization, two of the most important "extras" you can use are the title and meta tags. Most essential is the title tag, which is found at the top of the HTML page and at the top of a visitors browser window. It tells search engines what your page is about. It is key to use your keyword here, as well as in the meta tag. Your meta tag gives search engines and visitors a more in depth idea of what you page is about. Too many webmasters do not bother with optimizing title and meta tags... and this is something which can negate even the best search engine optimization efforts.

### About the Author

Information on [search ranking tool](#), browse [www.hubshout.com](http://www.hubshout.com).

Source: <http://www.zogol.com>