

SEO tips to follow in 2020

Thankfully, there are plenty of free resources available to help. Here are 8 easy tips about search engine optimization that you should always keep in mind.

The first and foremost thing to remember about your website is content. There's a good reason why **SEO firms** call content is the king. It is what draws people to your website and essentially how links should be made. Link bait is an extremely attractive article that literally acts as a kind of bait to draw in links naturally. An ugly website can work wonders as long as it has great content. Your content should be regular, inviting and concise. People want to know what you are in business for, and why they should come to you, this can all come across in your blog. Selecting the **best SEO Company in Singapore** ensures to get you a better content every time you publish about your business page.

Keywords should make up two to six percent of your content. These are words that show up in internet searches. Having picked your niches keyword, (the keyword your aim to rank in the search engine results pages for) you need to alter all your sites settings to include this word. These words help make your blog get recognized in the niche. Do not over do it, or the spider programs will not like it. **SEO agencies in Singapore** has come out with a strategy to have 10 to 12 keywords per page.

A home page is essential, but may not have the most practical name. Instead make landing pages that are search engine optimized to be recognized. These landing pages can then redirect back to your main page, or have contact information for your company directly on them. These are perfectly acceptable in the eyes of the Google spiders. It has even been noted from the Google blog that you can use redirects to age a domain or absorb its pr.

There are millions of people on the internet. Linking with other sites helps your credibility in a lot of ways. Back when search engines were just getting started information was randomly found usually without relevant pages. Google came along and said we'll rank sites according to how many other sites link to it. If a site such as Wikipedia has millions of people linking to it then according to Google's algorithm it has something useful to say so is therefore put at the top of the SERPs (search engine results pages) and it has worked wonderfully, of course now people know that search engine ranks are boosted when links are present links are high priority for anyone serious about **SEO**. However, watch out, if some of those links are not highly rated, it can make you look bad too.

The spiders that comb the internet are looking for keywords and coding. If you copy a website the spiders will know. Objects are imbedded with code, if the code has been used before you will receive a bad rating among the spiders. However there is a massive debate about what equals duplicate content and how Google handles it.

Always be original Google tends to crawl less sites with duplicate content. Having said that "Honest site owners often worry about duplicate content when they don't really have to," Google's Cutts said.

There you have it, a variety of quick tips to get you started on the internet. Remember, **search engine optimization** is important. Without the search engine your website is out in the dark. The only way to bring people to your website with any measure of success is to make sure you are optimized. These are all proven techniques and good starting points to give you a grasp on where to start your **SEO campaign**. If you have selected a top rank [SEO companies in Singapore](#), you should be sure that they will make sure to fetch you the best result while doing your digital marketing.