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Optimizing Your Site with SEO

Search Engine Optimization is a way to get directories and search engines to give your web-site a better indexing position so that customers or anyone who is looking for your web-site can see it. The higher you are in the search engines and directories, the better chance you'll have doing business on the internet.

Here are simple steps to optimize your web-site:

Step 1: Modify your web-site - This step includes adding optimized content to all pages in the website.

Step 2: Add tags - Add or make changes to Meta tags, Title tags, H1 tags, H2 tags and alt tags for images, after keywords research.

Step 3: Link building A,
Website statistics monitoring and conversion tracking
There are offline tools that you can use to optimize your web site and it all involves your URL or your Web Domain name. I would put my web domain name on business cards, stationery, have a sign on my car, use bumper stickers or have tee shirts and coffee mugs made with the URL. I would do everything to advertise my web-site offline. This is called offline optimization of your web-site.

So web site optimization is both and online and offline deal. Online, you must use keywords to attract customers and get good search engine rankings and offline, you can advertise your URL to the public to get the to visit your web site.