

5 Essential SEO Marketing Tips

Date: August 20, 2010 10:22 AM

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Tags: [business](#), [google](#), [keywords](#), [search engine optimization](#), [search engines](#), [social media](#), [social media marketing](#), [traffic](#)

Permalink: <http://bit.ly/9bA3BG>

If you want to maintain your [Google rankings](#) and stay ahead of competition, there are certain tips and tricks to follow for your search engine optimization efforts.

Pay attention to the five easy tips below and revamp your website so it will gain traffic and automatically appear higher up on search engines.

1. Use Social Media Marketing.

By publishing content and sites like Facebook, Twitter, LinkedIn, Wordpress and social bookmarking sites, you are allowing your website to be reached from countless other outlets. You are simply spreading your audience reach by participating in [social media marketing](#).

2. Do a Small-Budget Google AdWords Campaign.

Use Google AdWords to find out exactly how your marketing efforts are panning out in an analytical sense. AdWords offers pay-per-click (PPC) advertising, and site-targeted advertising for text, banner, and rich-media ads. The AdWords program includes local, national, and international distribution.

3. Include Partners on your Site.

Ask for reciprocation if appropriate. If you include partnership programs within your plan, you have the ability to reach a larger market and expand. You'll be able to use other companies to market your product and you will see your traffic increase and your search engine rankings level out.

4. Do a Monthly Press Release with PR Web.

By using press release sites like PR Web and filling your press release with informative and relevant keywords, your online visibility will explode. Press releases are a great way to get your name out there, while they don't necessarily directly relate to conversions, it is a great way to expose your business to the public.

5. Launch a YouTube "channel" with Fully Keyword Tagged Videos.

In this day and age, not too many people want to sit down and actually read text. It is difficult to search for

information when you expect it to be available right at your fingertips. By having a keyword-rich video, you are able to entertain and inform your audience without the risk of being overlooked by search engines.

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