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#1

## How to Build Web 2.0 Links for Free



### Web 2.0

The term “Web 2.0” was popularized in 2004 and refers to sites which emphasize ease-of-use and user created content. There are many ways to create a connection with your audience which will, in turn, increase your SERP.

#### Links from Posts

Internal links help strengthen your SERP. Connect topics across blog posts. Be sure and include links to other types of media. Link your blog to a video on a similar topic, for example.

#### Links from Comments

When you leave a comment, include a link to support your relevant point. This supporting content should be a blog post or other material created by you and connected to your site.

#### Interlinking other Web 2.0s and Domains

There are a variety of tools available to connect web 2.0 sites using video, social media profiles and more. Search engines look for high interactivity and a connection between you and your customers.

Permalink: <http://www.sproutseo.com/how-to-build-web-2-0-links-for-free/>

## CreditUpdates.com and the Value of a Collaborative Approach to SEO Strategies



There are many industries in which the value of a collaborative approach is entirely evident, and in many cases the success or failure of a project is absolutely dependent on the quality of collaboration among all of the relevant parties. When it comes to SEO, it is becoming increasingly important that SEO professionals are able to elicit detailed information about the client for whom they are working, otherwise the SEO campaign may not be able to yield the kind of result the client is seeking.

The same is true in the credit reporting industry, as the value of reporting services such as the ones provided by CreditUpdates.com<sup>[1]</sup> requires a

collaborative effort from the client as well. While the company can provide reporting and monitoring services as well as fraud resolution support, it is up to the client to take the kind of corrective action necessary to improve their overall credit score.

In SEO, it is often the case that clients provide fairly run-of-the-mill responses to questions about their professional background or about the business they run. This can make it difficult for the SEO professional to design a campaign capable of achieving an outstanding outcome<sup>[2]</sup> that generates more business for a company or improves their overall search engine ranking. Just as an entrepreneur must utilize strategies for separating their business from the competition, so too must a search engine algorithm be able to recognize the kind of unique content that will lead to improved search rankings.

### References

1. [^ CreditUpdates.com](http://www.850inc.com) (www.850inc.com)
2. [^ design a campaign capable of achieving an outstanding outcome](http://searchengine.land.com) (searchengine.land.com)

Permalink: <http://www.sproutseo.com/creditupdates-com-and-the-value-of-a-collaborative-approach-to-seo-strategies/>

## John Pryor, How Rugby Taught Me Best Practices in Adapting to Evolving SEO Strategies

Every industry is subject to sweeping changes from time to time, and it is indeed rare that any industry can point to any constant that has remained solidly in place over time. With regard to SEO and digital marketing, the only identifiable constant thus far has been its consistent evolution. SEO and digital marketing pros have to remain keenly aware of the changing nature of the industry and must work to develop new strategies that are highly effective and in keeping with any and all new developments.



Through research and statistical analysis, industry professionals can remain in an ideal position to generate consistently outstanding results even in the face of constant change. For John Pryor, strength and diligence regarding statistical analysis is particularly important to ensure consistency in any industry, and a number of recent stats seem to telegraph the direction in which the SEO and digital marketing industries seem to be headed.

Out of all of the currently available stats, however, one seems to stand out from all the rest: While 47 percent of digital marketing professionals recognize SEO as one of the most

clearly and consistently effective strategies at their disposal, 39 percent of industry professionals also cite its difficulty in implementation. To paraphrase John Pryor, rugby<sup>[1]</sup> and SEO are not all that different, particularly considering the fact that many recognize the importance of rugby strength and conditioning but simply do not know how to properly train for improved performance.

Clearly, the same issue is becoming increasingly apparent in the SEO industry. Digital marketers are all too aware of the efficacy of SEO but have found it difficult to keep up with all of the rapid changes that affect SEO strategy with such great frequency. While it is indeed necessary to continue to ensure that digital marketers are aware of best practices for SEO, the most ideal measure is to demonstrate how to analyze recent developments for the sake of creating new strategies for generating consistently exceptional results.

For anyone who has been able to stay ahead of the curve in SEO, this is not incredibly difficult to accomplish when there is a clear commitment to incremental adaptation. However, those who are less attuned to these consistent changes may find it difficult to completely overhaul their SEO strategy based on broader developments. In these circumstances, the importance of constant and incremental adaptation has to be reiterated and reinforced. It is especially critical to emphasize the benefit of focusing on making minor updates with increased frequency as opposed to making major updates with reduced frequency.

## References

1. <sup>^</sup> [John Pryor, rugby](#) (johnpryorstrength.com)

Permalink: <http://www.sproutseo.com/john-pryor-how-rugby-taught-me-best-practices-in-adapting-to-evolving-seo-strategies/>

#4

## Behrman Communications Discusses the Intersection of SEO and Brand Building



In developing a PR and brand building strategy, focusing on adopting a comprehensive approach is universally accepted as a necessary component for any campaign. The same is true of SEO strategies, with a comprehensive approach recognized as the most logical method for delivering an exceptional outcome on a consistent basis. This is why successful PR firms like Behrman Communications<sup>[1]</sup> understand that SEO strategies should be incorporated into a PR campaign just as PR and brand building strategies should be incorporated into a successful SEO

campaign.

Through a holistic approach to SEO that includes a clear and consistent focus on brand building, SEO professionals can leverage the power of direct traffic, one of the most common sources of traffic for small businesses. Obviously, SEO professionals still have to develop strategies based on traditional SEO principles aimed at driving traffic through every channel possible, but it is important to reiterate that a clear focus on brand building and enhanced brand recognition can contribute to vast improvements in the results of an SEO campaign.

Adopting a holistic approach that incorporates SEO strategies in conjunction with PR and brand building strategies benefits all of the parties involved, and it only makes sense to utilize every available strategy if the best possible outcome is to be achieved. While solid results are certainly possible without incorporating SEO or brand building into the approach, it should be quite clear that the outcome ultimately generated will not be nearly as great as it could have been had a comprehensive approach been utilized.

### References

1. <sup>^</sup> [Behrman Communications](http://www.morningstar.com) (www.morningstar.com)

Permalink: <http://www.sproutseo.com/behрман-communications-discusses-the-intersection-of-seo-and-brand-building/>

## Accomplishing Brand Differentiation Through Social Media Marketing and SEO Strategies

There are few industries in which a business will be able to avoid having any number of competitors working diligently to attract consumers and followers to their respective brands, which only serves to underscore the importance of utilizing highly effective social media marketing and SEO strategies. Of the many goals a business can pursue and accomplish through the use of social media and SEO, demonstrating brand differentiation and establishing a strong sense of consumer loyalty are among the most critical.

Consumers seeking a specific product or service are likely going to explore several different brands with the hope of identifying the one that is most ideally suited to their individual needs. When selecting a facilities management company, businesses are likely to research a company like 1 Stop Maintenance<sup>[1]</sup> in order to compare its services to those offered by competitors. After looking over the wealth of information available about One Stop Maintenance<sup>[2]</sup>, these businesses are likely to feel comfortable that they are making an informed decision regarding facility management services.

Any company looking to appeal to consumers should be able to clearly differentiate the products or services it offers and must demonstrate what it is that makes it the preferable option. This can be accomplished through a variety of methods encompassed in a comprehensive SEO strategy, and it is worth noting that social media marketing is a great way to reach consumers. Most companies are always seeking to expand their base of followers, and identifying potentially interested consumers is an excellent strategy for doing so. This can be done in many ways, including a simple review of a competitor's followers on social media<sup>[3]</sup>. This makes it incredibly easy to identify the consumers most likely to be interested in the relevant products and services offered by the brand.

### References

1. [^ 1 Stop Maintenance](http://www.linkedin.com) (www.linkedin.com)
2. [^ One Stop Maintenance](http://algaepedia.org) (algaepedia.org)
3. [^ simple review of a competitor's followers on social media](http://www.forbes.com) (www.forbes.com)

Permalink: <http://www.sproutseo.com/accomplishing-brand-differentiation-through-social-media-marketing-and-seo-strategies/>

## Optimizing Strategies Through the Use of Barnacle SEO and Other Methods

Even though barnacle SEO strategies have only recently returned to prominence as a popular subject among SEO professionals, the concept of barnacle SEO has been around for quite some time and the term itself originated nearly a decade ago. The idea, as implied by the term, is that SEO efforts can be enhanced<sup>[1]</sup> by attaching a relatively low-ranking website to one that tends to appear at the top of search engine rankings for keywords related to that particular site. This is an excellent complementary strategy when combined with many of the other best SEO practices, but it is a particularly efficient option for small businesses that may be operating on a small budget.

It has to be incredibly frustrating for any small business owner to spend a great deal of time and effort in creating an informative website detailing everything their business has to offer only to see it buried in search engine results by larger companies that have the advantage of a massive marketing budget. It is not only these seemingly monolithic businesses that occupy the most coveted spots of the search engine results, however, as a number of highly ranked sites are those that function like aggregators and create databases filled with information regarding a variety of businesses. It is these sites that the small business owner can take advantage of through the use of barnacle strategies without having to blow through their marketing budget.

Utilizing barnacle SEO strategies, small business owners have access to a technique that is not only efficient from a cost standpoint, but is also quite simple to implement. In order to identify the most ideal sites to attach a website to, the small business owner simply needs to perform the kind of keyword searches their prospective customers would enter. For example, a consumer is likely to perform a search using a phrase like heating repair phoenix<sup>[2]</sup> when they need to find a local company that provides expert heating repair services. As such, the barnacle approach would have the small business owner search that particular phrase along with a variety of others to develop an understanding of the best-ranking sites appearing in the search results.

The directory-type sites that consistently rank at the top of these searches often represent the most effective options for this particular SEO strategy. Once the ideal barnacle sites are identified, the ease with which the rest of the strategy is carried out is nothing short of remarkable. This is because the remainder of this strategy includes creating and posting a business profile for each directory website. In executing this portion of barnacle SEO, small business owners have to make sure they include the most updated and relevant information, making sure that the information they provide is always consistent across all of the various platforms. This will help improve the efficiency with which the search engines index the site, as posting conflicting information on different sites can limit the effectiveness of the strategy. Once complete, there is a dual benefit that arises from this strategy that small businesses will surely appreciate.

In addition to the enhancements to search ranking results for the website of the small business, there is

the secondary benefit that comes from greater visibility on other websites. Someone searching for services in a particular industry may find that their keyword search returns results that include consistently positive mentions in the majority of the sites that show up. When a prospective consumer sees results like this, it is incredibly likely that they will come to the conclusion that the small business so frequently mentioned is most likely to be the best option. As any SEO expert is aware, consumers tend to associate a high rank in search engine results as a reflection of a company's status as an authority in its particular industry. This outcome is obviously beneficial for small businesses, making it clear that barnacle SEO may be an ideal approach for those with relatively limited marketing budgets.

## References

1. [^ SEO efforts can be enhanced](#) (www.searchenginejournal.com)
2. [^ heating repair phoenix](#) (www.norrisairinc.com)

Permalink: <http://www.sproutseo.com/optimizing-strategies-through-the-use-of-barnacle-seo-and-other-methods/>

## Mukesh Valabhji On The Importance of Understanding Current SEO Trends

Companies in any industry have to recognize the importance of utilizing effective SEO strategies for promoting their brand and ensuring that their message reaches their target audience. Unfortunately, many companies only pay cursory attention to the SEO strategies they use and it is far too often the case that the strategies they employ become out of date due to constant changes to search engine algorithms and other issues that have an impact on the efficacy of SEO.

According to Mukesh Valabhji<sup>[1]</sup>, there is simply no way to overstate just how important an updated SEO strategy is when it comes to the success of any business. Companies that focus an appropriate amount of time and energy on SEO strategies are more visible and therefore benefit from increased brand recognition in their industry. Consumers are more comfortable with the brand and are therefore more likely to utilize whatever it is that the company offers, which is obviously central to the success of any business.

While a poor focus on SEO will undoubtedly reduce a company's chances of achieving sustainable long-term growth, it is relatively simple to rectify any associated issues through the use of a few simple strategies. Of those strategies, the most important is the focus on maintaining a keen awareness of any changes made that will have an impact on a company's SEO efforts, further underscoring the need to pay constant attention to the latest developments as it relates to how search engines index and rank websites.

### **Constant Changes Require Immediate Strategic Adjustments**

The most common mistake made by companies is the failure to invest in continuing SEO strategies. Though these strategies work on an initial basis, search engines change their algorithms<sup>[2]</sup> and alter the factors that contribute to solid online visibility. As these algorithms and other factors change, companies must adapt their SEO strategies to reflect these changes. Consistent adjustments to the approach used in achieving an excellent ranking in the search engine results ensure that businesses continue to benefit from the visibility they have worked so diligently to create.

Developing an ongoing strategy that accounts for any recent development is certainly essential, which means that testing and research must be highly valued. In order for companies to get the most out of an SEO strategy, this means that there has to be a consistent investment made rather than the more common but ineffective strategy that involves updates occurring at intervals that may be as infrequent as once every two years. This particular approach results in companies falling far behind and then playing "catch-up," which is highly inefficient for a number of obvious reasons.

### **Remaining Ahead of the Curve Is Simply Good Business**

Rather than updating an SEO strategy and waiting for it to become ineffective before updating it again, it is simply a better business practice to remain ahead of the curve when it comes to search engine optimization. This eliminates the periods of time in which the company's visibility is sharply reduced and ensures that it is always positioned as an industry leader according to the search engine results. After all,

the majority of consumers feel that there is a direct correlation between a company's search engine ranking and its standing in the industry, making it all the more important to invest an appropriate amount of effort in the consistently evolving SEO strategies to reflect the most current trends.

The most successful businesses make sure that SEO strategies are consistently updated and do not just reflect current trends but also predict future trends as well. In doing this, companies are able to maintain a position atop the search engine rankings while also reinforcing their status as a clear leader in the industry. As a business practice, efficient SEO strategies should be regarded as a fundamental component for continued success.

## References

1. [^ Mukesh Valabhji](#) (about.me)
2. [^ search engines change their algorithms](#) (www.searchenginejournal.com)

Permalink: <http://www.sproutseo.com/mukesh-valabhji-on-the-importance-of-understanding-current-seo-trends/>

## Sprout Reputation Management

**Sprout SEO** is pleased to announce we're now offering reputation management services to our current and select new clients. We devote a lot of time and energy into every project and therefore can't take on every client, but please give us a call and we'll see if we can help.

Online reputation management can help both individuals as well as businesses.

**Individuals** deal with libelous statements, lies, mugshots/arrest records, and bitter or angry friends and ex-lovers. These situations can cause you to lose a job, get rejected for a promotion, ruin friendships and make tense family situations. Do you want your husband, wife, employer or daughter to Google your name and see what you've done? Of course not! Contact us today and we can help remove the negative information about you.

**Businesses** are very similar but it's usually not as personal. Did someone have a bad experience in your restaurant? Was their experience in your vacation resort not what they were expecting? Did you have a rogue employee ruin the reputation you worked hard to create? Former business partner involve you in a lawsuit? All of those situations are plaguing business owners around the world and Sprout can help.

Give us a call today at 559-871-1613 and we'll explain our strategy. If you're happy with what we have to offer and we have a spot open in our schedule, we'll get it cleaned up for you quickly and easily!

Permalink: <http://www.sproutseo.com/sprout-reputation-management/>

#9

## Sprout SEO Services

Sprout SEO is a leading SEO service company focusing on delivering results. Many companies focus on selling links. Any fool can sell a link, but it takes time, money, and effort to be able to produce real, long lasting ranking results, and that's what our goal is!

If you're fed up with buying links that never get you anywhere, or make your ranking go backwards, give us a call or email today and we'll see if we can help!

Permalink: <http://www.sproutseo.com/sprout-seo-services/>

## SEO Mistakes To Avoid

SEO mistakes make for a webmaster's bad day. You should definitely try your best to avoid SEO mistakes, but in order to avoid them, you are required to know what are the SEO mistakes. A good way to avoid doing SEO Mistakes is to search for them online (that is precisely what has brought you to this article) and implement the no-mistake strategies in promoting your website. Here you can find simple suggestions on which mistakes you should forbid yourself from committing, if you want to excel in SEO.

### SEO mistakes related to content quality

SEO mistakes related to content quality because the internet is essentially a content-dependent platform. Website contents decide the popularity level of a website in the context of SEO, so you should definitely make sure that you are maintaining a high content quality in your website. The most important point regarding the content in your website is that it should be fun to read. The readability flow of the content is a major point in keeping the reader interest maintained on your content. Reader interest is all you need to captivate, if you are trying to promote your brand or product through your website. Besides the readability factor, the content should definitely be properly keyword mapped, but not neglecting the context of grammar. Often, grammar is forsaken for the sake of incorporating twisted keywords in the content, but this is definitely not recommended because ungrammatical content can indeed spell doom for your website. The only solution to incorporate twisted keyword demands in your content is to use the expertise of a good writer. Either you can work with a freelance writer, or you can hire the expertise of a SEO Company that promises to provide your good and informational content written according to the guidelines of SEO.

### Link building SEO mistakes

SEO mistakes related to link building also should definitely be avoided. Link building is a critical method of Search engine optimization and it essentially involves including links from other websites to your websites, so that the number of links pointing to your website can be considered as positive votes to your website, thereby increasing its page rank scores. However, while incorporating link building SEO techniques, it is critical to avoid the mistakes like not checking the reputation (Page rank) of the site whose link you are going to incorporate, including irrelevant links, mistakes pertaining to the anchor texts of the links and overusing the link method. These are definite link building strategies to boost your performance in SEO.

### Ignoring the prospects of social networking SEO strategies

SEO social networking strategies should be employed in their full strength in order to receive the full benefits of high web traffic. Having a social networking presence fulfills multiple functions. For instance, your social networking SEO page is a great way to interact with your clients and customers and get a proper and direct evaluation of what people think of your website. Of course, you might have to encounter some negative social media comments, but you should be smart enough to outrun those negative comments with your brand quality and the ability of delivering according to your promise as manifested in your campaign of SEO.

Permalink: <http://www.sproutseo.com/seo-mistakes-to-avoid/>

## Small Business SEO Tips

Are you running a small business online without getting as much traffic as you would like? If this is correct, it is likely that you are not doing the things you need to do that will help you develop enough quality links. You will learn how you can get more good SEO links directed toward your website through taking steps to implement a good small business link building plan.

The first thing you must do is focus on getting many SEO back links. According to Ask, a back link is an incoming link to a website or web page. The more back links that you attract, the more traffic you will earn. One step you can take to get a lot of these is to ask a lot of bloggers and website owners to provide the URL to your website on theirs. You will probably have an easier time persuading them to do so if you include their link on your site and offer to share some of your profits with them. Another step you can take to increase your supply of back links is to include your URL in the profile you create for the various web sites you are a member of and write a lot of articles that pertain to your business and your areas of expertise for article submission sites that have good readership bases and enable you to provide a bio of your company that includes the link to it below your articles. You can accomplish this by writing for Ezine Articles, Self Growth and Go Articles.

The small business link building process also requires you to focus on referrals. If you use web.com to operate your web site, you can easily insert a viral marketing button that will encourage your visitors to send an invitation containing the link to your site to their friends to convince them to visit you. Another option you have is to create an account with More Share, a site that provides a button you can use to get visitors to tell their buddies about you.

You also need to focus on getting the right back links. You can do this through text link building and SEO (Search Engine Optimization). Link building is the state of getting other high quality websites to link to yours.

Follow these tips in order to make the process of small business link building pay dividends for you!

Permalink: <http://www.sproutseo.com/small-business-link-building-tips/>

## Do-it-yourself or Link Building Company?

Link Building is presently considered the backbone of successful search engine optimization, and the significance is growing immensely in the online SEO marketplace. However, one of the most mind-boggling questions to the webmasters is whether to adopt do-it-yourself Link Building or take the professional guidance of some expert link builder or SEO service company. While both have their respective pros and cons, the professional expertise is considered the most convenient and result-oriented option to Link Building.

### Do-it-yourself Link Building

Link Building is today a common concept in the SEO world, and most online websites and businesses trying to create virtual popularity, are aware of the unmatched benefits of building quality links for your website. For the most newbies in the world of online business, the do-it-yourself process is considered the best option in promoting your website and getting links directed to your site. Doing it yourself can save you a lot of money in hiring professional Link Building expertise, and you can utilize the same in developing and promoting your business online. Moreover, you get to learn the intrinsic basics and techniques of this process better. However, this process is no joke, and doing it yourself needs you to be well-versed of all the strategies that can essentially get you the quality links to your website. Moreover, since you are new to the business, especially in building links, it may take some good time before start noticing the significant results of Link Building.

### SEO Services Company

SEO services and link building can be done all by you, but it is to be understood that the process of getting quality links and sustaining the same is a complex process. As such, taking the help of some professional expertise is of utmost importance that can guide you about the importance of getting links, and get you that desired position in the search engine result. While hiring a professional link builder can involve a lot of money, but the value in return is most worthwhile in generating higher traffic and improved revenue generation. However, before choosing the link building company, it is important to check with the expertise of the same in getting you quality links, monitoring and evaluating the same in maintaining and improving the performance of such links. Also make sure that the company does not use any black hat SEO techniques that can get your website thrown out of the search engine. In spite of all these, seeking professional help is a must for quality link building.

### Finding Best Link Building Company

Link Building companies are plenty in the SEO marketplace, and it is important that you choose the most reliable and best company that can essentially identify and solve all your link needs. All of the effective SEO services include link building as an important part of their professional services. You can easily find plenty of information on these companies online, where you can compare and review the expertise, services, and cost of each, and take the right decision in choosing the best Link Building Company.

Permalink: <http://www.sproutseo.com/do-it-yourself-or-link-building-company/>

## The importance of content in SEO

SEO almost depends exclusively on content. Although this suggestion might seem a bit overused, but it is definitely not irrelevant to stress on the important of fresh and good content in your website. The content on your website is similar to the identity and presence and you should always make sure to include good and SEO service based content for your website. You can easily understand the importance of good content in terms of Google by doing a keyword search on any topic in Google and finding out that the sites with the higher rankings are those with good quality and readable content. There are quite a few attributes of including content for your website, so let us have a look at this very important aspect of SEO.

SEO dictates that the website is required to have a content that will be well read. In order to ensure the readability of the content on your site, you should definitely ensure that the content is of high quality. While trying to understand the quality of the content that you are going to include in your website, you should definitely check out the flow of the content. If the content has a unique flow and you want to keep on reading until the end of the content, then you definitely know it is a well-written content with lots of important information. If you can write captivating content yourself, well and good. If not, you can always hire a SEO company to provide you with good quality content. If you want to save some money and not hire a SEO company to do the service, you can always get content from freelance writers who offer their skills through the various freelance websites on the web. Getting your work outsourced to a freelancer is a great way to get good content at a much lesser budget than you would have to spend if you were hiring full-fledged SEO Company. However, getting a good writer to work on your content is necessary and you should make sure that you are making a wise decision while choosing a good writer through the freelancing websites for SEO.

### Spelling and grammar mistakes should be avoided in SEO content

SEO content has really no space for spelling and grammar mistakes and you should definitely try to avoid them. Spelling and grammar mistakes hamper the flow of an article, thus finally leading to the website reader to lose interest in your SEO content. In addition, spelling and grammar mistakes make your site appear spammy and goofy, so you should definitely make sure not to include any spelling or grammar goof ups while you incorporate your content for SEO.

### Frequently update your website SEO content

SEO content should definitely be frequently updated. Frequently updating your content is the only way to ensure that your site is not getting stagnant and the web visitors will soon be losing interest in the stagnancy of your sites. In order to secure high SEO ranks, you should always make sure to update your

website with freshly written content every now and then. Otherwise, you may well have the risk of getting pushed in the backlog in the highly competitive market of SEO.

Permalink: <http://www.sproutseo.com/the-importance-of-content-in-seo/>

## Social Media Optimization – The Process and Advantages

Social Media Optimization is the latest fad in the world of SEO services, and an important mix of search engine optimization and internet marketing. While the power of social media and its significance on website optimization cannot be denied significantly, Social Media Optimization is emerging as an important tool in reaching out and expanding the online business awareness by tapping on the immense popularity of the social media sites. No wonder, more and more SEO professionals and website owners are moving towards Social Media Optimization.

### What is Social Media Optimization?

Social Media Optimization is defined in simple terms as an important mix of the powers of search engine optimization and online marketing. It is the process through which the SEO service company sites are developed and refined in order to prioritize and expand the content and awareness of the website through the more social mediums and various other online communities. The social networking sites have evolved as a powerful internet marketing tool, and are considered one of the best ways to promote your brand or website to a larger global audience online. Thus, incorporating Social Media Optimization as a part of your SEO campaign can essentially help you in tapping that large segment of the potential customers who are social media enthusiasts. The options are many, but you must need to understand the essential steps in making your website visible in social media, thereby inducing higher traffic. According to the esteemed views of many expert SEO professionals, one of the important methods towards perfect website optimization is Social Media Optimization.

### Advantages of Social Media Optimization

Social Media Optimization is a quality website optimization process that is aimed at incorporating the concept of internet marketing through social media under the purview of SEO services. Not only has this process helped in earning higher visibility and quality traffic for the websites, but also assures a more convenient and quick result for the same. The most important advantage of Social Media Optimization is that it helps in attracting high quality traffic to the website. In addition to this, the visibility and accessibility is also improved for your website or brand. With the right submission of the right keywords in the social media directories, a better and higher search engine ranking is assured with this optimization process. Finally, increasing the number of inbound links and developing a more identifiable brand online are the key advantages of Social Media Optimization.

### Social Media Optimization Process

Social Media Optimization is nothing but positioning your website with the top social media sites like

Facebook, Twitter, MySpace, Flickr, YouTube, and much more. It is not only the social networking sites, but various social blogs, internet forums, online communities, pod casts, and other sources are also targeted for better website visibility. Submitting your articles or URL with the social media directories is one of the important functions of Social Media Optimization. Moreover, social bookmarking your websites, or creating quality backlinks for various social blogs and forums can also get you a higher visibility, and desired page rank. From building your brand image to online identity as well as improved online communication, the best strategy happens to be Social Media Optimization.

Permalink: <http://www.sproutseo.com/social-media-optimization-the-process-and-advantages/>

## Is a SEO Audit Worth Your Money?

SEO audit has immense significance in SEO campaign that provides a detailed analysis of the current status of the website with regard to on-site and off-site optimization. In fact, it is important for all SEO service firms to provide a comprehensive SEO audit to the clients, in determining the strengths and weaknesses of the website. Having analyzed the same, the priority of various strategies is set in improving the organic search result ranking and the online visibility of the website, on the basis of the results of SEO audit.

### ***Role of SEO Audit in Proper Search Engine Optimization***

SEO audit is one of the most vital SEO strategies in getting the best results through your website. In fact, there are only few companies who avoid this audit process, and as such, they are actually lagging behind in the competition of constant development and upgradation. Even if your website is ranked high in the search engine results, in spite that you are earning good revenue from the same, it is important to conduct SEO audit once in every year to keep a tap on any weakness or threat that may come up in the course of search engine optimization. It is in fact the snapshot of the current status of the website in the online world. A regular audit can help in identifying few important issues that needs to be triggered to ensure proper website optimization. However, it is important that the changes are made only after the process of SEO audit.

### ***Important Steps in SEO audit and Analysis***

SEO audit follows a set of guidelines in determining the current status of the website in the online business, and also helps in analyzing the strengths and opportunities to harp on, and the threats and weaknesses to avoid. However, only a proper audit on various significant issues of search engine optimization can get you with the right results, thereby helping in developing the right strategies. An SEO audit helps in analyzing how the keywords are working towards earning higher page rank and more conversions, whether at all they are relevant or not, how the website is presently working in targeting the related keywords, and whether these are used in the right place or not. It is important to verify with the factors like titles, descriptions, text and body, and also check with the technical issues like 404 errors, web page loading time, 303 redirects, coding errors, and more. The entire designing and development of the website is also reviewed through SEO audit.

### ***Other important factors in SEO Audit***

SEO audit needs to be a comprehensive review of how the website is working in terms of the keywords, in generating more traffic, and earning higher business revenue through top search engine ranking. You can also take the help of the automated tools in providing you the best idea on SEO audit. However, hiring an expert SEO professional can help in better analysis and interpretation of the data. Thus, professional human expertise is the better option than the technology tools in most beneficial SEO audit.

Permalink: <http://www.sproutseo.com/is-a-seo-audit-worth-your-money/>

## Important SEO Services

SEO services is the best way to ensure that your online business prosper without having the need to learn or practice the nitty-gritty's of search engine optimization. You just need to find some professionally expert SEO firm, and let them outsource you the best SEO services for all your website optimization needs. However, depending on the current status of your website in the online world, the search engine optimization techniques will vary, and so are the important SEO services.

### **SEO services – What is SEO?**

SEO services are available in plenty, and the best professional guidance can only help you in getting a higher page rank in the search engine, thereby generating higher business revenue. Being a website owner, you must have heard of this term several times, and want to put it into practice for your website as well. However, before hiring some professional SEO guidance, it is important for you to understand what SEO is. In fact, search engine optimization is a set of important activities and SEO services that aims at improving the visibility of a website in the organic search engine results, for a specific set of keywords or phrases. In simple terms, SEO is one of the most effective online strategies in assuring you maximum virtual presence, and better inbound traffic. SEO not only helps in getting your website rank higher in the search engine results, but also strives towards sustaining and improving the same over a prolonged period of time. It is always better to seek professional guidance for the best techniques and SEO services.

### **What SEO services do?**

SEO services and techniques are the most integral part of any search engine optimization process, and involve a wide range of activities in designing and developing your website for an improved virtual presence. By hiring a professional SEO professional, you are assured that all your website optimization needs are taken well care of. The important SEO techniques work towards learning and understanding your business, the essential products and services, and the intrinsic marketing objectives. The SEO services also analyze the content and architecture of your website, and the necessary keyword inclusion. It also helps in researching the relevant keywords, the competitiveness of the same, and the significant relevance to the business. Likewise, it develops and executes an SEO strategy to achieve higher ranking over the competitors, and also provide regular updates on the content creation, site authority and performance of the website. So, hire an SEO professional today, and grab the most **competitive SEO services** now.

### **Important SEO services**

The SEO services that are offered by most of the SEO professionals and the corporate firms cater around certain basic amenities that ensure a higher page ranking in every possible manner. However, it depends on the techniques used by the professionals in optimizing your website in a better way. The standard SEO services include content writing and submission, article directory submission, Meta tag and title optimization, press release submission, website analysis, keyword research and optimization, link

building, social bookmarking and forum posting, and search engine compatibility analysis. Get your website more visibility and a higher page rank with these important SEO services.

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## Role of Google Adwords in boosting your SEO

Google Adwords is the most sought after service used by the website owners today in quickly boosting their search engine optimization for higher induced traffic, and increased business generation. With the use of diverse website optimization tools, Google Adwords can be significantly utilized for the development and expansion of various ads, optimization of the ad groups, structured ad campaign management, inbound traffic tracking, and extension of the ad groups. Not only you are induced to get a paid traffic, but also ensure good website positioning with Google Adwords.

The obvious downfall of Google Adwords is the need to continue paying for every visitor. As soon as you stop paying, you stop receiving traffic to your website. With SEO services from SproutSEO, you may receive additional website traffic long after you stop paying!

### Use of Google Adwords in Keyword Research and Application

Google Adwords plays a significant role in best website optimization through extensive keyword research and its essential application in placing your web content in the top rankings of the search engine. Keyword is the backbone of content, and a well-researched one with the perfect application can essentially get you a top ranking in the search results. The Keyword Research Tool helps in getting an idea of the pattern of the most searched keywords by the visitors. By feeding a few basic keywords pertaining to your content or website into the Google Adwords keyword research tool, you can get a whole range of used and possible keywords. You can also put your website URL, and get the entire set of related keywords for the same. With the help of Adwords, you can even search the volume of the keyword searchers, thereby getting the ratio of number of search results to global search volume. Higher this ratio for the keywords, greater is the chances to be ranked high in SEO. Thus, the search engine ranking for your website goes up much higher with the right choice of relevant keywords from Google Adwords.

### Google Adwords role in better Click Thru Rate

Google Adwords, in addition to the essential keyword research, is also used in SEO for getting better Click Thru Rate. In cases where the keywords are making you rank high in the search results but are somehow failing in generating higher business, an Adwords campaign may help you in identifying the performance of your website. With the help of Google Adwords research tools, you can try various combinations of the content and title, and keep a regular check in any change in the result. The process may take some time, but you need to keep on changing the pattern of your content until you have the best combination in reaching the highest CTR through Google Adwords.

### Google Adwords in Geo Targeting

Google Adwords has another advantage in better SEO by enabling you in comparing the conversion rate across various geographic locations. With the use of Google Analytics, you can easily identify in which locations the keywords are having the maximum conversions. Likewise, you can specifically target those locations with Google Adwords database, and create a website niche in generating more business

from those areas. Thus, the misconception of using this application only as an advertisement tool should be removed. Your website ranking and business generation will increase by leaps and bounds with Google Adwords.

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## Tips for Advanced Link Building

At SproutSEO.com, we know that all links are not created equal. Unfortunately, many companies that offer advanced link building services do little more than send spam across the Internet. Of course, doing that doesn't have a direct impact on them; it has a very negative effect on their customer's sites, though. The fact of the matter is that advanced link building doesn't do any good if the links that are generated aren't high in quality.

### So “No” to Spam Links

We never rely on spammy techniques to get links for our customers. We don't fall back on the lazy approach of posting junk links on random blogs, which is otherwise known as comment spam. The truth is that links aren't going to do you any good if they are produced in a careless or random way. We have developed several proven ways to generate useful and beneficial links for our customers, and we can do the same for you too.

### Take Advantage of Social Bookmarking

Links on popular social bookmarking sites provide a lot more benefits than spam links. They require a little more work, of course, but that's why Sprout is here. We know how to post social bookmarking links that rise through the ranks and get passed along for maximum benefits.

### Make the Most of Forum Profiles

While comment spam is a no-no, forum profiles are designed to include links. It's perfectly valid and acceptable to include links in a forum profile, and Sprout knows how to do so to maximum effect. This tip may not seem terribly difficult, but advanced link building techniques allow you to make the most of it. That way, you don't just get an initial “surge” in traffic to your site – you get continual, ongoing benefits through a higher search engine ranking.

Permalink: <http://www.sproutseo.com/tips-for-advanced-link-building/>

## SEO Services with SproutSEO.com

The old adage about quality trumping quantity is true about many things. One prime example is link building. There are folks out there who acquire as many backlinks as they can in as little time as possible. To their way of thinking regarding link building, a high number of links always means a nice, healthy ranking. A small number of highly relevant, high-quality links does a lot more good than a massive number of random, low-quality link building services. It takes more time to acquire those high-quality backlinks, but the extra time and effort from reputable **link building services** are more than worth it. By resisting the temptation to grab links wherever you can, you can dramatically increase your odds of online success.

### Easier Link Building is not Better

It is easy to get **SEO services**<sup>[1]</sup> from link building companies when you aren't concerned at all about where they originate. There are plenty of sites out there that will happily link to yours, even if they don't relate to yours in any way, shape or form. The ease with which you can accumulate backlinks can make you feel like this whole link building thing is an absolute breeze. It's only later, when those SEO services haven't done a thing to improve your ranking, that you realize it really was too good to be true. By understanding the fact that quality is better than quantity right from the start, you can ensure a solid ranking that stands the test of time.

### More SEO Service Work Now Equals Greater Rewards Later

There's no question about it: Finding and developing high-quality, relevant SEO backlinks is no easy feat. It requires a lot of research and a great deal of time. If you don't have a lot of extra time, it is well worth it to pay for professional assistance. While developing exceptional links will cost time and money now, the rewards of doing so will pay off handsomely down the line. You just need to keep your eye on the prize and remember that nothing that is worth it comes without a decent amount of work. With those points in mind, your site will gain the exceptional ranking that it deserves.

### Are High-Quality Links Worth the Extra Effort?

One thing that people often wonder about is the ease of developing **backlinks**. It's natural to wonder just how much effort you should put into the endeavor in order to make it worth your while. While it's easy enough to generate hundreds of backlinks from a hodgepodge of random sites, it doesn't mean that your site's ranking is going to improve. In fact, all of those easily gained backlinks may end up being worth very little. Despite the extra effort that they require, high-quality links are more than worth it.

### The Quick, Easy, Not-So-Productive Way

It is tempting to take the quick and easy approach when it comes to building quality *link building*. In that case, getting links wherever you can get them is the usual course of action. You may feel like you are accomplishing a lot by generating those *incoming links*, but your search engine ranking is bound to tell a different story. The initial excitement of developing those backlinks may be encouraging, but the long-term results won't be.

## Slow and Steady Wins the Search Engine Race

Like anything else, **quality link building services** typically take time to develop. One sign of a quality backlink is relevancy. If the link originates from a site that relates to yours, it is going to be viewed more favorably by Google. The same is true when it comes to pagerank. Links that originate from sites with high Google pagerank are more likely to get you love with the search engines. Relevant links from high-ranking sites aren't so easy to come by, but that doesn't mean that they are impossible to get. You just have to be willing to do the extra legwork in order to get these links, or hire a company for SEO services.

### Doing the Legwork

If you are at a loss about how to get backlinks from relevant, high-ranking sites, you are not alone. The best way to get around this issue is by hiring a company that knows its way around the problem. In theory, you could probably figure it out yourself. However, it will require time that you may not have. In the end, paying someone else to develop high-quality links for you is a smart move that is sure to pay off well.

## References

1. [^ SEO Services](http://www.sproutseo.com) (www.sproutseo.com)

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