

Don't Be Afraid to Expose Your Site

How do the top agents in Hollywood get the stars that they represent noticed? Exposure, they make them go to all the awards, charity events. Do you thing that those stars want to do the talk show circuit every time one of their movies hits the big screen. No way but they need the exposure. The internet is no different. In order to get sales or contacts you need to expose you content (site or articles) to as many things as possible. Below are way's to improve exposure on your site. Remember I said ways to and not the only ways to.

Adwords and AdSense Pay Per Click (ppc) Post to forums and BLOGS! Buy ad space Affiliates Webrings or "Cliques." Provide free resources Send e-mail newsletters and created your own opt in newsletter.

Does your site read well? What the heck are you talking about you ask. When you are ask this question it means, if I go to your site and start reading your content will I want to stay for a while to read more of your content or am I just going to click the back button with a confused look on my face because I just don't get what you are saying. It's important that the text flows well.

There are all kinds of strategies about Keyword Density. This means simply how many search words are mentioned on your page. For example if your site is about no money down real estate your Target Keyword should be "no money down Real Estate". This phrase should be mentioned within your pages at least 3-8% of the total text that is on that page. This is how a search engine can tell what your site's content and how to index you in a search.

Keyword Density defined: the ratio of the number of occurrences of a particular keyword or phrase to the total number of words in a page.

Keyword density is important since search engines use this information to categorize a site's theme, and to determine which terms this site is relevant to the perfect keyword density will help archive higher search engine positions. Keyword density needs to be balanced correctly (too low and you will not get the optimum benefit, too high and your page might get flagged for 'keyword-spamming').

Keyword density is the ratio of a keyword or key phrases to the total number of words on that page. It is one of the most critical aspects of successful search engine optimization. To improve your search engine ranking potential, your keyword density must be just right. To calculate your keyword density, divide the total number of words on your page by the number of times your primary keyword or key phrase appears. Keyword density is critical when outlining the keyword portion of your search engine optimization strategy.

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About the Author

David McLauchlan has this outstanding e-book titled "Article Cash Creator" This ebook is making a lot of people very rich
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