

Search Engine Optimization: Gearing Up For 2008 and Beyond

The SEO paradigm shift has already started kicking in. As search engine algorithms evolve, more weight is placed on trust-based factors and topical-relevance forcing marketers to sharpen up or lose their edge. Keyword density, perfect anchor text alignment and sheer volume of link equity will not cut it any more.

Mainstream Media Engagement

If marketers are working with brands that have an established off or online presence they already have a key advantage. Mainstream media and B2B publications with established trust will likely link to your website, and stimulate others to do the same through simply discussing your operations, strategies, successes and failures. This is a foot-print that's hard to manipulate. Gaining mainstream coverage can (usually) only come with an established brand presence or exciting angle. If [SEO](#) clients don't have this in place, chances are that they will be swimming against the tide.

Topical Expertise

While engaging with the wider media is important, becoming a topical expert on your field is important too. If you gain topical coverage, you will most likely gain column inches to discuss topical issues when they come up. Search engines use this linkage data to establish your trust and (in the case of topical coverage) your authority on a subject area.

Content Strategies

Gaining media coverage has lots to do with business decisions made at board-level, but gaining media coverage, and in turn editorial citations, can be pulled off through effective content strategies and relationship building. If you're already immersed in your local community it's that much easier. Publishing studies, writing a blog, and making effective software tools relevant to your industry can all help if the content hits the spot. But, if you're getting started, you might have to send emails and make phone calls to get the ball rolling. Social media can also play an important role here, if done effectively.

Link Buying

It wasn't that long ago that Google dropped to toolbar pagerank of websites selling links. This, contrary to what some people think, hasn't killed the effectiveness of link buying. It has just changed the game. Now, buy-side companies should stay clear of websites that have an obvious link-selling footprint, and they should ensure that their links are placed within content too. The most cautious of link buyers will also ensure they are not given a link that would raise an SEOs eyebrows. This means perfect anchor text, and linking to a strange page, at a strange time, shouldn't be on the menu.

On-page Relevancy Factors

With publishing strategies being more frequently used to gain link equity, ensuring the effective flow of link equity up-stream to your most important pages can play a vital role in the success or failure of your [SEO](#) strategy. Using keyword permutations, derivatives and synonyms within website copy and meta data also helps to drive relevance for a main keyword set and help clients to tackle a wider keyword basket.

Source: <http://www.articlecircle.com>

About the Author

Jeff Wild is the founder and President of [Artitude Inc.](#) and has been creating business success on the Web since 1994. His latest enterprise, [Strategic Web Success](#) offers an SEO (search engine optimization) service to businesses as a way to enhance Web Site performance and compete in the new world of Web 2.0.