

Five Tips for Small Business SEO Beginners

Contributed by Webmaster
Thursday, 29 January 2009
Last Updated Thursday, 29 January 2009

By scott gallagher

This article offers five helpful tips for SEO beginners in small businesses.

1. Use your page titles, tags, and headings: Small business marketing online can be a difficult part of business. However, you need every advantage that you can get. If you're not familiar with these terms and are setting your website up yourself, search them out online so you can see how to properly set them up in your web page to help improve your search results. Alternatively, if you are using a web designer be sure they understand what keywords you are hoping will bring people to your site.

2. Try article marketing: Writing articles about the area of business that you are engaged in is one of the most useful ways of increasing traffic to your site. Not only will people reading the articles find their way to your site, the incoming links will feed into the third tip below. Article marketing is a must for small business marketing online.

3. Build quality incoming links: The links coming into your site will play a large part in how you are ranked in the search engines. Try to concentrate on links coming from web sites that are of a similar theme or with related content, as the links will count for more. Quality is always preferable to quantity when it comes to link building. As mentioned above, the links from the resource boxes in your articles are an excellent source of incoming links, making article marketing doubly valuable.

4. Submit your site to directories: By being listed in the directories you will be getting more back links from credible sources, not to mention the traffic that you will bring in off of those links themselves. If you are not comfortable submitting your site manually to all of the different directories that are out there on the internet, use a directory submission service, of which there are many quality services out there.

5. Hire help: This might seem like a bit of a cop out, but in truth, this can be the most valuable strategy for improving your small business marketing online initiatives. Learning to outsource the correct work to qualified individuals can actually save you loads of money in the long run, because attempting to learn all the ins and outs of SEO can be incredibly time consuming, and your time might be better spent improving the quality of your business and your products themselves, rather than on learning a completely new skill set and technology.

Scott Gallagher is an author of an internet marketing course. With exceptional knowledge of marketing for small business, Scott is also becoming an expert with Courier Marketing Solutions.

Internet Marketing

{mos_sb_discuss:2}

Affiliate Marketing