

# Effective SEO Is Not Expensive

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Search engine optimization or SEO is the hottest way to drive targeted traffic to your website. Maximizing the benefits of a well-SEO'ed website will yield lots of earnings for the marketer. However, SEO-ing your site might cost you thousands of dollars if you are such a newbie on this field.

But to tell you the truth, you can essentially get information on low cost SEO anywhere in the Internet. But only several really show you how to work out an affordable search engine optimization endeavor. And those few that really inform include this article.

## 1. Link exchanges

One cheap SEO method that can get you best results is through link exchanges or linking to and from other web sites. Depending on the websites that you would like to exchange links with, this tool could even cost you nothing at all. Contact the author or owner of the web site you want to have a link exchange with. You will be surprised with the eventual spiking up of your page ranking using this means of getting your website optimized.

## 2. Write or acquire key word rich articles

Writing truly informative and keyword-rich articles is one surefire way to make your Internet business more visible than ever. It's either you write your own articles or you get them from article directories that allow you to post these articles on your website as long as you keep the resource box or the author's byline in tact. Just don't stuff your articles with keywords that even idiots would get bore of reading them. The readability and freshness of your articles will still be the basis of whether your writers will keep on coming back to your website or not.

## 3. Catchy Domain Name

What better will make your target visitors remember your website but with a very easy-to-recall domain name. Something sweet and short will prove to be very invaluable. Registering your domain name is not for free. But creativity is.

## 4. Organize your site navigation

Providing easy steps in navigating your site is one way to make your visitors become at ease with your site. This, in turn, will improve the flow of traffic to your website.

Low cost SEO is always evolving like any other approach in information technology. There are many methods that can very well land you on the top ten rankings of Google or on any other search engines. Some may cost a lot but there are methods that can give you the same results at a low price or you can even do on your own such as those mentioned above.

Author Joe Williams manages the internet marketing tools and resources website where he offers internet marketing resources and strategies that would enable anyone to be successful with online marketing.

Internet Marketing

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