

Blogging - Why It Works So Well For SEO

Contributed by Scott Trimble
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Blogging is one of the most efficient ways to increase your website rankings on search sites like Google and Yahoo. Blogging refers to posting your website links to blog sites in order to increase your website rankings. Blogging work best for the SEO as it is the one of the most effective tools to make your website popular amongst the people. If your website is more famous it will generate more revenues as more and more people will visit your site.

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You can follow these simple rules for SEO and your blog will definitely rank much higher in search engines. You should use your primary keyword most often in your blogs. The URL that you post on the blogs should contain a primary keyword to optimize your website. You can also use the main keyword in sub domains to get better results. In case your website is about automotive parts then you can use the keywords "Automotive Parts" in your website. Also it is necessary to use your main keyword in the title of your posts and the titles of your web pages. Also use the main keywords and key phrases in your H1 and H2 headers to make them more searchable.

Next you can use your secondary keywords in the body of your post in the blog. The more times the keywords are found in the webpage or post, the better are the chances of the search engines will be able to pick up the keywords. However it should not look like spam. You should refrain from posting the same keywords again and again in the same post as then Google will ban your site for some time and your rankings will fall drastically.

You should also use your primary and secondary as much as possible in the anchor texts for linking the text to other blog sites or other blog posts. Also make every effort to make your site easier for search engine to track. Also it is very much necessary to make your navigation bar of the whole website on every page of the website. All your previous posts should be linked to all pages so that they can be easily searchable by search engines.

You should also create back links to your website on as many blogs as possible. This is because it will help a lot in getting the rank of your website higher in the search engine pages. The more links you have created the higher will be the rank of your website on search engines. You can get back links to your website is to submit your blog and RSS feeds to as many blog search engines and blog directories as possible. Exchange your links with other blogs and network with as many people as possible on the blogs. If you find any interesting information on a blog then don't forget to link it. The track back will become a link to your blog after some time. In the end to optimize search engine results for your website you should update your blog frequently.

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