

5 Creative Ways to Utilize SEO and Internet Marketing

Search engine optimization is one of the basic fundamental ways to improve the capacity of your website to gain consistent long-term streams of valuable traffic. There are a variety of avenues that a webmaster can follow on the road to implementing SEO on a website. Some methods are common ways familiar to even individuals just beginning to learn about the potential of SEO. As the internet grows in complexity and the capabilities of internet marketing expand other SEO tactics are emerging that offer increased potential for successful website promotion.

Below is a list of 5 innovative ways to apply many familiar and some less familiar SEO strategies.

1. Effective Keyword Implementation

The keyword research that goes into the eventual production of website content is of great importance to SEO success. Often the tendency is to focus upon one keyword and wrap a series of sentences and paragraphs around that particular phrase.

The thought has been that when searchers use your keyword in their queries your optimized website page containing this keyword will rank high in the results. An extended and more creative way to optimizing content for keywords is to research a family of keywords related to the main keyword.

Inclusion of associated keywords that are related to the main keyword in your content will produce a richer and more SEO friendly page. This method of content product offers a better chance of ranking high in SERP's due to natural content that is diversified with many other often long-tailed derivatives of the main keyword.

2. Two Layers of Link Building

Another method commonly used by webmasters to promote their sites and increase their page ranks is using link building strategies. Among the common types of link building strategies includes forum posting with a signature containing anchor text links, article distributions, blog posting and blog commenting. As well many individuals attempt to exchange links with other websites in similar industries, although the effectiveness of certain aspects of this strategy are uncertain.

One way to approach your link building strategy is to construct two layers of links that surround your website.

First Layer of Links

As an example you could write a series of articles and distribute them to top article directories, and high PR Web 2.0 properties like Squidoo, Blogger and Hub Pages with your resource box and anchor text attached pointing back to your main website. This would represent your first layer of links.

Second Layer of Links

Then you could write another series of articles (your second layer) and instead distribute these to other high ranking directories and social bookmarking sites. This second layer would contain links that point back to your first layer of links, not your main website. This entire strategy allows you to construct a deep network of links that eventually point back to your main website.

3. Utilizing SEO Plugins and Applications

If you use the WordPress blogging platform then you can find a number of plugins (many free) that you can incorporate into your blog to enhance the SEO of your individual blog posts. Some of these plugins take care of the heavy lifting when it comes to aspects of your site including the title, description and keyword tags along with other options.

4. Utilize Social Networking Links

With the popularity of social networking avenues such as Facebook and Twitter, the possibilities are endless with regards to linking certain aspects of these accounts to your own websites. As well, these social networking sites have very high page ranking, so links transferred between other sites you own and your social networking posts only increases the SEO power and authority of your site.

5. Video Marketing

There are a multitude of avenues available today to create and distribute your own online marketing videos. Using a similar concept of creating links that you would use with article marketing you can create videos that promote your service or product and incorporate within each video the title and other meta data that contains optimized keyword phrases that can propel your video to the top of Google's search results. This tactic alone can give your website excellent boosts of traffic due to the high PR value of video sites such as YouTube.

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