

Using Honest SEO Technology to Improve Rankings

No matter how new or cutting edge a subject seems to be, the chances are pretty high that there is already a website out there dedicated to it. Or maybe 10,000 of them. There's a lot of competition to be ranked highly, and high competition makes some webmasters make not so honest SEO technology choices. And who can blame them when low rankings means low traffic? Tempting as it may seem, however, webmasters should not give in to the desire to cheat the system with black hat SEO. Though it may seem slower at first, the truth is that following honest SEO technology methods will do a lot more for your site over time than "cheating the system" black hat tools.

Giving your Visitors what they Want

It is important to consider your target audience when creating the content for a site. One piece of SEO technology that will help you develop a greater understanding of your target market is social media. Though social media sites like Digg and Stumble are not intended for SEO (and sometimes deal severely with sites that abuse social media for SEO technology), these sites are a good way to develop an understanding of what your visitors are looking for. Yahoo Answers, for example is the perfect place to learn what kinds of questions people are asking... and how they want them answered. Another good SEO technology tool for understanding and meeting a visitor's needs is an SEO toolbar. An SEO toolbar helps you scope out other websites that appeal to the same target market to see what is working for them.

SEO Technology Tools for Determining Great Keywords

Even if your content is geared towards and appealing to your target market, without good keywords, your audience may never find you. That's why it is essential to use SEO technology to decide on the best money making keywords for your niche. There are a huge variety of keyword checker tools out there, and each of the following work a little differently:

Wordtracker keyword search

Meta keyword tools

Google Adwords checker

Overture keyword tool

Popularity checkers

Keyword comparisons

Page analysis for keyword density

Improving your Search Engine Rankings

You have used SEO technology to know your audience and choose the most profitable keywords. Next, you want high rankings for those keywords. SEO service companies and individual webmasters use many different types of SEO technology to improve search engine rankings for a keyword. In general, the most essential part of SEO technology is link building. In addition to link building, webmasters and SEO technology services also use navigation optimization methods, paid inclusion, optimization of meta tags, and countless other methods.

About the Author

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