

## SEO FAQ Item 2

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### SEO Basics

#### Quality Content

Is your site being found and ranked highly In SE's? Web sites are only as good as their ability to show up on major Search Engines. Surfers, are searching the net by the minute and they are yearning to find the right products and sites! How do these sites get it right? They are employing SEO. Search engine optimization is how you can get yourself and your site found.

Do not rip your content from a competitor's site. This is a common mistake that many newbies make The chances are high that the search engines will have already indexed the competitor's site. In this case you will not have unique content and instead is merely a duplicate with a different domain. Do yourself a favor and write unique content that is different from someone eyesryone elses, it will get your site noticed and ensure you don't have a lot of angry webmaster baying for your blood too.

Do not touch 'Black Hat' you will only end up getting kicked of sponsor programes, banned by search engines, and have a ban slapped on your domain too. Keep SEO in mind at all times but avoid sounding like a robot in your text. A good rule is to connect with your visitors with plain language they will understand. Don't SEO to the detriment of your surfers.

When writing good content pretend you have someone that just asked you what are the benefits to what is on offer at your site alone. You should explain in your own words the specific advantages and why your own site is different from your competitors. Sell your pants off in your sales text but stop short of wild exaggerations!

A common and frequent mistake many new (and Old hands) webmasters make is to choose a long list of general keywords they think their potential customers will be searching for. This is a broad scattered approach to SEO and may be useful in some circumstances but is very rarely a successful traffic generator. Chose the best 20 or so and stick with them! Or...change a few from time to time and monitor your results and website rankings.

#### A few Golden Rules

1. Quality is better than quantity.
2. Try to put yourself in the place of your surfers.
3. Be Clear in all your text
4. Phrases are better than single keywords words
5. Create balance on your site between essential SEO and haveing a dreary robot like dull site.
6. Try to focus on only a few of your keywords on each page.
7. Be competitive check out the compenion and look for any new and interesting web or SEO developements.
8. Be your own boss and police yourself. Take advice, then evaluate it. Don't follow any advice blindly. Have a moral code (Your Own) YOU decide to abide by.
9. Talk to other Webmasters and affiliates. Learn from their mistakes.
10. Learn to be adaptable on your site, try new things-most of all have fun! Enjoy learning and reading all the tips, hits, tricks, advice and knowhow on 1 Day SEO. Visit frequently for updates.