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Why Article Marketing Is The Holy Grail Of Search Engine Optimization

There seems to be a new breed of self assessed experts in the field of search engine optimization. When all is said and done, Google's algorithm only has one set of (top secret) guidelines, so the best SEO methods and opinions will always be based around much speculation.

Knowing how to optimize a website is one of the most valuable marketing tools going at the moment. This skill can be used to gain ground within your own business, or you can use your skills and offer SEO services to other business owners who are looking for an inexpensive way to increase their profits.

For someone new starting off in the industry of search engine optimization, and during the research stage, it is quite a daunting exercise when faced with the wealth of information on offer and how to best analyze credible information from non credible information. After all, the web is free for anyone to post anything they like whether it be true or false.

Competitive market places all competing for a spot in the top ten free search results in Google need to focus on having a point of difference. Some search engine marketers become frustrated with little or no results when they follow the stock standard link exchange and link submission approach.

Knowing how to select a search engine optimization company that will only implement best seo practices is another issue to consider for online marketers. Search engine optimization providers often feel pressured to gain quick results for their clients and can sometimes use risky/spam tactics likely to attract a search engine penalty which include cloaking, sneaky Javascript redirects, and doorway pages.

In order for a website to gain trust by Google, the website must be able to attract in bound links. However it is the manner of how these in bound links are sourced that matters most. Gaining in coming links where there is little effort involved such as forum posting and mass automated directory submissions are not considered important links by the highly advanced and ever evolving Google search engine algorithm.

Amongst the various speculation surrounding search engine optimization techniques, few would argue that when you engage in [seo services](#), any successful strategy must include well researched [link building services](#) that have a proven formula to obtain themed in bound links. Article marketing can truly deliver this necessity.

So this is why when it comes to article marketing campaigns, we are giving the search engines exactly what they want. By publishing unique content to other websites by article submissions, your website is linking from content that is fresh and relevant which will ultimately increase your rankings - however but patient, research your online industry and implementing a long term strategy is the key.

Access useful recommendations about the topic of [web traffic](#) - please go through the page. The times have come when concise information is truly at your fingertips, use this opportunity.

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