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SEO Is Getting The #1 Place For Your Busby SEO Test Contest

SEO is getting the #1 ranking for your website at certain keywords-targeted in major search engine.

Actually there are 3 critical steps we should do in the SEO :

1. Similar to any business, you need to identify your audience (your target market). Not just are you setting your [Busby SEO Test Contest](#) website's goals and profiling your audience, at this stage you are also scouting your competition and evaluating what you need to do in order to 'dominate' this particular sector.
2. You get steps to get your website rank as high as possible in the search engines for those keywords that this audience is most likely to use. This involves things you do to the site itself (if you are setting up a new website then you should ensure that it is search engine friendly from the ground up). It moreover includes off-site activities which are all geared towards the process of having other [Busby SEO Test Contest](#) websites link to yours.
3. You continually track your website's progress in the search engines and make adjustments to your SEO strategy as necessary.

Determine How Search Engines Work in fact

It goes lacking saying that if you want to rank #1 for your target keywords, you need to realize how search engines work. This means that you must not only know what factors search engines use in ranking websites, but also how they 'read' web pages and 'index' them (This topic is discussed in detail in the next part).

Search engines have evolved very much in the last few years, and continue to update their ranking algorithms periodically. So apart from learning how search engines work right now, it will also pay if you:

- Understand what each search engine is trying to achieve when ranking websites
- How you can path changes in search engine algorithms

How we can keep updated on the latest changes in the search engine world

The most vital thing about SEO is that an 'out-of-the-box' formula for achieving best rankings will not work as well as a customized, one-on-one strategy for every project.

Yes, a cookie-cutter approach will work – but it won't be as effective as a custom-made battle plan for your website. The general principles will always apply to your website, but there's a significant component of analysis, drawing results and then determining what to do in light of those conclusions.

At the end of the day, it is YOUR SEO plan. You will decide what to focus on, you will be the one doing competitive analysis and evaluating how difficult or easy it will be for your website to rank for certain keywords.

Every website has different targets – these goals will in turn determine what type of keywords you will be targeting, what the composition of your reader will be, the competitiveness of your target market and your willingness to spend money / put in the time and effort.

Search Engine Optimization (or, if you want to be technically correct, Search Marketing) is not a 'get rich quick' scheme nor is it about getting short-term, temporary results at the risk of getting your website banned by the search engines.

Just to make things clear, this is not an ethical concern for me – as far as I am concerned (you might think differently), search engines provide a service, and their guidelines are not 'the law', they are just generalized statements on what works finest.

Those statements are a bit misleading and do not give a complete picture of what it takes to rank for keywords in the search engine result pages (SERPs).

However, putting your website at risk by actively pursuing optimization policies that openly violate search engine policies and are detectable by search engines is foolishness.

Personally (once again, you are entitled to your opinion) I think there are far better ways to lead the SERPs without resorting to tricks or anything that will get your website penalized from Google or MSN or Yahoo.

So that is one aspect of thinking long term – if you are doing SEO for short term gains, in major cases it is not SEO but tricks to take advantages of a search engine's limitations.

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