

## White Hat Search Engine Optimization

When your website shows up higher on the SERPs, more people will see it in the results. And when a higher number of users find your site at the top of the SERPs, more will come to visit you. You get more traffic, your website gets more profits. It is really that simple.

Regrettably, the things which seem easy on the surface do not always turn out to be easy in reality. Which is what makes search engine optimization so important. Even websites that do not seem like they would need SEO use search engine optimization; without it, you do not go far. Many search engine optimization methods are effective for getting your site ranked highly in the SERPs. These criteria can either be controlled on site, or off site. Before going more deeply into the different search engine optimization techniques used on the web, it is important to give a mention to black hat techniques. Websites that use black hat SEO are those what want to quickly raise the traffic of their website without concern for the health of their site in the future. Using black hat search engine optimization tools will always harm your site in the end... which is why it is key to resist the temptation. Instead, stick to the white hat (or Google friendly) search engine optimization techniques, some of which are discussed here.

Now it is time to discuss the search engine approved on page techniques that can help your rankings in the long term. The first and most important of these is unique content. The reason for this is simple: a search engines job is to display results that answer a users question... and the more unique content on your site, the more traffic SEs will send your way. An additional on page search engine optimization criteria is having accurately informed the search engines of your pages topic. This is done by using specific keywords with the right density throughout your content, as well as in Title and Description meta tags.

Almost as important as on page search engine optimization criteria is off page. And though there are a variety of methods used for off site search engine optimization, creating inbound links is probably the most essential. Building back links happens via submitting to directories, using media networks such as Digg or Facebook, press releases, and more. And an important part of any search engine optimization link building campaign is the use of appropriate anchor text for your links.

Especially if you do not have wide experience in search engine optimization, it is a good idea to speak with a professional for SEO for your site. A search engine optimization firm will be able to implement SEO techniques in a way that is effective, professional, and safe for your site. Not sure where to look for the best search engine optimization firm for your site? Go with one who has worked with large, Fortune 100 companies, such as Hubshout.com.

## About the Author

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