

Search Engine Optimization

The 21st CENTURY's HOLLY GRAIL - **Intermedium Level**

in which we mention "Beautiful beaches in Australia " and we get a list of links that may contain the information that we are looking for.

To define the site keywords, one you should take the help from the various services provided by the several search engines. A very good way to do this will be taking help from: <http://www.rustybrick.com/keyword-phrase-tool.php>

and www.wordtracker.com



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<http://www.webconfs.com/duplicate-content-filter-article-1.php>



Need Free Links?

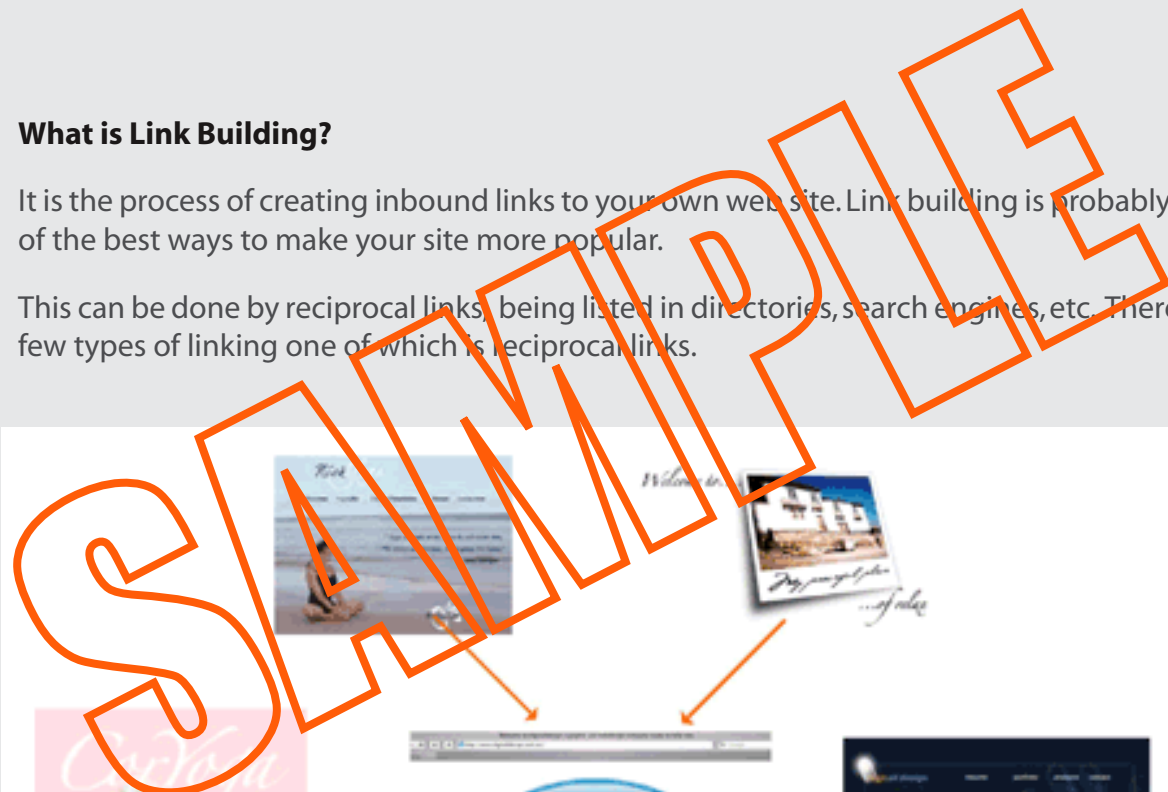
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What is Link Building?

It is the process of creating inbound links to your own web site. Link building is probably one of the best ways to make your site more popular.

This can be done by reciprocal links, being listed in directories, search engines, etc. There are few types of linking one of which is reciprocal links.

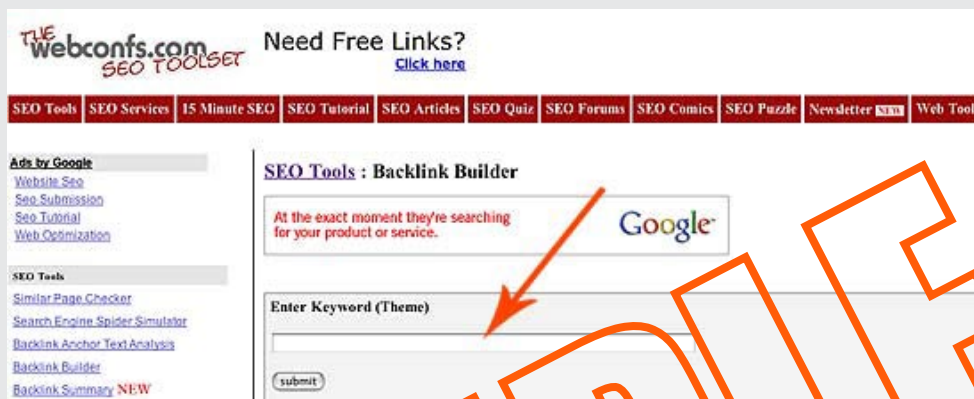


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This helps to simplify your backlink building efforts by helping you create quality, relevant backlinks to your site, and making the job easier in the process.

<http://www.webconfs.com/backlink-builder.php>



As we all know by now building quality backlinks is extremely important to Search Engine Optimization, and because of their importance, it should be very high on your priority list in your SEO efforts.

Backlinks via Natural Way

The idea behind including backlinks as part of the page rank algorithm is that if a page is good, people will start linking to it. And the more related backlinks a page has the better. But in practice it is not exactly like this. Or at least you can not always rely on the fact that your contents are good enough and people will link to you.

It is true that if your content is good and relevant you can get a lot of quality backlinks, including from sites with similar topic as yours, but what you get without efforts could be less than what you need to successfully promote your site. It is also true that it is better to have quality links linked to you than you link to other web sites. There is less risk of scams and spamming actions if you always be careful with which web site are you linked to and which ones are pointed on you.

You want to know where to look for back links and here are some tips for where you can get those backlinks for your web site:



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http://www.selfseo.com/google_ban_tool.php



Useful resources

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Only \$7 per month

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With our Google ban check you can easily find out if your site was banned by Google

search engine ranking

Get Great Deals on . Great Packages on Edu

Google Website Optimiser

Test ways to improve your site and boost conversions. Learn more.

Ads by Google

BOOKMARK

Check domain:

http://
(eg. www.selfseo.com)

Check!

www.iwebtool.com/google_banned



Rocket Your Traffic
With Text Link Ads \$100 P

Home. Web tools. Discussion. Directory. AdsFlip. Services. Accounts.

Quick Links

[Talk & Discuss this tool](#)

[Add this tool on your website](#)

[Report a Broken Tool](#)

Google Banned Checker

This tool will analyze your domain with Google search to detect if the domain is banned.

BOOKMARK

[How do I use this tool? \[+\]](#)

Check domain: http://

Check!

(eg. www.iwebtool.com)





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<http://validator.w3.org/>

W3C[®] Markup Validation Service
Check the markup (HTML, XHTML, ...) of Web documents

Validate by **URI**

Validate by **File Upload**

Validate by **Direct Input**

Validate by URI

Validate a document online:

Address:

► **More Options**

13. Avoid Cloaking

Designing your Web site in order that search engines see one thing and visitors see another is called cloaking. This can be done with sneaky redirects or with programming, and it's strictly verboten.

Nobody likes to be tricked this way. If they're looking for a Web site on children, they'll be very ticked to end up on a Web site about cars.

This is one of the worse strategies and it will end up in a mess. No one will be happy to go to a link that didn't ask for. The visitor will be so upset and unsatisfied that won't be interested in what that web site is offering.

Cloaking your Web site is a sure-fire way to get banned from Google.

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Cloaking: What it is and Why You Shouldn't Do It

By Jennifer Kyrnin, About.com

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