

Do SEO Silver Bullets Really Exist?

The good news is there is a mix of tactics that can yield top ranking results across the major search engines when implemented properly in a timely strategic manner.

The truth for SEO success is becoming very clear; it's a moving target that involves a huge amount of work and requires constant attention with no guarantees.

I have witnessed the following SEO tactics below with results in top rankings in highly competitive markets for client sites in Google™ , Yahoo!® and MSN® since 1999.

Top 5 SEO Silver Bullet Tactics

1. **Research and purchase an established website** with good natural rankings with key search terms for your service/products. In several markets, there are web sites that have managed to move up in rankings, providing instant search visibility while costing less than implementing the necessary SEO to achieve these top rankings.
2. **Leverage every single on-site SEO tactic possible.** These elements are so important because you can “control” the timing of the implementation and maintenance. These include: carefully constructed titles, keyword rich file names, anchor text with a keyword rich breadcrumb trail, descriptive alt tags and a clean site structure.
3. **Strategic directory listings.** Most quality directory listings require a fee and can be obtained quickly providing instant value to your site. Some of the top directories that will provide high SEO value are: Yahoo!® Directory, Business.com®, Open Directory Project™, ExactSeek™, JoeAnt™ and UnCovertheNet™.
4. **Strategic link partners.** Research and seek out link partnerships that will benefit all parties involved, the companies and the site visitors. Find other web sites that offer outstanding products or services to your target audience and refer traffic. The visitors, site owners and search engines will all be pleased. Remember to use a text link configuration for the highest SEO value.
5. **Out smart competitors by giving attention to long tail search terms.** Long tail search involves the searcher that has come to your web site using a search term that is highly relevant but may not be used at a high frequency rate. These terms are usually 3-4 words long and typically have higher conversion rates, as they are further down the search information cycle. This free beta tool found at www.HitTail.com can help you identify these terms and give you direction on content development to target higher rankings. The PR firm that launched Amazon.com and Priceline developed this tool.

By implementing these SEO silver bullet tactics, you will be on your way to increasing your chances of moving up your search engine ranking position. Keep plugging and your SEO persistence will pay off.

Submitted by:

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