Article Side
Brand Building, Trust and SEO by Varun Bihani

Article published on April 11th 2012 | Software

Search engine optimization process requires to be updated about the recent changes in the search engine world. You need to keep updating your understanding and skills as quickly as Google updates its algorithms. Google Panda updates was introduced to stop duplicate and low quality content. The Panda updates were released to clear out link farms, content farms and low quality websites. As a result of these updates, some websites were removed from the search results. Some websites were assigned low rankings.

Panda updates improved search engine ranking of websites with high quality, relevant and fresh content. Google gives authority and assigns high rankings to websites that provide useful and trustworthy information.

How can your website become an authority?

The answer to this is, â€œget quality backlinks.â€• Link building is an important part of search engine optimization. In the earlier days emphasis was on number of incoming links. Now Google emphasizes more on quality than quantity. You need to find ways of link building. Here are some tips that you can implement in your link building campaign for SEO:

â€¢ Try to place links in the body of the text.

â€¢ Google gives authority to links from editorial content.

â€¢ Try to get links from different domains. Google will not give authority to multiple links coming from a single domain.

â€¢ Make sure you get links from relevant websites.

â€¢ Try to get incoming links from higher ranked websites. Search engine gives authority to links from high ranked websites.

â€¢ Donâ€™t stuff your content with anchor text.

â€¢ It is important that you provide useful, unique, relevant and entertaining content. Itâ€™s a great way to influence others to link to your site.

â€¢ Try to build links from different web pages of your website. Google will find it relevant and trustworthy if people link to different relevant web pages of your website.

â€¢ Social media sites like Google+, Facebook and Twitter are helpful in link building. Make sure you have social media presence. Every time you provide useful content, encourage users to share it. Provide social media sharing buttons at visible places.

â€¢ Websiteâ€™s load time and speed also affects ranking. Make sure your website doesnâ€™t take long to be loaded.

â€¢ Make sure you provide content of userâ€™s interest.

â€¢ Use social bookmarking sites to get quality backlinks. Digg, StumbleUpon and Delicious are the

popular bookmarking sites.

Share your valuable content on social media sites. Try to build relationships with customers. Make connections with industry experts and authoritative people.

We at Galaxy Weblinks offer search engine optimization services. Our SEO experts have vast industry experience. Our experts are aware of search engineâ€™s updates and algorithms and make sure you get links from trusted sources. Our SEO program includes keyword research, link building, back link analysis, content optimization and much more. For details please visit us at http://www.galaxyweblinks.com/services/internet-marketing/search-engine-optimization/.

Article Source:
http://www.articleside.com/software-articles/brand-building-trust-and-seo.htm - Article Side

Varun Bihani - About Author:
a Galaxy Weblinks help small to medium size companies leverage their traditional strengths and technologies to take full advantage of e-business by capitalizing on the growth and productivity that can be achieved by integrating many companies into common marketplaces. Technologies we specialize in: PHP, MySQL, AJAX, JSP & Servlets, .NET, a Flash Action Script, XML Cold Fusion, Joomla

Article Keywords:
Brand Building, Build Social Media Presence, Get Quality Back Links, Google Panda Updates, Link building, Remove Duplicate And Low Quality Content, Search Engine Optimization Process, Trust And SEO, Use Social Bookmarking Sites To Get Quality Back Links

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!