

Published based on [7 Ways To Boost Search Engine Rankings](#)

7 Ways To Boost Search Engine Rankings

In this article, we'll take a look at how you can easily and effortlessly boost your search engine rankings.

1. Be sure to increase your site's link popularity. You can do this by increasing your internal and incoming links.
2. Ensure that your site uses descriptive title tags. These will usually carry the keywords that you are aiming for. Only put your business name on your contact page and/or "about us" page, since using it too much will end up with reduced relevancy in keywords. In the title tag, ensure that you carry your most important keywords. Heading tags for heading and sub-headings should also be used.
3. Ensure that meta description tags and keyword tags are in place.
4. You can simply type in the keywords you are using in Google. When the top result comes up, click on it. Then right click and choose "view source". Carefully analyzing the source code will help you establish how top-ranking websites get there. You will want to emulate their techniques.
5. Do not build a website that is mainly made of Macromedia Flash. Any website made entirely out of flash will not usually rank high in search engines. Why? There is no way a search engine can index the text of a Flash web site.
6. Ensure that you are listed in the dmoz.org open directory. Being listed in this non-profit directory will certainly help boost your Google page rankings. Whereas other top search engines, such as yahoo, charge \$200+ a year to be listed in their directory!
7. Be sure to continually add content to your site. It's true, content is King! The more content your site has, the better it will rank in the search engines. Useful articles added your site regularly is vital here.

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