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Google, for example, now indexes millions more web pages than it once did and as a result delivers more natural search results per keyword, making it more competitive than ever to gain that critical page-one listing. And more online marketers are attempting to optimize **for natural organic search rankings** .

Few points on **fresh content to your web site !! Benefit = Better TOP ORGANIC** rankings !!

1. It's important because fresh content keeps the search engine spiders coming back to see your site

2. Web Site Users truly appreciate **fresh, unique content** - and more important than spiders visiting your site, you want the users to keep coming back. If you put up fresh content daily, they'll come back every day. If you update the site weekly, they'll come back weekly, maybe. **Consumers are looking for up to date information.**

And lets not forget - today's fresh content becomes tomorrow's authority piece on a topic as it ages and links to it increase.

3. Start YOUR OWN **CUSTOM Blog & post articles in your area of expertise !!**

Take a look at my Blog >>

(it is linked inside both my sites www.SEOhoustonweb.com & www.epromotionz.com) **Call us for Custom BLOG Development and Marketing .**

Best Regards

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