

Delivering measurable results and driving sales leads  
An experienced web marketing firm



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## Steps for Enhancing Your Business's Page Ranking

Your small business's website should be very **content rich**.

It should offer something of value to the online users who visit it. It should include **pictures**, **relevant information about your company and its services**, helpful contact information and **deals** and **promotions** that reward the customers for visiting it.

*If your website lacks in useful content, odds are your customer is going to go somewhere else.*

This engaging content should also contain your **primary** and **secondary targeted keywords**.

This helps the major search engines to find and rank your webpage.

Your SEO goal is:

The customer types a **keyword** into the search engine and your website appears at the top of the **SERP**, inviting the viewer to click on your link to find out more.

Which specific targeted keywords you use is very important, but *how* you used them is just as important. *You cannot simply insert your keywords- you must use On-Page Leverage tactics as well.*

## On-Page Leverage

**On-Page Leverage** refers to how you incorporate your targeted keywords into your website's content, so that it will receive the highest possible ranking from search engines.

It refers to using the proper keyword densities as well. *Proper keyword density is very important.*

### Keyword Density

The general rule for **keyword density** is that around **1-2%** of the text be **keywords**.

*Anywhere from 1% to 5 % keyword density is acceptable.*

Avoid having more than 5% of your total text being keywords as this will most likely be recognized by search engine algorithms as "stuffed".

To remove the practice of website's stuffing as many keywords, relevant or not, into their websites in order to appear higher in SERPs, most search engines will not catalog your website if the keyword density is too high.

Regards,

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