

Offer quality content and services

Interesting sites will increase their recognition on their own

Creating compelling and useful content will likely influence your website more than any of the other factors discussed here

(1). Users know good content when they see it and will likely want to direct other users to it. This could be through blog posts, **social media services**, email, forums, or other means.

Organic or word-of-mouth buzz is what helps build your site's reputation with both users and Google, and it rarely comes without quality content.

Anticipate differences in users' understanding of your topic and offer unique, exclusive content

Think about the words that a user might search for to find a piece of your content. Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic. For example, a long-time baseball fan might search for [nlcs], an acronym for the National League Championship Series, while a new fan might use a more general query like [baseball playoffs]. **Anticipating these differences in search behavior and accounting for them while writing your content (using a good mix of keyword phrases) could produce positive results.** **Google AdWords** provides a handy **Keyword Tool** that helps you discover new keyword variations and see the approximate search volume for each keyword (2). Also, Google Webmaster Tools provides you with the **top search queries** your site appears for and the ones that led the most users to your site.

Consider creating a new, useful service that no other site offers. **You could also write an original piece of research, break an exciting news story, or leverage your unique user base.** Other sites may lack the resources or expertise to do these things.



(1) A blogger finds a piece of your content, likes it, and then references it in a blog post.

Keyword ideas				
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
baseball cards	High	1,500,000	36	Stable
baseball card	High	823,000	36	Stable
buy baseball cards	High	6,600	-	-
selling baseball cards	High	4,400	-	-
sell baseball cards	High	14,800	-	-
topps baseball card	High	90,500	-	-
cheap baseball cards	High	1,900	-	-
topps baseball cards	High	165,000	-	-
baseball sports cards	High	450,000	-	-
baseball trading cards	High	22,200	-	-
sports cards	High	3,350,000	22	Stable
baseball trading card	High	8,100	-	-
naxcom	High	2,400	-	-
baseball trivia	High	18,100	-	-
baseball card boxes	High	9,900	-	-
vintage baseball cards	High	12,100	-	-
ichiro suzuki rookie card	High	720	-	-
upper deck u	High	4,400	-	-
baseball player	High	450,000	46	Stable
baseball players	High	301,000	28	Stable
signed baseball	High	135,000	-	-
chocolate baseball	High	2,400	-	-
world series baseball	High	165,000	28	Stable
baseball memorabilia	High	90,500	-	-
baseball candy	High	5,400	-	-

(2) The Google AdWords Keyword Tool can help you find relevant keywords on your site and the volume of those keywords.

Glossary

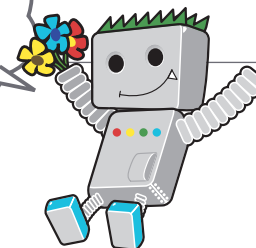
Social media service

A community-type web service that promotes and supports forging connections among fellow users.

Google AdWords

An advertising service which places relevant advertisements on search results pages and other content. When a user searches for keywords using Google, AdWords advertisements related to those keywords are displayed on the right, top and/or bottom of the search results pages alongside the organic search results.

Improving content and services should be a priority, regardless of the type of website!



Best Practices

Write easy-to-read text

Users enjoy content that is well written and easy to follow.

Avoid:

- writing sloppy text with many spelling and grammatical mistakes
- embedding text in images for textual content
 - users may want to copy and paste the text and search engines can't read it

Stay organized around the topic

It's always beneficial to organize your content so that visitors have a good sense of where one content topic begins and another ends. Breaking your content up into logical chunks or divisions helps users find the content they want faster.

Avoid:

- dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation

Create fresh, unique content

New content will not only keep your existing visitor base coming back, but also bring in new visitors.

Avoid:

- rehashing (or even copying) existing content that will bring little extra value to users
- having duplicate or near-duplicate versions of your content across your site
 - more on [duplicate content](#)

Create content primarily for your users, not search engines

Designing your site around your visitors' needs while making sure your site is easily accessible to search engines usually produces positive results.

Avoid:

- inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users
- having blocks of text like "frequent misspellings used to reach this page" that add little value for users
- deceptively [hiding text from users](#), but displaying it to search engines

Links

• **Keyword Tool**

<https://adwords.google.com/select/KeywordToolExternal>

• **Top search queries**

<http://www.google.com/webmasters/edu/quickstartguide/sub1guide5.html>

• **Duplicate content**

<http://www.google.com/support/webmasters/bin/answer.py?answer=66359>

• **Hiding text from users**

<http://www.google.com/support/webmasters/bin/answer.py?answer=66353>