

4 SEO Internet Marketing Tips for Google Caffeine, Bing and Yahoo

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SEO Social Media Internet Marketing Solutions

SEO Internet Marketing firm provides four free tips for improving your Search Engine Optimization marketing results for Google, Bing, and Yahoo.

Online PR News – 23-February-2010 SEO Internet Marketing firm provides four free detailed tips for improving the results of your Search Engine Optimization and Internet marketing strategies for Google, Bing and Yahoo. Including the Google Caffeine algorithm update as of February 2010. The significance of these Internet Marketing techniques is that each of them are firmly grounded in Best Practice SEO methods and applicable to all major Search Engines.

According to [Irbtrax SEO founder](#) Scott Moir-

"Analysis reveals a large number of companies still aren't applying best practices. This is unfortunate because we've personally witnessed well applied SEO techniques enhancing all Internet Marketing endeavors including Social Media Strategies."

The Irbtrax founder provides the following four SEO Internet Marketing tips:

1. Analyze and improve your Site/page download times- While it's not yet clear how much emphasis Google or other Search Engines are placing on site down load times what is clear is the following: Slow loading websites frustrate visitors. Frustrated visitors look elsewhere for their needs. They will either back click or close the search altogether and then visit your competition. Resulting in a poor conversion rates and lost revenue or leads. Keep in mind that many searches are now being done by I-phones. Many I-phone connections tend to be similar to 56K dial up services. Have you checked your website on an I-phone?
2. Enhance and update relevant website content on a regular basis- Content should be relevant to a site's theme, products or services. Fresh and updated content reflects a site that's not stagnant. Searchers and Search Engine Crawlers take notice of this activity. Search trends change so it's important to monitor them and change your content to reflect this. Failure to do so will leave the door open for your competition to gain higher Search Engine Results Pages (SERP's). It's also important if this content clearly written, concise,

and contains proper grammar. After all, your website is a direct reflection of your online image. Keep in mind that content contained graphic images cannot be read by Search Engine spiders. So if you have important content contained in Graphic images that's not contained in text be sure to add an HTML or Java version. After all, a hard to index site will yield lower SERP rankings. Resulting in missed business opportunities.

3. Check your Meta Title and Description Tags (MTDT)- Your MTD T are very important due to search relevancy and the ability of Search Engines to accuracy index your site. Clear, concise, and informative Meta Tags can help produce higher ranking SERP's. Also, be sure to check your sub MTD T for accuracy and relevancy. Accurate, persuasive and relevant sub MTD T can often rank higher than your primary Meta Tags.

4. Include only Quality outbound links in your website- There are high quality and low quality outbound links. Indications are that Search Engines have been giving better weighing to high quality outbound links for some time now. High quality outbound links are links that are relevant to your website's core subject or service. Your website should contain high quality outbound links that educate or persuade your visitors. This will increase their Time On Site and lead to more conversions. Avoid cross linking with sites that don't enhance your online presence.

For additional details on how you can optimize your web marketing efforts for the Major Search Engines including Google Caffeine visit the Irbtrax website displayed below the 'Media' section of this release. Or feel free to contact Irbtrax by phone or using their [private Online Feedback Form](#).

About: Irbtrax provides specialized Social Media Internet Marketing, Search Engine Optimization, and Market Research Solutions for businesses seeking a competitive advantage. Including optimizing your Web Marketing efforts for Google Caffeine and using traditional methods in non traditional results oriented ways.

This release was SEO, Social Media and Google Caffeine enhanced by Irbtrax

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