
4 Ways Blogging Helps You Get Better Search Engine Results

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After spending countless hours on perfecting your website and setting it on up a live host, you may start to wonder how to make your website appear on the search engine radar. Even if you did all of the things like placing rich content, making a nice sitemap to make it easily indexable, and practicing working SEO techniques, you might not be getting the search engine results that you expected.

Your site will eventually be listed over time as you get traffic into your website. But getting your site into the top search results is a much more difficult task. This requires your content to be updated every now and then not only because the search engine crawlers love to crawl on new and updated content, but it will also encourage more traffic and let your previous visitors come back for more if your content is interesting enough. The best way to do this is through blogging.

Here are some reasons why and how blogging helps greatly in getting better search engine results.

1- Frequent Updates whenever Needed

Before blogs were popular, webmasters would have to manually edit their site just to keep their content fresh. This takes time to do and when things become repetitive, site updates become inconsistent which is not good if you want good search engine results. With a blogging platform, you can easily make updates to your site just by posting new content that will append to your homepage.

2 - More Content means more Pages Indexed

The nice thing about blogging is that all of the entries stick there unless you really want to delete them which is not recommended. For example, if you blog consistently every day for one straight month, you will have at least 30 entries that can all be indexed by the search engine. In the long run, many of your most popular read entries can hit the top search results and it can even be better if your articles are uniquely written.

3- Improved SEO

Even if you aren't very conscious about search engine optimization, you will definitely have more search results if you keep your articles unique. If you have a broader range of topics to cover, your site may show up when different keyword phrases are being used. If you utilize content writing skills and be focused on certain keywords per blog entry, you can increase your site's rank on that keyword or let your site appear on more keyword phrases.

4- Link Baiting is there to Help

Some blog posts can be so well written and entertaining that other blogs and sites would make a link to it. This should not only greatly increase the traffic on your website, but also generate you more search engine results because those pages that show your link can be listed as well.

Blogging is the way to show to the search engines and your visitors that your site is active and producing new content daily. Once visitors realize that, you will get more traffic from the different search phrases that internet users make.

This article by Tinu AbayomiPaul - Partner at FreeTrafficTip.com

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Blogging

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