

White Hat SEO Technology Tools

If something exists, you can be almost sure that a website has already been created for it. Or perhaps a couple thousand websites. In short, there are websites competing hard to be ranked well for each popular keyword; a fact which tempts many website owners into making poor (and not very honest) SEO technology choices to get ahead. And who can blame them when low rankings means low traffic? Tempting as it may seem, however, webmasters should not give in to the desire to cheat the system with black hat SEO. While it may not work as quickly, following the rules and using white hat SEO technology will get your site further in the long run.

Giving your Visitors what they Want When you come up with the content you'll use on your site, you of course need to have a good understanding of your target market. One piece of SEO technology that will help you develop a greater understanding of your target market is social media. While social media was not created specifically for SEO technology (and will penalize those who abuse it for SEO effects), it is a great way to see what your audience is looking for. WikiHow, Answers, and other "how to" sites, for instance, are great tools for learning what questions people have about your niche. SEO toolbars are another good example of SEO technology that helps webmasters to target a particular audience. These toolbars allow you to see what others are doing successfully, and how they are appealing to your same audience.

SEO Technology Tools for Determining Great Keywords You can have some of the best unique content on the web for your target market... but if your keywords are not chosen with care, you will not get as many visitors as you should. Some of the most important SEO technology tools are the ones used to examine and determine profitable keywords. There are a huge variety of keyword checker tools out there, and each of the following work a little differently:

WordTracker keyword tool

Meta keyword tools

Google Adwords checker

Overture keyword tool

Keyword profitability tools

Keyword comparisons

Page analysis for keyword density

Getting Ranked for Your Keywords

You have used [Seo](#) technology to know your audience and choose the most profitable keywords. Next, you want high rankings for those keywords.

SEO service companies and individual webmasters use many different types of SEO technology to improve search engine rankings for a keyword.

The most important of these is probably link building. Other important SEO technology methods include intra site navigation, directory inclusion,

search engine optimized meta and keywords tags, and more. Related Information [" title="Information on Lawyer website design">Grow online](#)

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