
Unique Conent

Contributed by Administrator
Wednesday, 13 February 2008
Last Updated Wednesday, 13 February 2008

Unique Content

To be successful with your optimization campaign you will need to have unique content on every webpage. As a goal you should try to not repeat sentences or blocks of content on different pages within your website. This is very important and a commonly made mistake by SEO novices. So make sure that when you write a webpage you follow the following few rules: Never reuse the same content on different page. If you don't have something unique to say, then you probably should not write it. You can restate the same topic in different ways, or paraphrase within your own website, but never reuse. Make sure that you only use Unique Title, Unique Meta, and Unique keywords on each page. These three must never be reused on different pages as it will prevent those pages from being indexed properly. Write content logically. You will want to ensure that when your visitors get to your website that they like what they see. The goal of a website is not to have it indexed well, but more important to impress and convert customers. So, make sure that when your customers get there, they like to read the content and that they like what it says. Write for a 5th Grader. The search engines do not like to have too many big words for a couple of different reasons. The main one is that it is more universal and more people will understand it. Also, the search robots have more difficulty understanding the more complex phrases and determining what the page content is about.