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Effectively Maintaining Your Website's Search Engine Rankings

While not difficult, it does take time and effort to optimize your website for Google and other major search engines. The work doesn't end just because you have achieved ranking, you still need to keep a consistent watch, tweak and optimize to keep that rank. SEO maintenance tips are give below so that you can do exactly that.

Get to Know Your Competition: One of the biggest reasons that some websites are always higher ranked higher than others is that their webmasters know exactly who they are competing against. When you understand the games your competitors are playing in terms of SEO efforts and link building, it isn't hard to win their games. It isn't rocket science to analyze and understand your competition, you just need to use the basic tools to monitor them. For example, if you use the plugin "SEO Quake" with your Firefox browser it's really easy to keep track of your competition and figure out what they are doing with their websites---from how old their domain names are to how many backlinks they have. When you focus on learning about your competition, you will have a far easier time figuring out which things will help you keep your rank where you want it.

Insert Your Keywords Where Needed: When your site doesn't have properly placed keywords, your rank could be affected. Among the best places to insert your targeted keywords are titles, images and headlines. Many webmasters and Internet marketers tend to ignore this aspect, even after knowing its importance. It is a lot easier for you to maintain your rank and outshine the competitors in your niche if you make sure that your keywords get inserted into all of the right places. Even if your website is ranking well without the keywords being inserted, just on the basis of backlinks, you should consider putting in the keywords at the appropriate places because your ranking may fall without doing it.

Grow Your Awareness: The world of search engine optimization changes every day, which is why you shouldn't lose focus and grow your awareness. Continue learning about SEO and keep yourself updated as best you can. Keeping your rank maintained is easier if you are aware of the updates happening and by doing what others aren't. It may take only the smallest of actions to result in rock solid stability for your website on Google and other search engines, so stay active, focused and aware.

In summary, maintaining a good page rank doesn't involve all that much thought--it does, however, require diligence to keep track of your site and make changes accordingly because if you don't your site will lose it's good ranking and you don't want that, do you?

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