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Content is key. This is something that you would probably already know about but it doesn't stop it being something that you need to constantly focus on. You need to create engaging, interesting, and informative content that will be suitable for both your target market and search engines.

It is important that you understand keywords and how they need to be incorporated into your content. You need to sit down and work out which keywords are going to be appropriate for your website and you need to conduct diligent research when doing so. Adding decent content incorporating the right keywords regularly is extremely important.

You don't need to focus too much on site creation. Just use Wordpress which is readily available in your hosting control panel. By using Wordpress, you can easily get ranked on Google for competitive keywords. Google Sniper 2 program will explain more about keyword research and how to use both Wordpress and video sites to get free search engine traffic.

Link building is obviously going to be absolutely crucial as well. Links are, essentially, it is seen as votes to a website and the more links you have, the more the search engines are going to view you as being extremely relevant for the keywords that you are targeting. There are loads of different ways to build links and therefore you need to develop a strategy that incorporates all sorts of different methods.

One of these will be article marketing. This is a simple strategy that will allow you to create multiple links from multiple different sources. Many of the sources that you create your links from will be high PR websites, and this is exactly what you should be looking to do.

If you focus on link building, content, and keywords properly then you should have absolutely no problem in building a decent SEO campaign.