

# How to successfully market your website

By Nicholas Dixon

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How does an online marketer get his site to rank high in the search engines? That's a question a lot of marketers ask themselves everyday. Online marketing is successful when tackled from several angles. You may be asking yourselves, what are some of these strategies that I can use? Well here are some that have been proven to work very well

(1) Meta Tags - These are very important especially the title and description tags which can give your rankings a major boost. Some search engines don't consider them that relevant, but still use them.

(2) Optimization - The vast majority of websites on the Net are not properly optimized for the search engines. When your site is optimized, you are sure to see a boost in your rankings. Make this a vital part of your marketing campaign.

(3) Link Popularity - With link popularity, your website will stand out more in the crowd. Almost every search engine especially Google use this as a part of their ranking system. The trick is to try to get quality links from similar sites to yours. Finding these websites may be difficult but well worth the effort.

(4) Mindset - This is IT, The big one !!. Without the proper mindset, all your marketing efforts will not amount to much. You have to deeply believe that there is someone bigger than you looking out for you. And you must believe in yourself and your ability to succeed. When you can do this, then you are on the road to success.

That's it !! These strategies have helped me to market the very first website I built to # 1 in several search engines. Apply them to your online marketing campaign today and see for yourself.

To your success and mine.....

Nicholas

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..... Nicholas Dixon is the CEO/Webmaster of Oceanroc Web Consulting. Visit our award winning tourism website <http://WWW.Geocities.com/Oceanroc> and subscribe to The Roc newsletter. Receive specials every month in your inbox.

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