



Aark Design

Content is King!

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This article is about the most important thing when it comes to websites and your website being seen by people. Content is KING! (or Queen if you prefer the female side)

I know this might sound silly because all websites have content but what i'm saying is that they don't have enough. If you look at websites that do really well on Google and that are popular with visitors you will notice one common thing. Lots and Lots of content and relevant content.

This is what is key to a website and what is key to Google when its ranking you on its search engine. But this isn't the only place you need to put content. You need to start writing for a blog or two, on forums and articles for zines or online magazines.

All of these things then link back to your website telling Google and other people that your website is popular. This will push your website up the rankings and Bob's your uncle your up there on the first page of Google. Ok it won't be over night and you have to keep at it to stay there but once you have the hang of it and you get into the rhythm of it your going to be fine.

However if all that sounds like hard work and you really don't have the time to do all this stuff there are companies out there that can get it sorted for you (such as Aark Design hehehe).

I hope that all made seance and was helpful. I will be back again with some more info and helpful tips.

Keep Smiling
Gem