

# Why traditional SEO techniques don't seem to work anymore

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Many webmasters have been religiously applying traditional SEO techniques to their blogs and are puzzled why they don't seem to be so effective. The fact is that blogs have helped changed SEO rules dramatically and it is important to understand this if somebody wants to create a successful high traffic site. Why You're Wasting Your Time With SEO Copywriting

SEO or search engine optimization copy-writing involves the writing of content in such a way that it is optimized for search engine ranking. It includes the careful selection of a keyword and then placing it in certain places like the title and also using it frequently enough to satisfy search engine algorithms.

Most leading SEO experts believe that this is now a waste of time. There are a number of reasons for this. To start with, these days other people's opinion on a particular page on a site is much more important than what is actually written on the site. In other words to search engines, links and the keywords used in the link are the real key to deciding the ranking of a particular page or site.

Leading search engines have been constantly adjusting their algorithms more so in the wake of increased keyword spamming, a menace that results in frustrations for anybody looking for quality search results. The algorithms now greatly favor pages and sites with one way incoming links. This is recommendation from other people. And even more important are the words used in those links or the anchor text.

What all this means is that the words on your page no longer carry so much weight with search engines as they did before. This is also one of the reasons why the trick used by certain desperate webmasters of filling a page with a keyword and sometimes even making it invisible to the human eye (but visible to search engine robots) is no longer as effective as it used to be. So Are Keywords Useless?

So does this mean that keywords are now useless? Far from it. Keywords are still very important. Only that how you use them has changed. Keywords, especially in your article title, should help others find the right anchor text to use when linking with your blog.

Keywords are still the backbone of your content because they identify and what your content is about. In fact keywords are a great way for a writer to ensure that they stay focused on the subject at hand. The really exciting thing here is that content can now flow more naturally without being crippled by the repetition of a certain keyword. New SEO Techniques

SEO techniques will now have to focus on good quality writing and excellent targeted article titles or headlines to attract attention. This is especially important for the sake of RSS Feeds another critical SEO tool that is proving to be increasingly important. Incidentally links that appear in RSS feeds also impact on a site's search engine ranking. It is therefore critical to submit your blog to RSS feeds.

Copy-writing skills to produce the sort of content package that will attract and hold readers is now a very significant SEO skill. We all have something to say but the ability to communicate it clearly and effectively is another matter. And this is precisely where a good copy-writer comes in.

But even more critical will be any strategy to generate links pointing at your site with the desired keywords for the search engine ranking that you are looking for. We're really back to the essence of what a blog is supposed to be &ndash; a web log linked to other web logs in one huge giant conversation on the blogosphere. Blogs link to each other almost naturally. Better For Business And More Links In The Future

Relevant links from other bloggers will produce the sort of targeted traffic that any site owner craves. Traffic that will produce a high conversion rate to sales of whatever it is that is on offer at the site. In other words search engine rankings will reflect more and more closely the actual popularity and profitability of a commercial site.

Happy customers and clients will have no problem recommending you to others thus constantly increasing the number of relevant links pointing at your site with very little additional SEO efforts from you. This article is written by David Callan. David is an Internet marketing professional and webmaster of AKA Marketing.com webmaster forums. Visit his webmaster forums for the latest discussions on search engines, website authoring and Internet marketing related issues and topics.