

When Free SEO Tools Come with a Price Tag

One of the most powerful methods of optimizing your companys web site and improving its search engine rank is to use SEO tools, or search engine optimization tools. The proper use of SEO tools can be the difference between night and day in your web sites standing. The key word is "proper." Using SEO tools improperly can also be a night and day difference in your sites ranking... as your ranking drops like a stone and your stream of visitors dries up. Before you use any SEO tools, make sure you know exactly what you are doing.

For instance, keyword tools are indispensable, perhaps the most powerful SEO tools in any webmasters toolbox. With a good set of keyword tools, you can find out what keywords your pages currently target, how high in each major search engine they rank for each keyword, and what keyword density each page has, making it possible for you to refine your existing keyword targeting and even correct mistargeting. It is also possible to supplement your new page creation process by generating lists of associated keywords that you did not previously target, home in on high traffic keywords, and create lists of common misspellings to fine tune your targeting.

However, you can also aim for the wrong keyword density, create combinations of keywords that sound spammy to search engines, or do any of a multitude of stupid [Seo](#) tricks that will cause your site to be blacklisted as spam. Because real spam merchants are excellent at showing search engines what they want to see, search engines constantly revise their algorithms, changing their "opinion" of overused SEO tricks. Google is notorious for this; what may have been best practice two years ago according to Google may now be a red flag. If you use outdated information or an outdated SEO tool, whoomp, there goes everything you have worked for.

Therefore, although online SEO tools may make it appear easy to do your own optimization yourself, you may discover that this is a false economy. A better alternative to doing your optimization yourself, then running an ad campaign to fix the damage you might do, is to invest in a professional SEO services firm. Because they are specialists, their understanding of SEO will be up to date, and they will have the best, most detailed SEO tools. In the end, your web page will be highly targeted, fiercely competitive, and well designed to adapt to changing search engine expectations, an excellent tool that will represent your company well. See also [Seo reseller plans](#) -

About the Author

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