

## White Hat SEO Technology Tools

If something exists, you can be almost sure that a website has already been created for it. Or maybe 10,000 of them. There's a lot of competition to be ranked highly, and high competition makes some webmasters make not so honest SEO technology choices. And who can blame them when low rankings means low traffic? But there's no reason to resort to black hat SEO methods to get your site ranked highly. Though it may seem slower at first, the truth is that following honest SEO technology methods will do a lot more for your site over time than "cheating the system"; black hat tools.

### Knowing your Target Market

It is important to consider your target audience when creating the content for a site. One piece of SEO technology that will help you develop a greater understanding of your target market is social media. Though social media sites like Digg and Stumble are not intended for SEO (and sometimes deal severely with sites that abuse social media for SEO technology), these sites are a good way to develop an understanding of what your visitors are looking for. Yahoo Answers, for example is the perfect place to learn what kinds of questions people are asking... and how they want them answered. Another good SEO technology tool for understanding and meeting a visitor's needs is an SEO toolbar. An SEO toolbar helps you scope out other websites that appeal to the same target market to see what is working for them.

Keyword SEO Technology You can have some of the best unique content on the web for your target market... but if your keywords are not chosen with care, you will not get as many visitors as you should. Some of the most important SEO technology tools are the ones used to examine and determine profitable keywords. A myriad of keyword checking sites and programs are available online, and each one has its own way of working:

Wordtracker keyword search

Meta keyword tools

Google Adwords checker

Overture search term data

Keyword profitability tools

Keyword comparisons

Page analysis for keyword density

### Improving your Search Engine Rankings

You have used SEO technology to know your audience and choose the most profitable keywords. Next, you want high rankings for those keywords. There are a lot of methods webmasters (and SEO services) use to get a page a site ranked well for a particular keyword. In general, the most essential part of SEO technology link building. In addition to link building, webmasters and SEO technology services also use navigation optimization methods, paid inclusion, optimization of meta tags, and countless other methods.

## About the Author

Read more about [seo services](#), read [www.rssmix.com/u/40312](http://www.rssmix.com/u/40312).

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