

Link trades are not bad if they are done in modest amounts, but they don't rank as highly as a one-way link.

When you do a keyword search, do you go deeper than 1, 2, or maybe 3 pages? 90% of the millions of daily searches stay in top 3 pages. And 90% of all Internet traffic comes from search engines Google, MSN and Yahoo. This is why earning and keeping top ranking in these "big three" is a very profitable marketing strategy.

The active process of earning and keeping top ranking is called Search Engine optimization (SEO). Here are some top tools and quick tips to enhance your ranking, or keep your ranking.

Key Elements to Earn Top Ranking

For Google, Yahoo and MSN, it is all about your website's "relevancy," as determined by three main categories: your theme as defined by your content, HTML Meta tags and the number of quality inbound relevant web links pointed at your site.

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