### Offer quality content and services

## Interesting sites will increase their recognition on their own

Creating compelling and useful content will likely influence your website more than any of the other factors discussed here

(1). Users know good content when they see it and will likely want to direct other users to it. This could be through blog posts, social media services, email, forums, or other means.

Organic or word-of-mouth buzz is what helps build your site's reputation with both users and Google, and it rarely comes without quality content.

# Anticipate differences in users' understanding of your topic and offer unique, exclusive content

Think about the words that a user might search for to find a piece of your content. Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic. For example, a long-time baseball fan might search for [nlcs], an acronym for the National League Championship Series, while a new fan might use a more general query like [baseball playoffs]. Anticipating these differences in search behavior and accounting for them while writing your content (using a good mix of keyword phrases) could produce positive results. Google AdWords provides a handy Keyword Tool that helps you discover new keyword variations and see the approximate search volume for each keyword (2). Also, Google Webmaster Tools provides you with the top search queries your site appears for and the ones that led the most users to your site.

Consider creating a new, useful service that no other site offers. You could also write an original piece of research, break an exciting news story, or leverage your unique user base. Other sites may lack the resources or expertise to do these things.

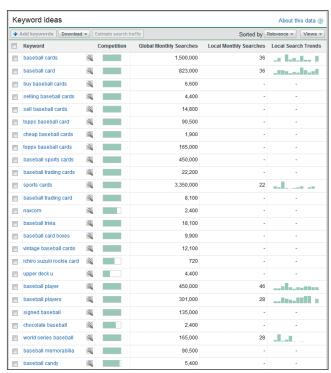
Monday, July 12, 2010

#### Rare Baseball Cards You Wished You Owned

<u>Brandon's Baseball Cards</u> recently poster a neat article on the <u>rarest cards</u> in known exsitence. You might have heard of some of them, but a few will be a surprise to you. check it out!

Posted by Shaun at 5:46 PM

(1) A blogger finds a piece of your content, likes it, and then references it in a blog



(2) The Google AdWords Keyword Tool can help you find relevant keywords on your site and the volume of those keywords.

#### Glossary

#### Social media service

A community-type web service that promotes and supports forging connections among fellow users.

#### Google AdWords

An advertising service which places relevant advertisements on search results pages and other content. When a user searches for keywords using Google, AdWords advertisements related to those keywords are displayed on the right, top and/or bottom of the search results pages alongside the organic search results.