

# 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.



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

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Local Search Trends
baseball cards	High	1,500,000	36	Stable
baseball card	High	823,000	36	Stable
buy baseball cards	High	6,600	-	-
selling baseball cards	High	4,400	-	-
sell baseball cards	High	14,800	-	-
topps baseball card	High	90,500	-	-
cheap baseball cards	High	1,900	-	-
topps baseball cards	High	165,000	-	-
baseball sports cards	High	450,000	-	-
baseball trading cards	High	22,200	-	-
sports cards	High	3,350,000	22	Stable
baseball trading card	High	8,100	-	-
naxcom	High	2,400	-	-
baseball trivia	High	18,100	-	-
baseball card boxes	High	9,900	-	-
vintage baseball cards	High	12,100	-	-
ichiro suzuki rookie card	High	720	-	-
upper deck u	High	4,400	-	-
baseball player	High	450,000	46	Stable
baseball players	High	301,000	28	Stable
signed baseball	High	135,000	-	-
chocolate baseball	High	2,400	-	-
world series baseball	High	165,000	28	Stable
baseball memorabilia	High	90,500	-	-
baseball candy	High	5,400	-	-

(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.