

Published based on [SEO Tactics That Really Work](#)

# SEO Tactics That Really Work

Nowadays, most companies will most likely have a website to showcase their products as well as services to the entire world. It doesn't matter whether you're marketing physical products like [blinds](#) or digital products like [satellite tv software](#). After you've a website, you wish to have it to rank well in search engines like google for the simple reason of hoping to generate massive quality traffic to your site from the search engines organic results. To make sure you rank well in the search engines, one of the important knowledge you need is to optimize your website on page factors. You can make your SEO efforts much easier by simply optimizing your site with the right on-page factors. If you are not familiar with this topic, then we will show you how to optimize your site for on-page SEO.

There is a point at which you have too many links to external sites, and that can cause certain problems. There is a moving number that depends on your inbound links and site size. What you must avoid is being labeled as a haven for outbound links which will hurt your SEO efforts. All you really need to do is link to strong authority sites, and that means you will not have very many. You should never have more than one hundred, and we think you should never have more than a dozen or so. Your on-page SEO plus the issue of number of links leaving your site are those things we must do for search engines. Google and you share the same customer base, so it only makes sense to want to deliver a good product. Secondly, mention your keyword in the title tag of your webpage, as search engines give high preference to the title tag when they are ranking a webpage. Be sure to keep it focused and not overcrowded with too many keywords though since doing this will confuse the search engines. Special characters are of little use so avoid those and keep your keywords down to a minimum meaning one or two at best. One surefire way to keep from getting ranked is to leave your title tag blank. The more efficiently you use the title tag of your site the better your chances of gaining a promising rank.

URLs that contain a hyphen can sometimes be a problem if someone is trying to remember your domain name. The important thing is to do what you feel is best, and if that means getting a hyphenated URL - then do it. But again, limit these hyphens to one or two; anything more than that is not healthy. Do not neglect the onsite SEO factors because they do matter very much and can make a huge difference. You do not need them to rank well, but if somebody else comes along that has them you will not compete well.

You can also find this article published on [SEO Tactics That Really Work](#), and on the tag pages [business](#), [internet](#), [Search Engine Optimization](#), [seo](#).