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Free SEO Article Guide

Those who want to build backlinks to their sites with article marketing will need to have a good understanding of SEO. This means properly targeting your keyword and using it to optimize your article properly for the search engines. This [SEO article guide](#) will allow you to be sure your articles are highly optimized for the search engines

Title Tag

The first part of any article for SEO that you want to optimize is the title. The title tag has a strong bearing on how optimized a web page is which is why it is one of the most important on-page SEO factors and steps for optimizing an article. For best results, include your full keyword uninterrupted at the very beginning of your title.

The Body

The body of your article or the actual article itself should mention your keyword a few times. By using your keyword a few times you will help the search engines understand that it is the focus of your content. For best results, use your keyword both at the very beginning and the very end of your content.

Another strategy to use and consider is including very relevant terms in your article. It is impossible to avoid using any relevant words, but you can purposely include many. Without overdoing it, use many different synonyms and related words to affect the semantics of the article.

The Resource Box

The resource box is where your backlinks will be placed. Don't squander your opportunity for some decent backlinks by using bad anchor text. The text you use to link back to your website or blog should be your exact keyword, a similar keyword phrase, or part of your keyword.

By using relevant terms to link to your site you will be increasing the relevancy of your webpage for those terms.

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