



## Get Your Website Noticed

(NAPSA)—To get your company website noticed, you need to consider two things: audience and content.

The audience refers to your site's visitors and the search engines that bring them there. To optimize your site, develop as much quality content as possible using intentionally chosen keywords. Each page should not only contain useful information for your readers, it should have a focus that can be defined by one or two keywords. Use enough of these to bring the page to the attention of search engines and to attract the greatest number of relevant visitors.

Today, marketing is dominated by valuable content and information. The Internet provides people with access to any information they wish, and your job is to become the best source for information in your field. Blogging is a great way to create informative content. It makes for more pages and inbound links, thus keeping your site active for search engines. It also engages your target audience and increases awareness of your company and brand.

To learn more or to get help creating content for your site, visit [www.Inklyo.com](http://www.Inklyo.com), an online provider of professional and shareable content for businesses around the world.

