

10 Great SEO Tips, Part 1

There was a time when companies could simply boot up a Web site and their content would immediately begin showing up in various search engines. For better or worse, those days are long gone.

By [Paul Korzeniowski](#) 10 Sep 2007

To have content displayed, corporations need to understand what the search engines are looking for and then provide it to them. If one company does not want to do that, a competitor certainly will.

As evidenced by the phenomenal success of Google (Nasdaq: GOOG), search has evolved from an interesting sideline into a primary function for many, if not most, Internet users. Consequently, more and more companies are putting content up on their Web sites to attract the attention of search engines.

Read the full article [here](#)

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