

The Relationship Between Content and SEO

Written by Business News

- **Proximity** – Having a story that is local makes it that much more important. It's hard to get excited about news from far away.

- **Prominence** – If your information features well known personalities or topics, it is more likely to make the headlines.

- **Human Interest** – Everyone likes having the inside dirt and nothing sells more than stories that are a little bit salacious.

In essence, Google wants to rank material the way you would rank it. The technical stuff like tagging and metadata still matter, but utilizing social media to show that you are a credible source is gaining ground. The best rule of thumb is write something that you'd actually want to read.

Do you have questions about Google Panda? Ask us in the comments.

This article is written by Mickie Kennedy, founder of eReleases (<http://www.ereleases.com>), the online leader in affordable press release distribution. Download

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