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The important and simple tips are as follows:

1. The most important and simple tip to increase SERP is least competition. Website owner should concentrate and gives importance to the least competitive keywords. With the passage of time, website owners should shift to the high competitive keywords. Website owners should choose proper and relevant keywords for search engine.

2. Another important and simple tip to increase SERP is that website owner should search for the purpose of relevancy. After making any website, website owners should use the least or lower competitive keywords and website owner should search for the different relevant keywords that exist in his/her niche.

3. In additionally, if website owner wants to increase SERP then website owner should use the tip of on page SEO. After making any website, website owner should make sure that the website should be search engine friendly with the factors of on page SEO.

4. Last simple and SEO tip to increase SERP is that website owner should use off page SEO. Off page SEO is considered to be the important part of SEO and it evaluates the ranking of website page. Off page SEO is also known as link building in terms of SEO.

These are simple and important tips to increase SERP. Apart from these tips, website owners should follow other important and simple tips. Website owners should use the tip of article submission. Secondly, website owners should use the tip of forum participation. Website owners should participate in different forums in his/her niche and should exchange their ideas. In additionally, website owners should use the tip of social networking. There are various social networking websites such as My Space. Website owners should become an active member of this social networking community. Last simple tip is that website owners should use reciprocal linking. This is considered to be the most important tip to increase SERP and higher page ranking. As a website owner, person should participate in different activities of link building.

Finally, we can say that these are simple and important tips to increase SERP. By implementing or following these tips, website owners can get higher page ranking within the period of 3 months. Hence, we can say that these are simple but important tips for increasing search engine ranking. In the competitive world of online marketing, every website owner wants to increase search engine ranking of his/her website and it's only possible if website owner successfully follows the above mentioned simple tips.

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