

# SEARCH BOOSTERS

Content creators use **tricks and tools of the trade** to help boost their content to the top of your search, even if it's not the best for your needs.

Here are **some tactics** to keep in mind when you evaluate your search results.

## FORMAT BOOSTERS

Use site construction

### Language

By using carefully chosen keywords in their text, URLs and behind-the-scenes descriptions, creators can tie their content to popular or likely search terms.

### Links

By adding links to popular sites and getting other sites to link to them, creators can make their content look more well-respected and widely used.

### Layout

By arranging text and images in certain ways, creators can make their content more transparent to search engines and more attractive to users, whose longer browsing time can boost the site.

## POPULARITY BOOSTERS

Use site profile and traffic

### Accounts

By creating and using related social media accounts or “sister” sites, creators can both give the impression of a broader web presence and drive more traffic to their site.

### Advertising

Creators can buy ads that place their links at the top of your results or draw more site traffic by paying for ads on other popular sites and targeting specific audiences.

### Ambassadors

By forming relationships with or paying influential people, creators can bring more visibility to their site and attract more visitors, boosting their ranking.

### A.I.

By using artificial intelligence tools like programmed bots, creators can spread fake buzz about their site or artificially increase their site traffic with non-human web crawlers.

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