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PI suggest solution barring paid search which is very expensive..

Search engine optimization is key to securing great spots in the listings. As mentioned, off-page optimization is much more important than on-page. So get as many links as you can going to your site from quality sites that have decent PR (pagerank) which I would say to be between PR3 and PR8. .

On-page SEO is easy. Just keep a good keyword density, use your heading tags and keep original content up and you're good to go for on-page.

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