Top SEO Secrets
SEO Killer Tactics -
1000s Of Hits From Google, Yahoo, MSN And Others At $0 Cost To You!
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Sebastian Foss // e-trinity Internetmarketing Ltd.

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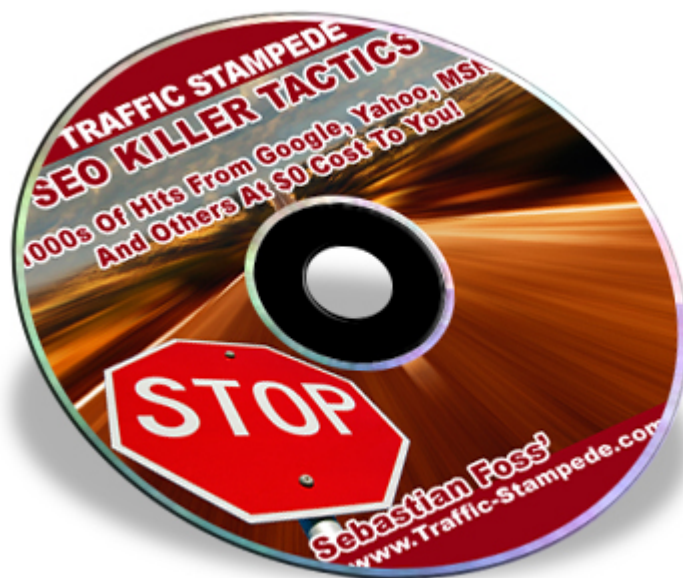
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Introduction: Why Use Search Engine Optimization?

If you are newer to the concept of SEO (short for Search Engine Optimization) you might be wondering what all the fuss is about. However if you have been running a website for a while you have probably noticed the necessity for this practice which is essentially the fine art of making your website easier to find for people searching it using "niche language."

Niche language simply means using terms and phrases in your website or blog copy that are most commonly used by people when they type what they are looking for into a search engine. These phrases are also noted and collected by the search engine bots and spiders that belong to the search engines. The more friendly the copy in your web site is to the search engine spiders, the more likely people are to find you (which of course increases your sales.) In addition, the more hits you get from people searching for your products or services the higher your web site will be indexed on the search engine pages.

Remember how web pages work! It is basically one big popularity contest. Essentially the more hits you have, the higher your ranking is in the search engines. This leads to more business and more hits and a website that is the equivalent of a wealthy rising cyber star!

To use a metaphor – let's say that the launching of your web site is like a launch party. Launching a website without any type of SEO is like throwing a party and forgetting to invite people.

Or you can also compare it to a party where the invitations are sent out in a language that is not recognized by the guests.

Launching your website should be an exciting event. The reasons events (and the launches of new web sites) often fail is because:

- You fail to list your website's URL properly in search engines or when you completely ignore the section in URL submission sites that ask you to fill out keywords.

- Your customers can't find the party. This can happen when you decide to go the cheap route and opt for a free hosted domain instead of your own domain name. This is a case where customers can't find your address. A good example is the person who opts for a split domain, which very often leads a visitor to your host's site and not to your's. The free bravenet.com and freeserver.com sites are notorious examples of free websites that offer split domain names for nothing.

- They have found your website address but are greeted with 404 message that that informs you that a site has mysteriously disappeared or been removed. This can also happen because you opted for a free domain name or a host with limited bandwidth.

In a nutshell, Search Engine Optimization is the process of making your web site as identifiable as possible to both people and search engines. If this sounds like it might be difficult and schizophrenic thing to accomplish it is.
This is because having a people-friendly web site is not the same as having a search engine friendly web site. A search engine friendly web site is one that appeals to tiny robots called "spiders" that search the World Wide Web for your site every time some one types in a search for information. The idea is to have copy on your website that is a combination of both.

The intention of SEO copywriting is to elevate your site's ranking in the search engines by including what are called targeted keywords and keyword descriptions right in the body of the text. These keywords are obtained by finding out how people phrase their requests when they input a request into the search engines.

Most people obtain their keywords by doing a bit of market research. The keyword content is located by using a keyword search tool such as the Overture keyword search tool. Once the top ten to twenty most-searched-for keywords are found, articles are then created

around each of these key phrases and posted to the web site. Each of these new search engine optimized articles creates new pages or the search engines to spider when people type in those key phrases during a search. So in essence the search engine optimized article is mainly a way to increase sales or membership conversions by increasing your visibility in the search engines.

Being savvy about SEO is not rocket science. However it does means knowing a bit about html and keyword optimization. It entails knowing how to phrase things so that computers understand the language of what it is you are trying to convey or sell when you submit your site to the search engines.

Practicing effective SEO techniques can involve using simple market research skills but it is not as technical as it sounds. Some of the best marketers in fact would say that to some extent it also involves using your intuition to second-guess what your customers might be looking for every time they use a search engine such as Google or Yahoo to search for a product.

In this e-book we are going to take you through the basics of how to create a search engine friendly site including how to create a search engine friendly web-page, (or blog page) how to submit your URL to the search engines and how to optimize your site using search engine friendly content.

The reason it is so important for you to know how to talk to robots is because it is an aspect of web site and e commerce marketing that is vital to the branding and marketing of your product or service. By doing just a few simple things, you can give your web site an edge over the competition's by making your business recognizable to both spiders and potential visitors alike.

Part I. Creating A Search Engine Friendly Web Page

1. The Importance of a Great Host

Your first step to preparing yourself for search engine optimization is to make sure that you have a web site that works. Having a site that functions is more than half the battle when it comes to advertising and promoting your site.

The reason that it is absolutely of the essence that you have a website that works seamlessly from the home page to the check out page is because just one broken link or one arrival to a 404 page makes all of the hard work that you will do optimizing your site useless. For instance if you choose a web host with a small band width you might find your customers unable to access the many SEO articles that you have attached to your site or visual components of your site suddenly becoming invisible because your site can't support html tags without aborting memory.

Another reason that your choice of web site host is crucial is because a site that is down is neither robot or search engine friendly. You are basically spending a lot of effort doing SEO to advertise what half the time would be the non-virtual equivalent of a blank piece of paper.

This is why it is absolutely paramount to find a web host that keeps its promise to keep your site running 24 hours a day; seven days a week. This means that you need to stay away from websites with limited bandwidth and lots of downtime. This means staying away from "free hosting."

The same goes for blogging. If you are choosing a blogging site, don't choose a free one. Choose one that allows you to buy your own blogging name for it and that can guarantee you some bandwidth.

Free hosting is a good solution for a diarist or hobbyist. They are the ideal solution for the person who wants to show pictures of their new baby or display the big fish they caught while on vacation. However they don't convey "professional" to either a search engine or people searching for a site.

It is easy to see why free servers have tempted so many people. Many people have enrolled in free hosting only to find that when it

comes time to optimize their site that visitors are not directed to their page but rather to a page that advertises the host's web hosting services.

Even if you are willing to pay for your website you have to be careful. The problem is that any Tom, Dick or Harry can host your site on a server.
So practice the principle of Buyer Beware. Make sure your web site host promises you the stability you need to advertise your services properly otherwise the search engines may be led to believe that your site is never up and your customers may be lead to a disappointing first experience with your web page that makes you appear as if you are out of business.

2. How Free Hosting Can Cost You

The host you choose should provide your business with a strong foundation on which can you build on in the future.

In essence there are two kinds of hosting:

Shared hosting. This means that your web site will be sharing space with a number of other sites. The host manages the service, but it is your responsibility to maintain your site. The major problem with this scenario is that if one of the other people sharing the site experiences heavy traffic your site could go down as your host tries to accommodate the heavy load of visitors.

Dedicated hosting. In this scenario you lease a server from a host. You'll pay more, but because you're not sharing, traffic with other web masters you don't have to be concerned about your site suddenly appearing to degrading or disappearing. This option is sometimes divided into **unmanaged hosting**, which provides limited support for lower fees, and **managed hosting**, which costs more but provides higher-level support, maintenance, security, and services.

Free web hosting has some MAJOR disadvantages, especially when it comes to search engine optimization that I should mention here.

Robots and Spiders Hate Pop Up Advertising

One of the main reasons to stay away from free web hosts is that search engine spiders and robots hate the pop up advertising that free web hosts always use to subsidize the cost of allowing you to use their space. Many search engines and spiders won't read these pages for content at all, especially if they contain a lot of pop up banners or images which are merely read by the bots as blank space.

Some hosts require you to place a banner on your pages; others display a window that pops up every time a page on your site loads, while still others impose an advertising frame on your site. It is also typical for the web host to add an increasing amount of pop up sites and web banners to your page to get you so annoyed that you finally

spring to pay for a "real" URL. It is also not unusual for your web site to contain big pieces of copy that have been cut off by the site's bandwidth using up all of your available memory to support a banner or a pop up frames. Why bother writing SEO copy if it is going to keep disappearing from your site.

The presence of pop up frames also cause big problems when it come are not recommended as they may cause problems when you submit your web site to search engines. Google, Overture and Yahoo search engine spiders, crawlers and bots may not even bother to crawl a site with pop up frames.
Usually they will simply ignore your site rather than list it in their directories.

Also if you are planning to exchange links with another site or become part of a multilevel program such as Clickbank, you may not be allowed to join. This is because a pop up or pop under often prevents a person from backspacing to a previous page which is crucial for acceptance into a program like Clickbank. .

You Can't List A Split Domain Names

Web sites that offer free hosting usually offer you what is called a split domain name. In fact some web hosting sites will still stick you with a split domain name even after you have paid for hosting so be careful.

It is absolutely essential that you have your own domain name or very little of your SEO (keywords and keyword phrases) will be picked up by the search engines.

What's the difference between an owned and split domain name. An example of an owned domain name would www.healthywealthyandwise.com. If you choose a free hosting service your domain might change to look something like - www.freesitehosting.com/healthywealthyandwise.

When people search for your site they will probably be led to a page that advertises freesitehosting.com (a fictional company) rather than your site. Then they will have to search for your site within the free server. You can lose a lot of potential business after they give up

trying to enter your business name into yet another search engine in another useless attempt to find you.

No Presence in the Search Engines

Another big drawback of the split domain that comes with free web hosting is that most URL submission services simply will not accept it as a URL or only accept it as a short version. This is because when you try to enter a split domain name into a URL submission service anything after a slash tends to be cut off.

So let' say for example that you decide to enter www.freesitehosting.com /treasure chest into a search engine submission tool. The next thing you know, when your site is listed in the search engines, your full domain name is list, but when you click on it, it leads you to some strange portal or information about how to register a domain name with your host. Even worse it sometimes informs the person searching that your domain name is for sale, which of course makes it look like you have gone completely out of business! More often then not this sad scenario ends up in the total loss of your domain name or a stranger trying to sell it back to you for a pretty penny.

A Shortage of Band Width

All web hosts impose a limit on the amount of traffic your web site can receive per day and per month. This means that if your site attracts visitors beyond a quota that is based on what you are allowed in terms of traffic during certain time period, the web host will disable your web site (or perhaps sends you a bill for the hosting of the excess traffic). Of course if your website is free or very cheap there is even more chance of your website shorting out when it comes to bandwidth.

It is hard to recommend that a specific minimum amount of bandwidth, since it depends on how you design your site, your target audience, and the number of visitors you expect to attract to your site. In general, 100MB traffic per month is too little for anything other than your personal home page yet that is exactly the amount of bandwidth that most free web hosting deals offer.

3. Choosing an SEO Friendly Web Host

As mentioned before, the more stable your site is the easier it is to be search engine optimize your Internet business. Here are some things to look for when choosing a web site hose.

Minimum Uptime

Your website's minimum uptime is something that will determine whether or not people will 1) be able to access your site quickly 2) be able to access it whenever they want. The percentage figure that the web host claims describes as minimum uptime must be high or your web site will be slow and unreliable.

You can find this percentage somewhere in the web host's lists of statistics or features. This figure describes the percentage of time that your web site will actually be ONLINE. This figure should 99.5% or higher!

If they don't provide this kind of information upfront or seem to be burying it, then it is an indication that the site might suffer from a lot of downtime. This not only costs you time and customers, but also such a site is not even worth the time spent on search engine optimization.

Plenty of Bandwidth

Bandwidth (sometimes loosely referred to as "traffic") is the amount of bytes that are transferred from your site to visitors when they browse your site per day.

The first thing that you need to know is that there is no such thing as unlimited bandwidth. Don't believe any commercial web host that advertises itself as offering "unlimited bandwidth". The host has to pay for the use of the bandwidth, and if you consume a lot of it, most will simply just charge you for the extra amount that you use. Many startup sites that require high bandwidth have found this out the hard

way when they suddenly receive a lot of hits and end up with deductions on their credit.

The reason this is important is because your web site can actually start to cost you if your search engine optimization techniques are working and you receive a lot of hits. The idea is to find a website that will not charge you outrageous usage fees if you do end up using more bandwidth then they initially thought. As most websites fail as moneymakers most web hosts are not counting on you becoming so successful that you hog their entire cyberspace. However if you do, watch out as exorbitant fees are often hidden in the fine print of the contracts that they have with you.

To give you a rough idea of the typical traffic requirements of a website, most new sites that are not software archives use less than 3GB of bandwidth per month. If you plan to use more space, then buy more space.

If you are performing SEO techniques on your website it is almost guaranteed that your traffic requirements will grow over time. This is a natural side effect of your site becoming better known. CHECK THE FINE PRINT of the web hosts Term of Agreement policy to see if they will charge you any extra if your site uses too much bandwidth.

Subdomains

The best free hosting services do not charge you extra for adding anywhere from ten to twenty subdomains. For those of you not familiar with subdomains, it allows you to customize a page and give it a different URL. This can be useful when it comes to adding search engine optimized content to your site.

 For instance, let's just say that you are the owner of www.fishinglureearrings.com. However an individual from another site has sent you an excellent article about earrings made from feathers that is brilliantly optimized with searchable keywords and you want to post it on your web site so that it can draw more traffic to your site. In this case you would want to create a page called

www.fishinglureearings/feathers.com so that the search engines easily find the niche material.

Customizing an entire page like this is a good way to keep your web site fresh and lively for your readers. When the search engines see fresh material like this they are also more encouraged to crawl the page and index it on their search engine pages. This of course improves your overall search engine ranking as well as the number of potential buying customers to your website.

4. What's In a Domain Name?

There are a number of really good reasons as to WHY you should own your own domain name:

- If you ever change your web host, your domain name goes with you. Your regular visitors or customers who knew your site name as www.fishinglureearrings.com (for example) would not have to be informed about a change of URL to www.fishinglurejewelry.com. They would simply type your domain name and be redirected to your new site location on the web This is important because the last thing you want to do is redo all of your search engine optimization all over again if you ever have to move your site! Also don't think that having to move your site won't one day happen to you. Quite often owners of a new website don't ever plan on it becoming successful and having to forgo small bandwidth for a larger option.

- If you are a business, a domain name gives you credibility. It is part of your identity and your branding Few people would be willing to do business with a company with a dubious URL like http://www.reallycheaphosting.com/feathers-earringlure /108985/htm. It is simply too long and complicated. A page URL like this is also too long for the search engine submission services that might truncate the end of it to make it fit. This will lead visitors to your site to reallycheaphosting.com (a fictional company) or a 404 page of some kind.

- If you get a domain name that describes your company's business or name, people can remember the name easily and can return to your site without having to look it up or search all over the Internet. In fact, if you get a good name that describe your product or service, you might even get people who were trying their luck by typing your product" in their browser. A good example would be a site called "vacuums.com" Of course that name is probably taken which is where cleverness either to do with rhyme or being really specific about your niche might come in handy.

- If you want to attract sponsor, link partners or advertisers for your web site, owning your own domain name gives your web site credibility and respectability. The fact that you have paid for your domain name lets them (and the search engines) know that you are serious. The reason you need all of this credibility is because the search engines are more likely to place sites that have a lot of links in them higher on their search engine pages then ones that are only indexed with just a couple of sites.

If it's possible it's a great idea to make your domain name identical to your web site name. If you have ever tried to do this, you probably know by now that just about every phrase and product name in the world is already registered as a domain name. Still, at the very try to register a domain that at least closely mimics the web site you are creating.

For instance, lets just say you want to open an online gem jewelry store and call it gemjewelry.com. Alas, you will see that domain is taken and some one else on a site called whosit.com is offering it for sale for one thousand dollars. Whosit.com is a search engine that allows you to find out who owns what domain name and how much they want to charge you to own it. However you do see that the gemjewelry.net is available to buy for $10 so you purchase that and newagebooks.net becomes the name of your site.

Naming a site after its domain name is important because it is part of what marketers call branding. If your web site name is also part of your URL, your customers will automatically know where to go and what to type into a search engine to find you.

Still it might be better to have a .com name that is available such as symbolicgems.com then gemjewelry.net. This is because if a customer types an important key word phrase such as "gem jewelry" into a Google search box chances are that they will end up at the web site that has the .com on its tail. Also research shows that people tend to remember a .com name more then they would ever remember a .net name (or any of the other popular URL suffixes such as .net, .info or .biz.)

In the competitive world of the Internet, where people automatically turn to the Web for information, it *pays* to have a domain name that reflects your site or business. However you might have to be prepared to pay for exactly the right domain name so that your business is easy for your customers to find. Recall that the number of times your link is clicked on because your URL name is a good match for your product, the faster and higher your domain name will rise in the search engine page rankings.

Of course if you are starting your business on a shoestring you might find yourself doing this entire web site name process backwards. It can be cheaper to obtain a domain first and then name your web site or business after the domain name that you managed to acquire. For instance, if all the good .com names were already taken for a site you wanted to name healthyshoes.com and all that you could get is healthyshoes.net then you might want to consider naming your entire business HealthyShoes.Net.

The reason people do this is exactly because they couldn't get that perfect domain name. However there is no business name that is more perfectly optimized then one that is named exactly as the URL displays itself on the screen, as would be the case with HealthyShoes.Net. This is much better then naming it something more vague such as PhysicallyCorrectShoes.Com. However sometimes a memorable name that does not have it's .com taken is less then one creative degree away from the name that you originally wanted for your site.

For instance in the case of the unavailable healthyshoes.net, a quick search with keyword inventory tools might reveal that people don't type in the term "healthy shoes" at all when they search for this type of product. In fact it seems that they are more likely to search for healthy shoes for feet or health shoes in which case both terms make very decent .com names – healthyshoesforfeet.com and healthshoes.com. In theory healthshoes.com would have a slight edge over the keyword healthyshoesforfeet.com as it is shorter and more easily picked up by the search engines. It is also quite easy to name a business Healthy Shoes For Feet or Health Shoes without compromising what your business is about.

Domain names can be of any length up to 67 characters. You don't have to settle for an obscure acronym for a domain name like psychicchat.info when what you mean is spiritualrsingleschatroom.com.

The jury is still out on whether a long or short domain name is better. Some marketing experts argue that shorter domain names are easier to remember, easier to type and have less spelling errors: for example, "bewitched.com" is easier to remember and less prone to typos than "samanthastevens.com" (which can also be spelled stephens)

Whether long or short it is of course always a good idea to relate the domain name to a keyword that is relevant to the service you provide. This means doing a bit of keyword research on the kind of lingo or slang that your potential customers might use. For instance if you are planning to do a website about Yorkshire Terriers you might do better with yorkies.com (yorkies being a common search term) rather than yorkshireterriers.com (as it is longer and terriers is a commonly misspelled word.)

Some experts say that a longer domain name is usually easier on the human memory - for example, "grn.com" is a sequence of unrelated letters that is difficult to remember and type correctly, whereas if we expand it to its long form "getrichnow. com", clients are more likely to remember the domain name.

However if you get an acronym that makes sense by creating another phrase or word you have probably hit SEO gold. A good example of a clever acronym is www.madd.com (Mothers Against Drunk Driving).

As a rule of thumb – if it is a shorter name make sure it is to the point and meaningful. If it is longer than two words then make sure it is a memorable phrase and preferably a combination of keywords created from terms that people look for when they search for your type of service or product online.

Subtly Altering A Domain Name

Very often, if you can't get the domain name you want, the domain name registrar will suggest alternate for you to choose from. For example, if you wanted toytrain.com, and it was taken (and of course it is), the domain registrar will suggest other options such as:

thetoytrain.com

mytoytrain.com

toytrain.com

If do decide you take the "the..." and "my..." forms of the domain name, you must always remember to promote your site with the full form of the name as this is another good way for you to accidentally drive traffic to the lucky owner of plain old toytrain.com.

Paying Attention To Suffixes

If you are a niche marketer having a suffix that is not a .com may not hurt your business. If you can't get the ".com" domain of their choice, but find the ".net", ".org" or other country-specific top level domains (TLDs) available (like .de,, .ca, .nu, .uk) it might be a good idea to go for it if your business is specialized.

For instance if you are a local historian who is based in Toronto Canada and specializes in the history of the city, it is not a bad idea to use the domain associated with that city if it is available. Example: Torontohistory.ca. This, believe it or not, is a better choice then Torontohistory.com which is less specialized and specific.

Your URL suffix can also accent a not for profit or informational organization. For some the .org suffix describes a non-profit venture and the .info suffix describes a site that is more like a library or instructional. Of course the shortage of available and affordable .com suffixes means that many businesses are also using these suffixes. For instance a site named petdogs.info is not necessarily a free informational resource.

 Others would say to not compromise when it comes to the ". com" issue. As grounds for their arguments, they cite that some browsers, such as Overture, work alphabetically. Apparently, the browser searches for a domain name "aaaapplepicking.com" before attempting "aaaapplepicking.net", As such, people who do that will be delivered to your competitor's site if you do not also own the ".com" extension which of course comes alphabetically before the .net extension.

5. How to Register a Domain Name

Almost everywhere there is web hosting there is a domain name registration system. They give you permission to use the name you want by submitting for approval to an organization called organization called InterNIC.

For example, if you choose a name like madmoney.com", you will have to go to a registrar and pay a registration fee. Usually the fee ranges between $15 to $35 for that name. That will give you the right to the name for a year, and you will have to renew it annually for (usually) the same amount per annum.

Some commercial web hosts will register it and pay for the domain name for free (usually only the commercial web hosts), as long as you agree to sign up for a minimum of few years of web hosting.

Step-By-Step Instructions

If you want to register a domain name, here's what you need to do.

First of all try to think of a few good domain names that you'd like to use before you go to the site. It is inevitable that the one name that you already want is already taken so try to come up with a few variations on your theme. For instance if you are after the web site www.greatlegs.com also consider options such as greatlegs.com, nicelegs.com, legsaregreat.com, nicegams.com and whatever else you can think of that might get you a good .com name.

Get your credit card or Paypal al account ready to pay a maximum of $50 or so for a domain name. This is a requirement of most if not all registrars. It will allow you to claim and get the domain name immediately on application.

If you have not yet decided on a web host but want to hurry up and register your domain name before somebody else does, you can always register the domain name separately and then decide on the right SEO friendly web host later. This way you can quickly secure

your domain name before it's too late and still take your time to set up the other aspects of your site.

6. How To Create SEO Titles

Writing Titles is an art but it is even more of a craft when it comes to incorporating search engine optimization into the mix.

The first thing that you need to know is that writing titles for selling what's on your web pages is very different then writing material for print or radio based magazines. Titles for web pages are accessed by search engines and unlike a phonebook are not listed by alphabetical order.

Also unlike ordinary advertising, a catchy title or catch phrase may not be as effective as a more boring or to-the-point phrase. For instance, David Letterman's late night talk show is produced by a company called World Wide Pants (an obvious on purpose joke that leads the reader away the idea it is a comedy show.) However the same ironic title would be an absolute disaster on the Internet. Many individuals searching for pants would end up with a link to Letterman's show and many people looking for pants would end up with sites having to do with comedy.

As a beginning web author you need to realize that you will be dealing with two types of titles:

1. The In Context Title. This is the title that sits at the top of your web page that needs to be both people and robot friendly.

2. The Out of Context Title. This is the title that is displayed by search engines or in archival pages after a search. It usually appears onscreen as a fragment and as part as a long sorted list. If you can't come up with a robot-friendly Out of Context title for your web pages many search engines will simply display your title as "Home Page" or "New Page 1". You could also end up with a nonsensical fragment from somewhere on your site – a phrase from a banner or your site's design template. This does not exactly lure people to your site!

The In Context Title is the title that is featured on your ACTUAL home page. Lets just say you have the title "The World's Saddest Music"

home page. This page displays your logo, a picture and a description of your product that actually relates to your URL. The purpose of your site is obvious to the reader. You sell sad music.

The out of context title is the one that you will submit to the search engines and it is a title that you are often asked for when you submit your sites to the search engines manually.

However when you write an out-of-context title you need to keep in mind that is for the benefit of the search engine robots that spider the Internet whenever anyone searches for the term "sad music." You can't rely on graphics or anything else to entice search engine robots to your site. All they are going to see is a phrase that has to concisely and distinctively express the essence of your product in just a few words. Unlike the in-context title, the out-of-context title has to carry the full weight of describing the page's contents.

The World's Saddest Music may not cut it as an out of context title as people do not tend to search the word World or Saddest when looking for diamonds. A good out of context title for such as site would "Sad Music For Broken Hearts" as they are more likely to search with such terms as "heal broken heart" or "sad music" when they are trying to find you!

7. Writing SEO Blurbs

Have you ever noticed how difficult it is to read a long rambling essay on the Internet? It's hard on the eyes and it doesn't usually engage the reader. If you want to be a successful SEO copywriter then it is a really good idea to master writing in a short but sweet style.

If you own a website you probably have realized by now that through the entire process of search engine submission to writing descriptions of your products and services you will always be writing in a shorter form known as the blurb.

The blurb crams as much information as possible into the smallest amount of space possible. Whenever you have a chance to write a blurb, especially if it is an out-of-contest piece of description or promotion for your website you should always make sure that it is nicely optimized with keywords in mind.

As mentioned before there are also two kinds of blurbs: the in-context blurb that is found on a page in your site and the out of context blurb that is submitted to search engines.

An in context blurb that is written on a web page is ideally about 600 words long, never shorter than 250 words and never longer than about 900.

An out of context blurb is about 250 words long and appears as a short description of what your site is about on a search engine. It functions as a short but concise summary of the entire contents of your web document.

However the trend lately is for even shorter blurbs, especially when it comes to submitting your site to search engines. Some descriptive blurbs for you site can be as short as 160 characters!

Both your in-context and out-of-context blurbs should be loaded with keywords (you can find a list of search engine optimization tools in the third section of this book.) Super-charging ALL of your content with keywords is essentially what search engine optimized content is!

8. Writing Search Engine Optimized Content

The most effective search engine content is content that is created using
keywords or key phrases. These words and phrases are the terms that are most commonly entered into search engines when consumers perform a search on your product or service. You want to write ALL of your content, including titles, the body of your web pages and all out of context material using the most popular key words so that your customers can easily find your business on the Internet.

Unfortunately a lot of SEO copywriting is not very easy for people to read. That is because most people think that the key word has to be repeated ad nauseum in order for it to rise to the top of the search engines. The repetition of a keyword phrase can give your search engine rankings a big boost but reading twisted copy that is ridden with repetitive phrases and words can make a visitor to your site perceive you as a moron who knows nothing about grammar or spelling.

Remember that the goal of effective SEO writing is to not only to improve your searchability and search engine rankings but also to read the copy so they can be lead to the goods or services that you have to sell on your web site. The last thing you want your carefully crafted SEO paragraph to do is lead the visitor's mouse to click on that X that closes your web page. However this is precisely what happens when people find a badly written SEO paragraph that is a tad too heavy with the keywords. To put it bluntly, if you have too much SEO on your site, a hard sell is a turn off because it makes you look desperate for business. The key is to find that balance between writing for people and writing for the search engines.

Writing online copyist a challenge for many people who try it for the first time simply because they are better at marketing then they are at being a writer! It is very common to experience frustration if you are new at writing SEO copy. Even seasoned, experienced writers who have been at it for years find it difficult especially when the copy must meet a number of length, SEO and content perimeters.

Part II. Creating Web Presence Using SEO

1. Writing Effective SEO Copy

The purpose of SEO copywriting is to elevate your site's ranking in the search engines by incorporating targeted keywords and keyword descriptions that are found right in your text. Where do keywords come from? No specific place. They are basically obtained by finding out how people phrase their requests when they input a request into the search engines. You find these keywords by using the content keyword search tools provided by Overture or Google (more about this later on in this section!)

Once the top ten to twenty keywords are found, articles are then created around each of these key phrases and posted to the web site. This means being very clever about your sentence construction. Keep in mind it is not just the search engine spiders you are trying to please. These should also make sense and appeal to your reader.

Each search engine optimized articles that you post to your websites gives the search engines something to crawl when people type in those key phrases during a search. So in essence the search engine optimized article is mainly a way to increase sales or membership conversions by increasing your visibility in the search engines. In fact you could say that writing keyword paragraphs is one of the most effective ways to increase your web presence.

The most effective SEO writing is SEO writing that is brief. Professional SEO copywriters that keyword paragraphs ideally be about 250 -500 words in length. These types of articles must be well written and informative with at least two of the search terms strategically placed within the text and other on-page elements. Ideally however they should be longer than 100 words.

The key is to find a happy balance between copywriting for people and copywriting for the search engines. Here are some tips to writing more effective SEO copy.

First of all **don't overdo the keywords**. You will look incompetent to both the readers and the search engine spiders! Have you ever landed on a page that has been over optimized. Not only does the article usually just seem to "fill space" and not provide any information

but it also makes whoever is behind its writing look greedy! To preserve your reputation on the web it is probably a good idea to only employ about three different keywords or keyword phrases per page. You want them to click the link to your site, as opposed to close their browser window in frustration once they read your awkward, badly composed keyword optimized copy!

Don't write too little! There is such a thing as being too concise when it comes to SEO. People become very disappointed and annoyed when they search for some time for a focused subject only to be led to the same vague definition over and over. Disappointing and irritating people with your shallow search engine copy is no way to get customers or membership conversions.

Be tasteful about the use your keywords. Your keywords should not dominate or overload the piece. One way to tell if your piece makes sense is to read it out loud. If it sounds robotic, repetitive or nonsensical then you have probably laid on the keywords a little too thick.

Write the way you talk. Get to the point as if you were having a conversation and incorporate the keywords into your text afterwards. Excellent search engine optimized copy never sounds like the sentence was deliberately contrived to accommodate the keyword.

Don't use big words. Try to write in grade four to grade six level conversational language. If you write any loftier you will not be comprehensible to the masses. SEO copy is definitely not the occasion to impress others with your large vocabulary or knowledge of obscure adjective.

Keywords that are too obtrusive or omnipresent are a turn off for everything human that can read. Even if the search engine spiders find them friendly, lousy, forced sounding content is only going to have your visitor clicking the little X at the right hand corner of the browser window after they have decided your writing is incomprehensible.

Use keyword phrases in headlines, titles and sub titles. There is no point to trying to do this if the keyword phrase that you are trying

to incorporate completely distorts the title of your article. Never use a keyword in a title if it obscures the article's topic or intention. Your best bet is to try to keep the title a complete sentence well at the same time trying to capture the general sense of it by using one or two well-chosen, high ranking keywords.

Use keywords in the first sentence, last sentence and at least once in each paragraph. This is a rule that many professional SEO copywriters follow in attempt to make their technical writing sound more like "natural language." Natural language is a term that SEO copywriters use to describe the process of having to transform spider engine food into something that is understood by humans.

Use keywords as part of bolded, italicized or Bulleted Lists. This type of treatment can help highlight the words or phrases, not only to the reader, but also for the search engine. In terms of people, this type of layout is supposed to perform a bit of subliminal seduction when it comes to them retaining the memory of what your site is supposed to be all about in the first place.

Don't use too many keywords in one paragraph. Avoid using focused keyword phrases when a more general term is required. Not every generic phrase that you see is an open call to insert a keyword phrase. For example, try to avoid writing "search engine optimized business opportunities" instead of the word "opportunities" if you can help it. Trying to fit several keywords into a sentence structure that only requires one word makes your copy sound stiff and unnatural.

An example of this kind of overkill would be "You can become a free affiliate member by registering for a free affiliate member enrollment at our free affiliate member website page."

In conclusion the only sure way to test the effectiveness of your copy is by posting it and then searching for it by in an engine such as Google or Overture. If type in the keyword phrase and it turns up on the search engine, then you have done a wonderful job as at SEO copywriter!

Although all of this sounds so easy, it is actually subject to all kinds of inconsistencies and Murphy's laws. For one thing SEO is not a

guarantee of high rankings even if your SEO is done by an expert. If SEO worked in every single case then every single site on the web that has tried to incorporate would be highly ranked. Of course this isn't true. The problem is that not all search engine spiders search a page in the same way.

It seems that one page of search engine optimized content can do well in one engine but not as well in another. This has lead to the practice of search engine optimizing several identical articles in different ways in order to appeal to all of the different search engines at once.

The keywords that you use for your page title may also determine whether or not a user will want to view your URL. The out of context page title usually has two parts: a keyword or key phrase that is friendly to the search engine and phrases that distinguishes your page from the thousands of listings that use the same title.

 Keep in mind that the first part of the title's intention is to improve your search engine ranking and the second part's intention is to increase the click through rate of your pages once they rank well on the search engines. This is where knowledge of your target market becomes crucial!

2. How To Choose the Right Keywords

The first key to using keywords is to start thinking in terms of keyword phrases instead of just one single word. The reason for this is because there are just too many people out there doing exactly the same thing you are – going to an keyword generator or inventory search tool and coming up with the top single keywords that you are every month. This keeps you neck and neck with your competition but it does not really give you an edge over them.

Your key to success here is finding the appropriate "niche" key words. You also want to use two or three words strung together, also known as "keyphrases." Studies have shown that most people type in two or three word combinations when they conduct searches, not single words.

Coming up with a list of the most targeted key phrases for your web site involves a bit of brainstorming and utilizing some free online web tools which are discussed in Part III of this book.

One method is to put yourself in the headspace of your site's visitors, and write down words and phrases that you think they would use when searching for a site such as yours. For instance let's say that you were searching for a daily horoscope. Rather than using just "horoscope" as a keyword you might try keyword combinations such as –

Daily horoscope
Today's horoscope
Todays horoscope
Todays daily horoscope
Astrology prediction
Todays astrology
Horoscope today

Notice that the misspellings such as "todays" as opposed to "today's" can be included in these keywords. Don't be afraid to include misspellings and misspell a main keyword throughout your SEO article.

You can also use ad" Dictionary and/or a Thesaurus to come up with words that are related to your topic. If you don't have a hard copy, there are really good online versions located at:

http://thesaurus.reference.com/
http://dictionary.reference.com/

If your imagination fails you, look up your competitors online and see what kind of keywords they are using. It might inspire you to come up with a phrase that tops your competition.

If you're trying to target a certain geographic location, make sure to include your city and state in your key phrase list. This is especially important right now, as many of the search engines have branched out into offering "local search."

One of the keys to search engine optimization is determining your keyword **density**. This refers to the number of searchable keywords and keyword phrases that you have on your web pages. Keywords are vital to achieving a high page ranking and if you hire a professional SEO firm to do it for you, one of the first things they will do is look at your web pages to see if they have a high keyword density. If there aren't any keywords on your pages to find for the search engines to index, there is literally nothing to find in the search engine results pages (also known as SERPs).

One of the biggest mistakes that people make when they are first starting a small site is to only submit keywords to the search engines. They either forget or just don't realize that those keywords also have to be placed somewhere in the text of the site or the search engines just won't have anything to latch onto when someone uses one of your keywords to do a search. For maximum results think of your search engine submitted keywords as the "hooks" and the keywords in your website copy as the "latches."

Another challenge is determining how many keywords or keyword phrases should appear on your web page. The number of keywords appear on the page, makes a difference to all of the search engine algorithms. They simply pick on the keywords that are the densest

your pages. Of course if you choose very general or highly competitive keywords and keyword phrases you just might end up with a lot of untargeted traffic.

How does untargeted traffic end up at your site? Let's just say you have a site promoting psychic readings. You go to the Overture Inventory Keyword Search Tool and find out that the most commonly searched words for psychic readings are "free psychic chat", "free online psychic" and "John Edwards". Even though these keywords have five times the popularity in terms of sheer numbers there are several reasons why you shouldn't use them.

First of all the single keyword term "psychic" is way too general. This keyword could bring you untargeted traffic as it would includes masses of individuals looking for something besides psychic readings. They could be looking for psychic tests, psychic books and the band "Psychic TV." They are not necessarily people who are going to buy a psychic reading.

Even though it is tempting to use keywords with high traffic such as "free online psychic" and "free psychic chat" it is best not to do it. Sometimes a search engine penalizes you if they can't find the free offer on your site (but this is rare.) More than likely you will be spending all of your time with customers looking for a free reading which can be a pain in the ass to deal with if you are trying to sell them a service.

The keywords and keyword phrases that have the most density on your site should be the ones that improve your search engine optimization in terms of bringing you customers who intend to buy.

To make the matter of keyword density even more complex, not all search engines have the same criteria for searching out keywords. Each major search engine uses a different algorithm to calculate the way keywords are found. Some search engines are friendlier to web pages that are dense with keywords and others, like Google consider too many keywords on one page to be a nonsensical page and not worthy of being indexed. Yet another thing to consider is that these algorithms are changing all the time.

Another thing that many newcomers to SEO don't realize is that any content that you are linked to off the site is in fact considered by most pages to be the total part of your page's content. This is why it is so important for you to only provide anchor links to content that is truly relevant to your site's content.

Here are some tips for how you can manually improve the keyword density and placement of key phrases on your page to perform your own search engine optimization.

Try to think like a search engines. Only one or two keywords should have a high density and the rest that you use should be of a much lower density. Some search engine optimization experts recommend only featuring one keyword a page. However some engines like Google don't like this as it has led to the creation of sites that have thousands of pages (called doorway pages) that boast a keyword phrase and very little information written around it. If you are going to use single keywords or keyword phrases as the focus of an article intended to create a doorway or portal for the search engines try to keep them as informative and as well-written as possible.

Unifying your web site so that just a few keywords or phrases are the theme of several pages that are linked together can also help boost your site search engine page rankings. Several pages that support each other in terms of optimized content is one way to increase the chance of improving the searchability of a keyword or keyword phrase. This is especially true if the keyword that you want to use is one that is competitive but could bring you loads traffic, as would be the case of a keyword like "psychic reading online" but not a more generic keyword such as "psychic."

Keywords that are not as common in the search engines can be used more often on a web page. You can be more liberal with these less popular key phrases especially if they accurately and precisely describe the nature of your web business or describe one of its features or benefits.

It can't be stressed enough that choosing unpopular keywords is not a mistake – especially if you are running a niche business. As choosing keywords that are too popular might bring you untargeted,

window-shopping traffic and choosing keywords that are not frequently used might bring you an unvisited web site, the best choice of keywords are the ones that you find that have moderate popularity. It is recommended that you place these keywords somewhere on your home page and preferably in the headers, titles and in the first and concluding paragraphs. You should also make sure that these keywords are submitted to the search engines.

Another clever search engine optimization technique is to make your moderately popular keywords into a phrase that is also a link to another page on your website. As many search engines (particularly Google) favor sites with the most links this is one way to increase your site's web presence. However also make sure that those links lead to relevant content that supports their existence.

In conclusion, the higher the keyword density of your site is, the more chances you have of your site being visible in search engine ranking pages. Web pages that are ranked the highest are the ones with pages that include as as many individual highly targeted "niche" search terms as possible. Keep this principle in mind if you are planning to use keyword density techniques to perform a search engine optimization on your own site.

3. Using Information and Articles to Attract Traffic

Although the SEO articles that you have on your site don't have to be long, the more of them that you have on your site the better. In fact the more information you have on your site, the more likely your pages are to be crawled by the search engines. This information can take any form. It can be photo captions, other people's articles, content in blogs and forums and links to other sites.

With regards to your actual content any information that you own can be considered to be assets that can be divided up, repackaged and parceled out to be

- Reprinted as articles with your url attached to drive traffic to your site
- Sent out as monthly newsletters
- Reprinted in non-virtual sources such as local newspapers to drive traffic to your site
- Used as free bonuses, tips or advice
- Used to stack up your archives with valuable information that will keep your visitors returning to your web pages for more
- Used as the basis of a blog.

When it comes to SEO no document that you have the copyright to should go to waste. Material can be rewritten, revised and revamped to create press releases and newsletters.

 Once you have written the article you a use it to generate traffic by emailing it to other publishers or webmasters. Of course this only works if your SEO article is so cleverly crafted that you want it filled with real, useful information about your topic. In this way your keyword-optimized article becomes viral in nature. Other people's web site pages work for you by drawing readers on their websites to your bio and link at the end of the article.

To get your SEO articles posted, type in the topic of your article" into the top engines such as Google or Lycos. This should lead you to hundreds of sites that are about your topic. Perform a sub search

using the phrase such as "submit article" and this should lead you to sites that ask contributors to submit articles. For example if you have a site that sells horseshoes type "submit article horses" or "submit article horseshoes" into the Google search engine and see what happens.

Submit your articles along with your URL and byline and watch yourself rapidly turn into a sought over online expert as people then find your SEO content on other people's sites along with that link that leads them to you! This is a great way to increase your traffic and the repeat visitors should increase your visibility in the search engines.

4. Obtaining Articles From Syndication Sites

If you are completely talent free always acquire expert content from syndication sites. Every day writers for syndication submit thousands of articles for distribution. All the writer wants in return for their "expert" content is a link to their URL.

Here are some of the top sources for finding free, re-printable articles:

- Articles For Reprint: www.l1nk.com/urr/twt.html
- Constant Content: www.constant-content.com
- Go Articles: www.goarticles.com
- Download articles www.downloadarticles.com

You can also find articles that are for free –

- Article City: www.articlecity.com
- Ezine Articles: www.ezinearticles.com
- Article World: www.articleworld.net
- Ideamarketers: www.ideamarketers.com

However sometimes these free articles aren't what they are cracked up to be. The only good thing about them? Sometimes you can use them as a point of inspiration for writing your own SEO keyword optimized article.

You know the old saying, you get what you pay for in which case you might want to buy content that is written by an expert. This is called premium content. In this case, you will search for the best articles in terms of expert authorship Internet libraries and then write the author for permission to buy web rights for the article.

You can also contact world-renowned experts at local or distant universities to see if you can acquire the rights to papers and studies that may support the arguments as to why one company or an other should sell your product.

The only risky thing about buying expert content? Usually the expert is putting together their own website and will encourage you to contact them so that they can steal ideas from you.

 Very often you might find this premium content in a book you have read in which case you will have to contact the author, the author's agent or the epublisher to buy rights for the material. If the author is famous it is a real plus because his name will rank higher in the search engines and so will your site!

5. Hiring A Ghost Writer

Fortunately as this industry grows, there are more and more expert ghostwriters out there who also know how to technically craft an SEO paragraph or article so it is at exactly the density that you prefer.

This is a good idea for those who have great ideas but consider themselves to be too busy to master writing search optimized content. There are several main sites on the web where writers place bids on projects posted by people wanting articles, web content, search engine optimized material and ebooks. These are:

- www.guru.com
- www.elance.com
- www.freelancewriting.com

These require a paid membership but it is worth it as it seems that most freelance writers on the web have conglomerated in either one or more of these places. You might also consider hiring writers from a local agency.

6. How Your Visitors Can Provide SEO Content

Visitors to your site can provide you with the most natural sounding niche content. What better way to generate content and develop a sense of community at the same time then to ask your customers to contribute articles to your site's ezine, forum or newsletter?

You can also get visitor supplied content by creating a blog (easily done by using a blog template) by writing short pieces and then asking your readers to respond with comments. Very often too, a blog will attract other individuals who will exchange links with you to increase your traffic. Remember the more links that you have the more your visibility in the search engines will be increased so you should do your best to encourage others to respond to you right within your blog piece.

This tact works very well with any site but it especially works great with sites that have a how-to aspect to them such as recipes, carpentry or gardening. You simply edit the content for style, length and grammar and then toss in a few of your own comments. This material can be posted on your site or sent out as a newsletter. You can also use any questions posted as the basis for a naturally optimized FAQ page.

Another thing that you should check for in your email are individuals that are purposefully sending you a free article that fits your niche for their site. Offering a person a free article through their email is more common than ever – usually all the person wants in return is a link. This is a great idea for you as the more links you have the better your page ranking will be in the search engines.

Another subtle way of upping your SEO content is to have your visitors fill out a poll or sign a guestbook before they leave. A guest book is the single most efficient way to garner emails for your database. Also guest books offer you important insights as to how your business is going. Sometimes the spiders in search engines also pick up on content in guest books so even if they are not deliberately search engine optimized, they are still helpful when it comes to increasing your web recognition and presence.

Are you not bothering with a blog or forum because you think that it is a hassle to install? Most web hosts nowadays, including the ones that offer free hosting and domain names also provide you with free web tools that you can use to install these three features on your site:

- A forum allows you to seed conversations (called threads) that might be the subject of interest or debate to your visitors.

- A blog allows your visitors to voice their opinions in an ezine type format.

- A chat room allows you to interact directly with your customers by holding online seminar seminars or gatherings. It also allows your customers to converse with each other and perhaps meet a kindred spirit. It is a good idea to save these online seminars and chats and reprint them on your website as SEO content.

Both Bravenet and Homestead are web hosts that are very well known for providing these types of tools free to users so that they can be installed easily on a website.

7. Blogging SEO Content

The blog has evolved to be the marketing tool of choice for savvy cyber entrepreneurs. It has come a long way from its humble origins as an online diary or soapbox for columnist wanna-be's.

The key to using a blog to increase business is to make sure that it is SEO friendly. Sometimes this takes less effort then you think as it is easily to incorporate natural SEO into casually written blogs. You can also use a blog to improve your search engine visibility and leverage the power of your content to increase your marketing exposure. However in order for this to be effective, it is important that you find your niche topic and then concentrate on exploring that.

In multi-level marketing this type of intense focus is called "mining an inch wide and a mile deep." A blog that is off topic or too general only causes boredom and confusion for readers who stumble upon its online pages. A blog that does not stick to one topic confuses search engine robots which means that they blogs can also be very difficult to find. Of course, the most supremely effective blogs are also keyword rich. This brings us to mention another favorite phrase of successful bloggers – "finding your niche will make you rich."

The fantastic thing about a blog, is that unlike web pages, which can sometimes require hours of labor including coding HTML and uploading graphics to a page, is that it is so fast. You can download your SEO article and images quickly using a template that you can update in any way that you like.

Not only do the search engine spiders and robots like to crawl material that is frequently refreshed on a site as is so frequently the case with a blog it is also a great way for you to keep your keywords and other elements timely.

Blogs are also incredibly reader friendly. They are written in a casual way, the same casual way that people input phrases into search engines. They also offer you an opportunity to make you look like you are up on the latest news and developments in your particular field.

Another perk is that blogs are so cheap to set up. All you really need is a computer, web access and a blogging template. The only expense to you is your time, discipline, and creativity.

Keep in mind that you must keep a blog updated or it will start looking like a tattered business card. You will look like you are unable to keep up with life or your business.

Another great thing about blogging pages is that each content entry or post can be supplied with its own unique URL. This means that search engines can crawl and index individual posts. This can greatly boost the number of hits you get to your site as well as create a popular and charming web presence.

Don't even bother writing a blog if you feel you have nothing to say. They are more like conversations and like a bad conversation a blog can get boring if you are simply imitating material you have seen on other blogs or uploading ancient free articles on it. Your web site visitors can get that anywhere.

Informed, well-written exclusive content is what is going to draw your readers to your words. Also if your content is good, then other sites like yours will be encouraged to link to you because they will desire to be linked to your good reputation. This is why it is so important to realize that if you must use SEO that it must be cleverly crafted.

Blogs also offer your web site visitors a unique opportunity to comment back. This creates more of that naturalized SEO for your site thus increasing the visibility of your page ranking on the major search engines. The only time this backfires is if those guys from Nigeria and other spammers start leaving all kinds of junk in your comment area. In this case you might want to set up your blog so that comments must be approved by you before they are added.

When you create a blog you can also use an RSS, Atom or XML feed that allow readers to subscribe to your entries. This means that users can have your blog content appear on your web page. If they are intrigued this will bring repeat business to their site. This brings repeat business to your site and as any marketing expert will tell you, bringing repeat business to your site is less expensive than investing

a lot of time and labor into summoning up a new customer to your site.

As blogs are usually written from an individual perspective they allow you to create what branding executives call an "emotional link" to your readers. They are more conversational in tones. As many of them are diary like in style and allow others to respond a blog allows you to carry on more personal dialogues with your customers. Of course this creates a lot of natural SEO. You simply just have a better chance of showing up as tops in the search page engine rankings if you can get others talking about it by linking to you and responding to your own comments.

You can also use other people's blogs as a way advertising your own products or services. For instance if you find a blog about golf clubs and you are the owner of a sporting store, you can volunteer to answer other people's questions about their golfing techniques. This not only improves your credibility as an expert it can also bring visitors to your own site.

You should also not overlook the opportunities for affiliate linking that a blog can offer. While talking casually about your product or service you might as well make money on the side by providing an index of affiliate links.

Always remember that blogs are for people to read, not just search engine spiders. There is nothing worse then encountering a stiff, rigidly written blog when what you are looking for is a kindred spirit. The more intimate, casual and friendly in your approach and tone the more you will be perceived as a business that cares for its customers.

Blogs succeed the best when you opt to write it yourself. It is not really an item that should be farmed out to a ghostwriter unless the ghostwriter is very beguiling or an expert in the subject.

Above all never underestimate the intelligence of your readers. Remember that blogging is a form of branding and that people know when you are trying to put a search engine optimized paragraph over on them as an entry on your online diary so don't try to pull the wool over their eyes!

8. Self Syndication

Self-syndication means submitting your blog or articles to a daily RSS feed that helps target your content to those who want to read it. You simply submit the article to the search engines in a special simple file form and millions will have the option to subscribing to your article. – Google even has a special submitter for this task that is now permanently installed on their Submit URL page.

RSS is an acronym for Really Simple Syndication or Rich Site Summary. RSS files are formed as XML files and are designed to provide content summaries of news, blogs, forums or website content. A daily RSS feed takes your material and distributes it to a network of web and print publishers and editors that might be interested in publishing your material.

The RSS site itself distributes the material and manages the categorization of your content. Even if just a few publishers and editors pick up your RSS blog, you can see the hits to your site explode in numbers in just a very short time. Users select the RSS feeds (content) they wish to subscribe. The feeds are generally simple headlines that just appear on the site that are also hot links that the reader can click on.

You can also use an RSS feed to add links to material you already have and many blog sites do this automatically. Content and an index of links are automatically exchanged and attached to your own posts. The great thing about the automata ion of this process is that it saves you from the laborious process of having to search for links to your material yourself.

The minute you upload a new RSS your site is automatically pinged. "pinging" is the word used by experts to describe what happens when search engines and tagging mechanism notice that you have added a blog to your site. Usually sites are pinged within a day or two from the time that you update your site. This brings you hundreds of new visitors to your blog who can also be are led to your own products and services on your sites or your affiliates.

Keep in mind too that you are not restricted to having just one blog. A site such as blogger.com for example will allow just one user to create as many as 30 blogs. This is why the latest trend in blog feeds is to offer functions that help you manage and write different versions of your content as well as distribute it.

RSS feeds range from very simple to complex. Some things to look for when you are looking at a RSS blog provider are:

1. A guarantee that your blog will be autoposted over a variety of different blogs including the major ones such as blogger.com, weblogs.com, NewsGator, My Yahoo, and RSS Submit.

2. The capability to auto post similar key word related news feeds that can be added to your blog

3. The ability to generate tons of links to articles that relate to your post.

4. The capacity to create original material for your site by auto generating new stories from RSS feeds similar to your own.

5. The ability to offer a PHP script or java script that others can paste to their site as so that they can subscribe to your blog or press release. Each time you add a blog, it also appears on their site.

If you do have a blog it is also a good idea to make sure it is timely and if your own content is not timely then subscribe to other blogs that are. This gives you the necessary hot content as well as allows you to keep your eye on the competition. Not only does keeping yourself well informed by adding an RSS blog to your site help you choose keywords and enhance your SEO but it also can help inspire you to write your next blog posting.

9. Add a Section of Useful Links

Search engine robust spiders are friendliest to sites that contain a lot of links. You can mask this as a section of links as a page called recommended resources or as simply call it something like "My Favorite Links." If you have a blog that has an RSS these links will be automatically added to your site.

These links can also contain the HTML that leads your customers to your affiliates. In fact it is a good idea to make the best of it by trying to become an affiliate of every site that has an article on yours. There is no sense in driving your traffic to your competitor's site by just letting them add their link; you might as well increase your potential for making money by becoming an affiliate too.

10. Is SEO Necessary For Every Site?

There is absolutely no site on the web that wouldn't benefit from SEO techniques when it comes to website submission. In fact this is so important that we have devoted the entire next chapter to the subject.

However not every site does benefit or show results once it's copy is riddled with SEO keywords. This is because it is a bit of a delusion to believe that SEO articles alone can boost your rankings in the search engines. Search engine optimized articles can assist with improving your rankings but it is also a matter of having submitted the site well with the appropriate meta tags and keywords in the future.

Your ranking also has a great deal to do with whether or not you paid for the service or not as well. Sometimes a badly written SEO paragraph can actually offend a search engine causing your site to plunge in the rankings. Many people who have just inserted a list of keywords into their site instead of hiding them in metatags or making them into language have found out the hard way

One of the drawbacks of SEO is that it does not necessarily work for businesses that similar to many others like it on the World Wide Web. This is because all of you will be using the same search terms. If your search terms are competitive with too many other businesses then your SEO articles are more likely to get buried by the search engines. Businesses that are commonly glutted with too many SEO articles are insurance casinos, sex, real estate, pet care, health, airfare, hotels, psychics and dating. SEO works best for sites that are targeted by a niche topic or product that is very specialized and specific. A good example would be a website that is devoted to something like – "Buying Shares in Fractional Jet Aviation."

Another problem is that not all sites are suited to search engine-optimized copywriting and techniques. A person selling English language writing or grammar services may not want to use it simply because adopting keywords into an article is awkward and it distorts copy.

Another problem is that adding SEO copy sometimes shifts your entire site's content off topic. For instance, let's just say you run a

business as a telephone psychic. However when you look at the keywords for "psychic" you notice that the hottest keywords are for psychic chats. You might end up including these keywords even though your site does not have a chat on it simply to get some kind of traffic!

Some sites also work better visually and just don't benefit from the addition of a lot of SEO text. It can ruin the feel and look of the site.

So what should you do if you are afraid that SEO will actually damage the integrity of your site? If this is the case then it is best to probably go with copy that is people friendly rather than the SEO and hope that the content of your words will provide some natural SEO. You should especially put people over spiders if your site involves relating personally to humans in some way to succeed. This is because most people know lousy SEO copy when they see it. If your SEO article is not well done and the keywords hidden, they will simply go to a site that makes more sense to read and that has copy that they can relate to.

Search engine optimization can also be a time consuming and expensive process. After looking at the overture keyword search tool engine you may realize that it is going to take about twenty keywords to sell your site effectively. That means writing twenty SEO articles about each keyword. This can be a lot of work and may entail the hiring of professional copywriting services.
Perhaps the biggest drawback of SEO paragraphs also need to be done fast if they are to be effective. This is because the search engine rankings that they consist of are often created from key words and key word phrases that are ranked in the top ten search results of a search engine. However sooner or later those keyword positions are going to change and degrade. Times change so do your keywords. This also means that you need to be tied to the services of a professional copywriter or be up to do a lot of work for the rest of your site's life in order to keep both your visitors and the search engine spiders interested in your business.

Part III. Submitting Your Site to Search Engines

1. A Step-by-Step Submission Plan

Submitting your sites to search engines so that they are optimized to their maximum potential can seem complicated but it really is not. Here is a step-by-step plan of action to help you get it done painlessly.

1. **Make sure your site is functional before you submit that URL.** It doesn't matter how many people you attract to your web site if, once they get there, they are frustrated by links that don't work, images that don't load and worst of all, a malfunctioning merchant account! Also if your site gets glitches or errors you don't want the search engines encountering a blank page because you have taken the site offline so you can fix things up. Always make sure your site is as complete as possible before you upload anything.

2. **Make short keyword optimized titles and descriptions about your site for the search engines**. Before you end up manually submitting your site try to make sure that you are ready with the lists of keywords, phrases and titles (also search engine optimized with keywords of course.) Make sure your site is easy for humans to read but also make sure it is easy for search engine robots to find as well. This involves adjusting your page title, meta tags and first paragraph so that they are presented in the best possible manner so that when you do submit keywords to the major search engines they will be able to match up the content on your page with the keywords you have submitted.

3. **Submit to the major search engines as soon as you can**. Unfortunately it can take anything from three days to six weeks to six months for the major search engines to list your site so they should make submitting to them a priority. The big ones are Google, Yahoo, Exact Seek, and MSN.com.

4. **Submit your URL to the major directories**. Take the time to supply a hand done, search optimized submission to Yahoo and Overture. These are probably the three most important

places to have your site listed on the net because a listing in these directories can help boost your overall search engine rankings everywhere on the net!

5. **Submit to the general indexes**. There are many less efficient indexes on the Internet that are worth submitting to too. General indexes fall into a number of categories including country subject specific indexes, international indexes and special purpose indexes. Typing in your prime keyword plus the word directory or index can help you find which directory is best for you to submit to.

6. **Consider using Pay Per Click engines**. The good news about listing in the search engines and indexes is that it's free. The bad news is that it doesn't bring you targeted traffic. There are, however many search engines, such as overture.com that provide you with targeted traffic The idea is that you pay a couple of cents for each click on a targeted keyword. However keep in mind that this entire process can be very frustrating especially if you choose the wrong keywords. More then one enterprising beginning Internet marketer has gone broke by choosing to use keywords that are too general in a pay per click program. This is because those clicks do not always translate into being sales. A good example is the person selling tarot readings that are attracting people who are shopping for tarot decks (by using the popular general search word "tarot deck") and are all readers themselves. In this case they simply do not need a reading from you and are the kind of disappointed frustrated window-shopper that can be led to your site if you are not careful.

2. Determining Profitable Key Word Phrases

The shortest route to coming up with profitable key phrases is ask yourself "what would someone trying to find me type in the little box when they search?" Make a list of what comes to mind and then try them out on the search engines and try them out yourself. See if the key phrases that you are thinking about actually lead you to a service or product that resembles your own. This can be a very education pursuit as often the results are not exactly what you expected. Another thing to keep in mind is that if your business is restricted by geography your key phrases should reflect for this. If your business is geographically restricted, then your key phrases should reflect this. For example, if you are a waste removal expert in New Orleans, Louisiana then the key phrase "waste removal expert" is a waste of time; instead, the more specific phrase "expert waste removal in New Orleans, Louisiana" is what you want to be thinking about.

Another technique for inspiring titles is to think variations on the key phrases and write them down. Once you use a keyword search inventory tool it might turn up the following searches:

    Waste management louisiana
    Waste katrina Cleanup
    Waste removal New Orleans
    Waste and garbage New Orleans
    Help with waste New Orleans
    New Orleans – clean up garbage waste

You can then match what you find on the keyword to create very effective search engine optimized titles.

On Overture 's free suggestion page, you just type in a very general topic and it tells you all of the more specific keyphrases that relate to that keyphrase and how many hits they got. You can also use the Google keyword generator, which is also a free tool.

The Internet is also loaded with all sorts of keyword generator that can be had for free or that you can buy. WordTracker is commercial software that you can buy that helps you develop lists of relevant key

phrases, ranked by their popularity. It then queries the major search engines to determine which key phrases are the least competitive.

Still Your best course of action is to use the Overture search engine tool or the Google Keyword generator for now because both are free and more than adequate when it comes to inspiring keywords.

3. Creating A Title Tag

At this point, you know what your best keyphrases are because you have looked them up on Google. Your next step is to create a Search Engine Friendly Title Tag.

This is an out of context title, meaning that is has to be good for search engines, not for people. For instance a title such as Max Smith New Orleans Waster Remover is not optimized. The most important thing to remember is that: **All your most important keyphrases should be in the TITLE tag**.

This means that you have to create your title out of your most important key phrases and then sandwich them inside an HTML title tag. Also, keep in mind that browsers only display the first few words of a title tag (whatever fits into the title bar of the window). So while the first sentence of your title tag should be "human friendly", the rest can be just a list of key phrases.

Try to keep the title between 15 and 20 words. But you might want to try longer title tags on some of your pages, just to see what happens! So Max Smith might have a title that looks like this:

<TITLE>Waste Removal in New Orleans, - Katrina clean up, toxic mould, waste water pump, mould removal</TITLE>

The reason for this is that the three most important places to have key phrases and phrases are your title tag, your meta tags, and your first paragraph. You want them to all contain the same important words; this increases your key phrase *density* and improves your rankings in the search engines.

4. Mastering Meta Tags

Mastering Meta Tags is crucial because on many search engines, the page title is often cut off and the Meta Description tag is the only thing that gets displayed in the search engine pages.

Meta tags go in the <HEAD> section of the HTML page (the same section as the <TITLE> tag. The Meta Description tag should contain a short description of the web page. If you think of your web page as a newspaper story, then the title tag (the first part of it anyway, not any keywords you tacked on) is the headline, and the meta description tag is the lead paragraph to the news item. In many search engines, your search results will simply be your title tag followed by your meta description tag, so make sure they work together to explain what's on the page.

This is what the format of a Meta description tag looks like

<META name="description" content="whatever you want to place here">

So, in the example of Max Smith, we might use:

<META name="description" content="Waste Removal in New Orleans, L.A. - Waste Removal in New Orleans, - Katrina clean up, toxic mould, waste water pump, mould removal ">

Try to keep the length of this description between 100 and 200 characters. Remember: the description tag should be written for humans to read. It should **not** be a list of keywords, and should be about 50% longer than your title tag.

5. Keyword Submission Etiquette

When you are looking at a search engine submission form it will ask you to submit your key phrases in the order that you think is most appropriate followed by commas.

Don't repeat a key phrase, and don't repeat any individual word more than 5 times or so. Some search engines may penalize you for repeating the same word too often. The exception is common words like "the", "the", "a", "and" and so on. Most search engines ignore them. Play it safe and try not to repeat yourself.

Some people get confused about whether to use commas between phrases, and whether to capitalize keywords. Some search engines "notice t the commas and others ignore them. So just use commas as appropriate, but don't waste a character putting a space after the comma. Similarly, just capitalize words as you might expect people to normally use them. Most search engines will ignore the capitalization.

In addition, some search engines are sensitive to the order of keywords. For some search engines, "buying real estate" is not the same as "real estate buying". This means it is a good idea to word your phrases in the way you think most people are going to type them in.

Most search engines will restrict your keywords meta-tag length between 200 and 400 characters. Unfortunately, this means you may not be able to include all of your key phrases. Whether or not this is going to be a factor when you submit your keywords depends on which search engine you are submitting to.

6. Submitting To the Big Indexes

Maximizing your SEO just doesn't have to do with search engines. It also means submitting your material to the big indexes. The big players are indexes such as Yahoo, Open Directory and About.com.

The problem with applying to these indexes is that they don't just take anybody. Applying to be listed in them is a bit of a pain because they can be so fussy. Still despite their labor-intensive applications, proper submission to these indexes is crucial because there is a pronounced trend towards using "human-edited" indexes in search results.

One of the most important indexes that you can submit to is the Open Directory Index that is edited by humans. This is because many of the major search engines are starting to use Open Directory index listings in their search results, making it the second most important place to list your site, right behind Yahoo's directory. In fact if you are listed in Open Directory you are also likely to have a better search engine ranking on Google so it is worth it to take the time to do their hand submissions.

Another thing to consider is that the ranking of your site depends on how many other pages link to yours, and how essential the search engine thinks these links are. That means that a secondary benefit of getting a link on major indexes is that it can improve your ranking on some search engines. For example, getting your site listed in Yahoo! and Open Directory can seriously boost your page rank on Google.

        Before you go to submit to one of the major indexes, please take the time to find and read their submission guidelines, advice and limitations/

Here's how to optimize your search engine listings for all the big indexes:

Yahoo

There are a couple of types of listings on Yahoo and it can get confusing. The big splurge is the $300 a year directory listing.

However don't get too excited. Despite the high price it can still take a couple of months for you to get listed or at their discretion – not listed at all!

There are three types of Yahoo; the main (original) Yahoo; the international Yahoo sites; and the regional (city) Yahoo sites. The original site is by far the toughest to get into, so if your site is in, or relates to, a country or region served by one of the other Yahoo indexes, you should first try to get listed in them first. Once you are accepted by one Yahoo index usually it is infectious and you eventually end up being listed in all three.

Whatever you do don't try to sneak multiple listing into Yahoo. If they catch you trying to make a free application into a category that should be paid for Yahoo will ban your site!

If you wish a listing in the Shopping & Services or Business to Business sections (either main or regional) of Yahoo, you now must use Yahoo's "Business Express" submission option. You pay $299 ($600 for adult sites) and get a quick yes or no to your application. Once you are accepted keep in mind that you have to come up with the same amount of money every year to remain in the directory. Also to make this more expensive, paying money does not guarantee a listing! That is why it is so important that you craft a good submission.

        Note that you can still submit non-commercial sites to Yahoo for free as long as you don't submit them to the Business to their Business or Shopping & Services sections of Yahoo! However when it comes to Yahoo you get what you pay for – there is no guarantee that your site will appear on the engine correctly!

You can also use Yahoo Business Express to submit non-commercial sites, Business Express buys you is a faster decision from Yahoo. However if a free submission is properly submitted according to Yahoo's guidelines, you should get in anyway (if you want to wait six months!)

In addition, Yahoo also offers Sponsored Listings for between $25 to $300 a month, depending on the listing category. Sponsored listings

are rotated randomly at the top of category pages of their search engines. In order to get a sponsored listing, you must first get a listing in Yahoo, then you can apply for a sponsored listing in the category your listing is in. You can't use this function to change your listing title or description, by the way; it just helps to improve your ranking

To apply for a sponsored listing visit the Yahoo category page that contains your listing and click on the "what is a sponsored listing?" link.

Also, don't consider submitting to fussy old Yahoo if your site is not 100% functional. That "under construction." Page is death on a platter when it comes to submitting to Yahoo. A site with a clean basic design and lots of good content (is more likely to get listed on than a site full of bells and whistles.)

Whatever you do, do NOT bombard Yahoo with submissions. If you apply more than once a month, they'll take this "cry for help" as their big cue to ignore you. Another good way to get snubbed by Yahoo is to submit a site to a regional index that has nothing to do with that region, or isn't really a regionally limited site.

How to Apply to Yahoo

Assuming you are not already listed in the index your first step is to find the category page that best suits your site. At the very bottom of this category page will be a small "Suggest a Site" link. Click on it to get to the site submission page. If there is no "Suggest a Site" link, then the page you are on does not allow listings to be added to it, most likely because it is a very general top-level page. Keep searching until you find your right niche category!

When searching for your niche category try to find one that reduces your chances of being buried alive by other site listings. This usually means choosing a very specific category.

You must follow Yahoo's instructions to the letter. They will ask you to be factual and not use promotional. This might seem crazy, especially in a business that seems to be all about promoting yourself but Yahoo will frown on any title and description that reads like

promotional ad copy. What Yahoo wants is a descriptive title and description without any hype (and this includes phrases such as "the best", "supreme" or "the #1" as adjectives for describing your business.

Also you improve your chances of acceptance if you can keep your meta tag description to about 15-20 words. You might as well edit it down now before Yahoo does it for you!

As Yahoo lists its sites alphabetically, it might also benefit you to choose a name that is among the first five or six letters in the alphabet. If you can come up with a suitable title for your site that starts with A, B or C then use it. For instance, "buy a house" is a better title than "real estate agent" because it starts with a b and the word real will have you listed at the bottom of the page

The Open Directory Project

The Open Directory Project, is an "Open Source" directory much like Yahoo, but is edited by volunteers. The big risk here? As they are volunteers you don't know what their agendas are or if the editor might reject your site simply because his or her business competes with yours.

As ODP is now the directory-listing source for many search engines (in particular, Google), it's a must-have listing! A listing in ODP boosts your Google page rank almost as much as a Yahoo listing does! Better yet, it is free!

In terms of SEO, the Open Directory Project is different than yahoo as it only performs WORD searches not KEY PHRASE searches. So much for your sophisticated keyword embedding techniques. So your description for OP should avoid pluralized words unless they are likely to be in search queries. On the plus side, Open Directory allows you longer descriptions than on Yahoo, but the category editor (who is very human in this case) may decide to trim your promotional language3.

Like Yahoo, Open Directory asks that you only submit your homepage URL, to the most appropriate category.

How to Apply to the Open Directory Project

Go to the Directory. Type a simple query that is likely to be used by someone searching for the contents of the page you are submitting. For example, if your site sells designer dog collars try searches like "fashions for dogs" or "rhinestone dog collar." Find the category that is most appropriate for your site and then click on submit a site at the bottom of the page. This should bring up the submission form.

The "official" waiting period for Open Directory is 3-6 weeks. If you don't get listed within a reasonable amount of time a polite email to your category editor might help nudge the process along and maybe even result in an email advising you on how to get selected.

About.com

About.com is a very comprehensive index that combines site listings with reviews and editorial content. An editor or guide runs each category, and they are the individuals that you have to appeal to in order for your site to be lists. The easiest way to get their attention is a direct email, as opposed to using the "Feedback" link on the pages.

Tips For Getting Into About.com

 The guides at about.com are looking for what they call deep links. This may not necessarily be your homepage, but rather an article that you have written from an "expert" point of view.

Your best plan of attack is to:

- Pick an "about" category that suits your site.
- Submit an article that you have written on one of your domain pages.
- Offer a link back. Put a link to their site even before contacting them and said, "I find your site such a great resource that I've listed you in our links page.

As you can see becoming completely search engine optimized can be a great deal of work. Your success level might depend on the

number of hours you are willing to put into writing search engine optimized words, titles and metatags and the amount of care that you are willing to put into the process of search engine submission. Why are you doing all this again? It is because getting listed in these directories can boost your rankings in Google and other search engine directories!

7. How To Be Ignored By The Search Engines

It is very easy to accidentally offend a search engine. Here is a compendium of the common mistakes that first time URL search engine submitters make. Committing any one of these SEO crimes that can get you booted from the system or just gets your listing ignored.

- Although it is important to have your most important key phrases entered more than once, it *is* possible to go overboard. Try too keep repeats of your key phrases to less than thirteen per submission or a search engine may consider you to be a spammer.

- Search engines don't like affiliate sites with same or similar content (even with a different site design). This includes most "virtual" sites.

- Search engines also discard Mirror sites. Submitting mirror URLs to different categories is also considered spam. Multi-lingual sites are acceptable as long as the URL resolves to the appropriate language.

- Sites that use redirects to another site. Using frames to cloak a real URL, is also be considered spam under some circumstances, so avoid doing it unless you have no choice.

- Sites whose sole purpose is to drive traffic to affiliate links or sites that contain these types of links and no information or products of their own. This is why it can be so tough to be an affiliate or multi-level marketers.

- Sites without original content. The search engine can penalize you by submitting content that is plagiarized from another site.

- Sites that are repeatedly resubmitted (over 5 times) without being changed or ever accepted almost always end up as being shunned for good.

- Web pages that are built primarily for the search engines and not your target audience, especially machine-generated pages are particularly offensive to the search engines. Your URL could be ignored forever if the search engines suspect that you are trying to get an unfair advantage over others by using a shortcut.

- Pages that contain hidden text and hidden links that are too shameless about self-promotion.

- Pages that ramble on and on and say a lot about nothing while at the same time including nothing but a collection of keywords.

- Sites with numerous, unnecessary host names (i.e. worktools.com/wrench, worktools.com/screwdriver, worktools.com/ etc.).

- Excessively cross-linking to sites that have nothing to do with the content of the site – stick to specific keywords that relate to your customers.

8. Free Online Keyword Tools

Here are the best free keyword tools that you can use to find the keywords that can help you find the right phrases and words to supercharge your website with optimized content.

- http://www.digitalpoint.com/tools/suggestion. This is an online keyword suggestion tool that reveals the results of your keyword search from both Overture and an independent keyword tracking consultant company called Wordtracker. It helps you find out how many times a keyword phrase is searched for and get suggestions for alternate words at the same time.

- http://inventory.overture.com/d/searchinventory/suggestion/. This search suggestion online tool is offered up by Overture. Type in your word or phrase and find out how many times that particular word was searched for last month. It also lists any related searches that include your term.

- https://adwords.google.com/select/main? This online tool is a courtesy "think" gadget developed by Google AdWords. Type in your phrase and you'll be shown a list of other possibilities. A slightly modified version of this tool is available at http://www.masteringadwords.com/resources/google_tool.asp

- http://www.espotting.com/popups/keywordgenbox.asp. This is a keyword generator that how many times your phrase has been searched for in the previous month.

If you're interested in creating "niche sites" and want to see the top ten lists and top 50 lists that describe what people are interested in on the Internet check out these:

- Lycos 50 Daily Report: http://50.lycos.com/
- Kanoodle: http://kanoodle.com/spy/
- MetaCrawler: http://www.metacrawler.com/info.metac/searchspy

These keyword sites can help you decide what is hot, not only in terms of products but also in terms of creating an informational site.

Remember that you want to use the keywords that are used *the most often* by web users. The number of times a term is searched in a month is defined as keyword popularity. The reason you want to use the most popular keywords is to generate the most possible traffic to your web pages.

These tools can help you determine the potential popularity of your niche keywords. If your keywords are too general and your pages don't have a high ranking in search engines, people typing in the more general keywords are NEVER going to find your pages. They will find the sites that have those general keywords in their URL.

9. Should You Hire An SEO Company?

There are thousands of companies on the Internet that will offer to do your SEO for your. There are also hundreds of ways that a site can be both ethically and unethically optimized by these companies.

You want to be very careful that you don't hire an unethical firm to do your submission for you as their tactics might be so guerilla in nature that they might actually be illegal. Some of the tactics used by some companies are so unfair that some search engines have actual gone so far as to write articles that warn you of the possible consequences of using less than ethical methods to promote your website. Google in particular is very concerned about unfair or overly aggressive viral marketing practices and how you could be utilizing these in your web site without even knowing it because an SEO firm deployed the method for you.

One of the things that most search engines do at the point of their free manual submission is request that you type in a code before you can proceed. This forces you to manually submit each URL that you have one by one. This secure practice was added to many search engine sites after it was discovered that automated submission programs were skewing the accuracy of information displayed on search engine pages.

Most SEO companies offered optimization services. These include writing keyword-enhanced text, changing the design and layout of the site and the finding of relevant directories that the site can be submitted to.

Beware of thee aggressive marketing companies use SEO strategies that can get you ignored for life by all of the major search engines. These include such techniques as cloaking, creating doorway pages and keyword stuffing. If you are not sure about an SEO company that you have hired to optimize your website, make sure you query them about exactly what types of techniques they will use to optimize your site. If they can't provide clear answers about this issue then you should probably not deal with them.

Obviously, before you sign any kind of terms of agreement you need to find out exactly what the search engine optimization company will do to you.

Here is a rundown of the types of service that you can expect an SEO firm to offer you. Some of these services can be obtained as a package deal but the best SEO companies will offer some of these services "a-la-carte" to better serve your needs.

Services typically offered by an SEO company are --

Changing the layout or design of your site

- Redoing the architecture of the site including site menus and navigation tools

- rewriting and editing all visible content on your pages so that it contains a healthy mix of targeted keywords

- inserting targeted keywords and commonly searched phrases into your HTML tags

- building an index of links -- finding appropriate web sites and obtaining links from their site to yours

- submitting your site to search engines and guaranteeing that you will have a certain placement within a certain amount of time!

Another big consideration before you hire professional SEO survives is time. Keep in mind that some SEO companies take forever to do their job, sometimes as long as six weeks to six months! This can be a long hard waiting period, especially if you can't wait to get your site up and launched. It is crucial for you to read the fine print of any agreement that you have with an SEO company to make sure that they do not have a leeway of years for completing your site. Make sure that you set a firm deadline with them and then insist that they give you a generous discount or complete refund if they don't meet it the agreed upon date.

It is does not usually take a lot of time after your newly search engine optimized website is up and running to figure out whether or not the SEO company's services have done anything to enhance your business. However keep in mind that you should see an immediate increase of traffic to your site if they are doing their job. You should experience this even if you don't see your actual pages climb up in terms of rankings.

Most SEO companies will also provide you with some kind of tool or measure that can help you measure your success. As part of their SEO package of services many of them will also send you reports about how your web site is doing in terms of positioning, click-throughs and rankings.

Sometimes the profits that are to be seen from search engine optimization take a few months to kick in. For instance, at first it might not seem like that search engine optimization company did all that much for you but usually within a year most clients notice that they have experienced some type of boost in business such as in increase in additions to their mailing list, a rise in affiliate income, more membership conversion or even a doubling of their income!

10. Five Tips Before You Submit

Now you've got a decent web page, with good content and meta tags. However before you start entering meta tags into search engines. Here is a summary of some tips on what to do (and what not to do), to improve your relationship with the search engines.

1.   Get Your Own Domain

As mentioned before in this book the main reason for getting your own domain name is that some search engines won't list you unless you do. People are more likely to buy from you if you have your own domain name.

What looks better to you, "http://www.mittsforbighands.com/" or "http://members.aol.com/home/page- mitss/05781/"?

2.   Submit Pages With Lots of Links

Many search engines are now ranking web pages that contain a lot of links to other sites higher than those that contain fewer links. This is why it is a good idea to submit your pages with as many links to other sites contained in them as possible and also to make sure that you are well pinged by other bloggers.

However, make sure that any links that appear on your site are related to the content of your pages! If not you will simply waste bandwidth drawing unrelated traffic.

Whenever you find a web site that has content similar to yours, email the webmaster and ask for a link, pointing out why it would be appropriate. If he has content on his site useful to your visitors, link to him without even offering to trade links. Link to him, then email him and ask for a link back. This helps drive traffic to your site and increase your popularity in the search engines.

3.   Avoid Using Flash Animation

Search engines perceive sites with flash as being "empty spaces." Rather than checking out the content, most search engines just discard the URL. Thousands of sites have been rejected because a spider inside a search engine denoted their flash animation as empty space! You should also not bother optimizing a flash animation gizmo, as it will be a waste of time.

4.   Avoid Using Java Script

If you are using Javascript or CSS in your pages, you probably stuck it at the top of your pages. Remember that search engines tend to rate what they find at the top of pages a bit higher so don't put java script at the top of your page. .

A better way to do things is put the Javascript (or CSS) in a separate file, and include it into your pages with a single tag. To avoid this kind of headache however, it's probably a good idea to avoid using java script at all.

5.   Make Sure Your HTML is correct.

Search engine spiders also hate code that has errors in it. Just because your page is displaying nicely does NOT mean that the code itself doesn't contain errors. Search engines read HTML not what shows up visually on the web. The more perfect your HTML the more likely a search engine is to rank it higher.

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Look before you leap! Plan your Web site before you spend money and time on search engine optimization!

With a little forethought, knowledge of SEO and imagination it is possible for anybody, including you, to achieve the presence you need to succeed with a business on the Internet!

Top Advertising Resources

I can recommend the following advertising resources which also have performed very well for my projects:

http://www.instant-booster.com
Instantly diverts thousands of visitors to your website at $0 cost for you!

http://www.automatic-mailer.com
Reach 3,6 million opt in subscribers at the push of a button!

http://www.megapromoter.com
Puts your ad on 2,5 million websites instantly!

http://www.101-website-traffic.com
Reach 75 million recipients monthly.

http://www.free-traffic-handbook.com
Free Traffic Handbook

http://www.feed-blast.com
Feed Blaster – puts your ads to the screens of millions in minutes!

http://www.hit-booster.com
Earn Traffic Exchange Credits Automatically!

http://www.blog-blast.com
Posts your ad 100% spam free on thousands of blogs!

http://www.press-blast.com
Learn how to release press releases to drive thousands of targeted visitors to your websites.

http://www.ezinebroadcast.com
Have your ads read by 1,000,000 eZine subscribers every week.

http://www.submit-it-easy.com
Have your url posted to 4.6 million websites, thousands of advertising boards and hundreds of search engines in 2 minutes.

Top Income Resources

http://www.income-builder.com
Have your online income built 99% automatically!

http://www.plugin-income.com
Just Plugin and Profit!

http://www.income-machine.com
Make money 15 Minutes from now!

http://www.money-license.com
Combine Google Adwords + Clickbank for easy online income

http://www.cashcreation.com
Earn $75 per online survey you complete

http://www.moneybank.com
Make at least $100 per day with my personal assistance

http://www.automatedriches.com
Automatic Adsense Sites built in seconds – Start earning in 1 hour.

http://www.incomeuniversity.com
Im teaching how I make $800 per day – join income university!

http://www.minuteprofits.com
Get paid for shopping.

http://www.megawealthpackage.com
Hundreds of products you can sell on the internet in one affordable package.

http://www.auction-machine.com
I make $11,000 per month on eBay – you can do, too!

http://www.clickedcash.com

Get paid for driving your car, watching movies, shopping, doing online survies
and participating in targeted groups.