

WANTED



Keyword Roundup:
Finding the best
terms for your site.

Meta Tags: What
they are and how to
implement them

Design Laws: The
Do's and Don'ts

**How to hire a
SEO Specialist**

**Web Site
Promotion Scams**

**Resources and
More...**

Getting to the Top for Online Searches

Easy to Follow Steps on Search Engine Optimization and Higher Rankings

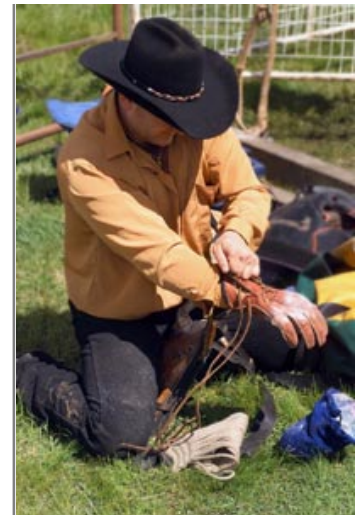
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Introduction to SEO

SEO – Search Engine Optimization – the key to higher rankings and traffic. Search Engine rankings are directly related to Search Engines, like Google and MSN. Directories, such as Yahoo! And Overture are also affected by your SEO. So, how do you find the right choices for the best results?

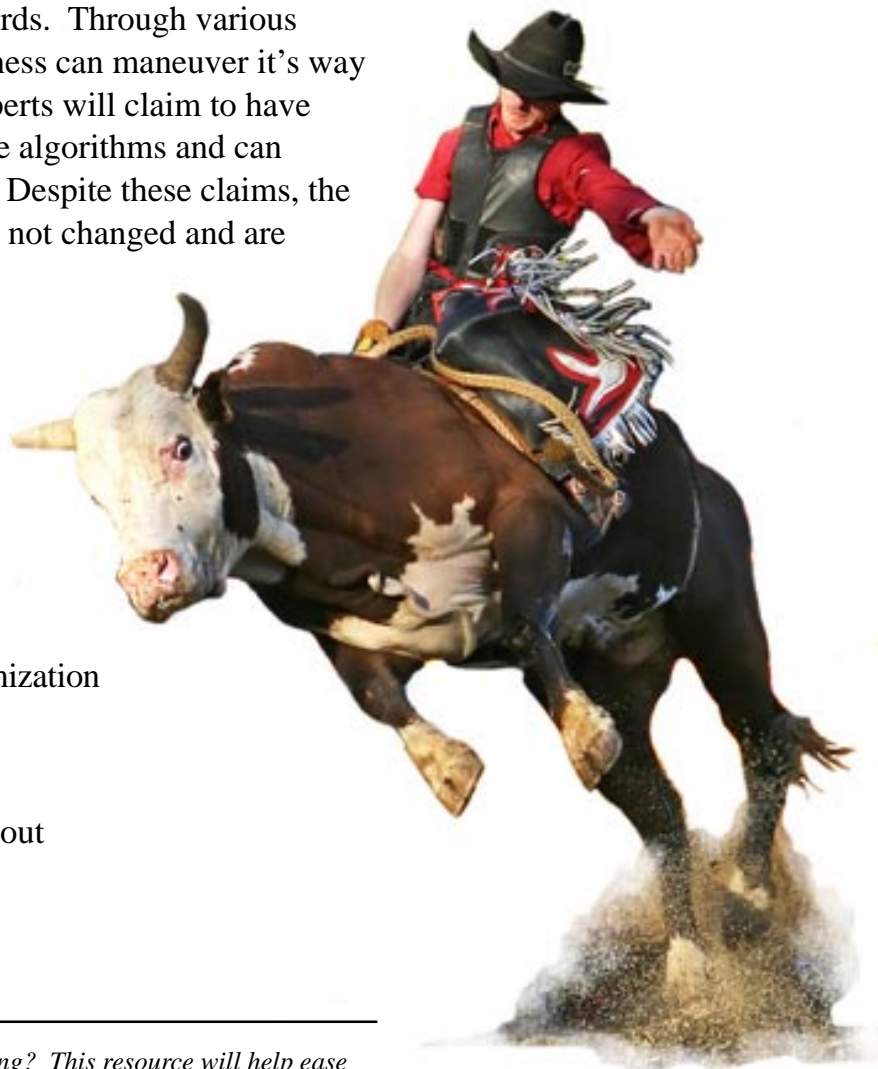
The SEO Journey

The process of search engine optimization [SEO] includes design, writing and coding your web pages in order to increase SE positioning for chosen targeted keywords. Through various marketing techniques, the online business can maneuver it's way to the top. Many “so-called” SEO experts will claim to have “reverse engineered” the search engine algorithms and can therefore guarantee a top ten ranking. Despite these claims, the basis of a successful SE campaign has not changed and are presented here in this ebook.

The essentials needed for a long-term search ranking and traffic comprises these components:

- 1.Keyword Optimization
2. Source Code Optimization
3. Content and Navigation Optimization
4. Robots & .htaccess files
5. Marketing: Link Popularity
6. Importance of Design & Layout
7. Other Marketing Methods

Do you think trying to learn SEO is like Bull Riding? This resource will help ease your uncertainties and help you get started with Search Engine Optimization.





All the Major Search Engines [AltaVista, Google, Lycos, MSN Search] use these components as part of their search engine algorithms. Note that Yahoo! is a directory, not a search engine. Although the term Search Engine is often used to describe both Directories and Search Engines.

Summary: Search Engines basically search the world wide web, indexing sites according to their keywords and relevance. Internet surfers don't have the time, nor the resources, to surf through thousands of websites to find the information they are looking for. Search Engines make it easier by indexing their web search results in a cohesive format.

What is a Search Engine?

A search engine is simply a collection of servers dedicated to indexing website pages and returning the stored results in a list matching keyword phrase queries. Indexes are generated using “spiders”. These spiders continually “crawl” the web returning to “base” with changes, updates and new pages to index.

Search Engines have their own criteria for indexing a site and each is slightly different. It is therefore important to optimize your site for the best results in most of the top Search Engines.



Search Engines like to change algorithms. Not because they can, but because they are constantly trying to serve the public better. What were considered good ranking tactics a few years ago will get you banned from the Search Engines today. Like everything that is good, there are unscrupulous people that will try to trick and abuse the system. These tactics may work for a while, but not for the long run.

Ranking vs. Traffic

The first question I receive from potential clients is “How can I get higher rankings?” In honesty, they are asking, how can I drive more potential customers to my site? Let’s first examine the process of ranking.

Back in the early days – search engines were, for lack of a nicer word – stupid. They collected information based on keywords and content. Now that is not unlike today, but back then you could repeat the keyword 100 times – and that gave you more prominence and presto – higher rankings! Today, that tactic is called “**keyword stuffing**” and is considered **spam**. Not only will it NOT work, but it could get your site banned!

Focused Pages vs. General

The best way to help the spider is to create each of your web pages about a specific topic. Many sites try to tell everything they do on one page; to try and capture their entire target audience in one swipe. What they fail to understand is that web sites are not like brochures or books. Surfers do not always enter a website from once central point and move methodically and logically through the pages. A surfer could, and will, enter your site at any given page and that’s why each page needs to be designed as a separate piece of a whole site - with each page focussing on a small set of keywords.

For example. You have a site about widgets – you sell widgets, tell the history of widgets and the uses of widgets. But you also talk about “togets” – a companion of widgets, but their uses are entirely different. And you also mention your favorite electronic camera and flower shop. Now, you don’t want to lose the widget or togets customers, so you ramble on about both on your page - targeting both terms. The more your webpage rambles on about 4 or 5 topics, the more confused the spider gets. First it thinks your site is about widgets, then togets, now about flowers. In despair, the spider doesn’t know how to index the site properly, makes note of the confusion of your page and moves on.



*No one can
“Guarantee” a top
Ranking - at least not
for terms beneficial to
your web site. That
does not go to say that it
cannot be done - it just
is something that cannot
be “Guaranteed”.*

To promote your site successfully to the search engines try to understand you are dealing not with man against man, nor man against machine. You are dealing with a complicated and highly efficient “being” – the Search Engine **Spider**. Now they come by many names, but with the same intent – to “crawl” from website to website, gathering code, and then moving on to the next site.

To better help the Spider, **focus the content** for each of your pages. Break up long content when possible, to one-topic pages with a minimum of 300-500 words per page.

The more focused and clear the content of your page, the better your chances or ranking higher in the SE for your keyword. This is based on how clear you make your Title, Metatags, Headings and Body Text.

*NOTE: To describe the next few important points, you will need a brief glossary lesson. **HTML** [Hypertext Markup Language] is the coding that creates the pages for spiders to index and viewers to see your pages. Inside the **HTML** coding, called the Source Code, are important tags the spider views to determine how to index your page. These are called Meta Tags and include Title, Description and Keywords. There are many more Meta tags, but these three are the most important.*

To learn Basic HTML visit:

<http://www.htmlgoodies.com>

<http://www.goodellgroup.com/tutorial/>



NOTICE

High ranking in the Search Engines is possible if you do your SEO work properly and allow for time to take its course. Overnight, or immediate results the are long-lasting are a thing of the past. Anyone who promises you a top ten ranking is not being honest or is targeting the wrong keywords and phrases for your site.



TIP

Located in the source code are Heading Tags and Alt Tags. To make these modifications to your page, you will need to have a general knowledge of HTML coding. A good tutorial source is [HTMLGoodies.com](http://www.htmlgoodies.com)

Preparation

Preparing your site effectively for these **spiders** is the first step to proper indexing. My job is to show you the main steps to take so that your site will be properly oiled and lubed and running smoothly.

Since the search engines build lists of words and phrases in URLs, then it follows to do well, you must place these words strategically on your webpage - either in content or in the source code [HTML] The most important part is Keyword Selection. In order for your target audience to find your site via the Search Engines your page must contain keyword phrases that match your target audiences' search.

Step 1: Determining Your Best Keywords

Why You Should Keyword Optimize Your Site

Keyword optimization deals with optimizing your site based on **keyword relevance**. For Example, if you have a site that sells Blue Widgets, then the keywords and phrases would be blue widgets, blue widget makers, buy blue widgets, widgets.

A common error is to choose very generic and competitive keywords, such as “widgets” or “top widgets” as one of your top keyword selections. The disappointment is that millions of other sites may be vying for the same keyword. To determine your competition, let's do a quick search in your favorite Search Engine for your top term [I'll use Google].

Do a quick search in Google for the keyword “flowers.”

TAs you can see in [Fig 1A, top pg. 9] the results are a staggering 114 MILLION web pages for the term flowers! This represents the number of pages you have to compete with to achieve a top ranking for the keyword “flowers” - and by the results you can see this keyword is considered a very competitive term. [And we only searched in 1 Search Engine.] Remember, results will vary from Search Engine to Search Engine.



TIP

If you would like a more step-by-step process to doing your own SEO, then download my Companion eBook [“WANTED: Getting to the Top of the Search Engines : Step-by-Setp SEO Workbook”](#) . This eBook is specifically designed for motivating you and taking you slowly through each step - using your website as the model. By the time you reach the end of the book - your site should be optimized!



HINT

Limit the number of keywords and phrases you target per page. Choose the best 3-5 terms. Don't try to use all your terms on one page; SE won't know what to target and it will only water down your Search Engine results.

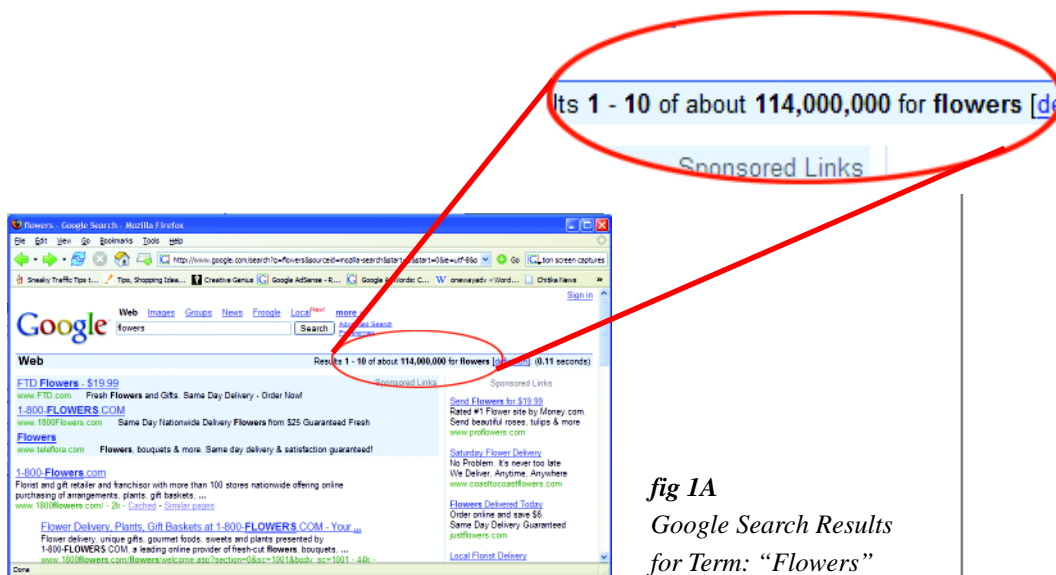


fig 1A
Google Search Results
for Term: "Flowers"

In choosing keywords be conscious that highly competitive terms are the hardest to achieve a high ranking. This is not to say a top ranking cannot be achieved, but be aware it will take time. A LOT of time and even then you may not reach your desired goal.

The correct way to determine keywords is to look at it from a more specific approach. Do another search in Google but make the term more specific: "Amaryllis Flowers."

Note the results are more manageable with only 843,000 results. [Fig 1B - below] . The competition still seems staggering - but this is actually a manageable term. "Red Amaryllis Flowers" would be an even tighter **niche** keyword.

So now you see the benefits when researching your terms to look for keywords and phrases that are more specific.

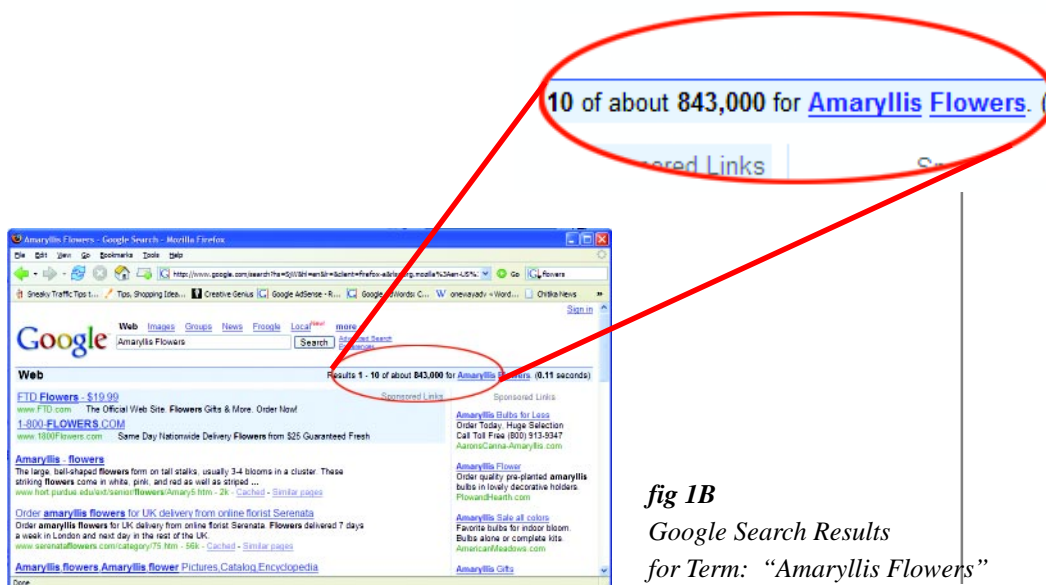


fig 1B
Google Search Results
for Term: "Amaryllis Flowers"

Keyword Selection

Determining the best keywords and phrases is not as difficult as you may think. There are many online sources who provide free optimization tools. Two very good sources are Overture and WordTracker. Each provides the most searched keywords in terms of percentage giving more insight into your competition.

Overture's Keyword Selection Tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

Overture provides results of the most commonly researched keywords and phrases for the previous month.

WordTracker - <http://www.wordtracker.com/>

Amateurs guess. Professionals know.

With Wordtracker you'll know which are the best keywords to drive more traffic to your sites.

Google AdWords Keyword Sandbox -

<https://adwords.google.com/select/KeywordSandbox>

Get ideas for new keywords that can help you improve your ad relevance. If you're running your ads on broad-matched keywords, you may also find additional terms that may trigger your ads.

AdwordAccelerator.com

<http://www.adwordaccelerator.com>

Saves time and money by automating most of your AdWords keyword and market research Displays what is working for your competitors and how to use this knowledge to your benefit.

7 keyword power tools in one easy-to-use package, with a full 30-day money-back guarantee.



TIP

If your products sell differently during each season, it would be beneficial to "save" term lists by month. This way you can refer back to your list of, ie February 2005, and determine what targeted keywords were searched. You can then start developing your strategy ahead of time. Of course trends change, but having previous years stats is a great way to anticipate the market. I use Overture lists and simply copy and paste the results in a Word document.

Lastly - look at your competition's Source Code. If your competitors are ranking well in the Search Engines, then chances are they have the correct mix of Keywords and Tags on their site. I don't recommend you just copy their list, but viewing their code can be a great source of information.

*PC - right click and Choose View Source, or
View >Page Source*

*Mac - Hold mouse button and Choose View Source, or
View > Page Source*

Keyword Implementation

Once you have compiled your list of the best keyword phrases, you will place them within your HTML tags.

Search engines determine a pages' importance by the following factors.

- Title
- Description Meta Tag
- Keyword Meta Tag
- Headings
- Body Content
- Alternative Tags [Alt tags]
- Hyperlinks

Step 2: Meta Tags & Their Uses

Title Tags

This is probably the most important tag you will deal with, and therefore deserves the most respect. It is the tag that ultimately states what your page is about. When the spider comes to your page, they visit your title tag to find information about your page.



RISK

Search Engines are smart. If you are considering using your top keyword hundreds of times on your page to increase your Keyword Density - don't. This is considered spamming and you run the risk of being "Banned" from the Search Engine.

If your title tag is un-enticing, and non descriptive, you will receive few clicks, even if you are ranked near the top.

People click on what they believe will help them the most. Therefore it is necessary to make your titles interesting to both humans and to spiders. The more enticing a title, the more clicks to your site.

The title should describe what is on the page; the most important keywords for that page should be included in the title. Don't try to stuff them all in the title, and don't include any keywords that do not deal directly with the point of the page. Any keywords you put in your title that have nothing to do with the main content of the page will work against you. **Limit your title to 6 to 8 words. Google only displays approx. 62 characters, including spaces,** for searchers to view; so be concise and exact – but also be enticing.

The title should be focused, not general. Place the most important keyword or keywords first where the spiders can “see” them. This is called **Keyword Prominence**.

The **Title Tag** is located in the header of your Source Code and looks like this:

```
<title> Keywords - Your Company Name </title>
```

For example: You own a business called Western Widgets. Your first inclination is to place your business name out there boldly, so you make your title:

```
<title> Western Widgets – Welcome. </title>
```

This is a common mistake for Search Engine Marketing [SEM]. In the “real world” people search their local area by brand name and prominence. Looking to yellow pages, and asking friends where to buy the best Widgets. “Western Widgets, of course” is the common answer – so off they go.

But on the internet, most of us are not branded, or even known. You need to appeal to how your product and service will be searched for. So consider this.

```
<title> Blue Widgets from Western Widgets.</title>
```



TIP

Limit Title Tags to 6-8 words; Search Engines display in their results approx. 62 characters - this includes the spaces. Titles should contain your most important Keywords and entice surfers to click on your link in the SE results.

Note the keywords “Blue Widgets” is listed first and prominently in the title, followed by the business name. The “Welcome” is deleted – as it is an unnecessary term that no one will be searching for to find your product.

If you do your titles correctly, the spider will have a good basic idea of what your page is about.

Description Meta Tag

The next part the spider will look at is your Description Tag. This is also located in the header of your source code and looks like this:

```
<meta content= “Your description of your site, written  
keyword rich” name=description>
```

The Description should be 1 or 2 sentences pertaining to the content of your page – **no more than 250 characters**. Make the Description rich with various keywords that would be used to search for your particular page, service or product. Be careful not use too many terms and don’t turn your Description into a Keyword Tag. This is the Description Tag, and should entice searchers to click, and spiders to index.

Although spiders can now provide searchers with snippets from the actual content of the page, including the keywords they searched for, a well written Description helps the spider focus on the importance of the page and helps with ranking.

Keyword Meta Tag

Most Search Engines, if not all, skip over the keyword tag completely. In the past, spammers abused this tag by “stuffing” it full of keywords trying to trick the spider into a higher index. Therefore, its value has been diminished.

So why use it? I use it to help organize the terms I am targeting for the page. Here’s the best way to do it.

Take your well written, keyword-rich Description tag. Now, remove every word that would not be used in a search, leaving only the important keywords. Be careful not to repeat any words.



TIP

The Description should be 1 or 2 sentences pertaining to the content of your page – no more than 250 characters. Make the Description rich with various keywords that would be used to search for your particular page, service or product.



NOTICE

Although the Keyword Meta Tag is, for the most part, ignored by Search Engines, it is still wise to use it. It helps organize your keywords for the page, plus, you never know when it will be reintroduced into a SE’s algorithm.

Example:

Description: “Colorado Landscaping Company provides top quality residential landscaping and driveway construction for Brandon County. Unilock Certified and winner of the 2005 Colorado Landscaper Award.”

Search Engines do not look at **Stop Words**, such as: is, the, to. Descriptions such as: top, best, number one can also be eliminated. [although “Hot” Christmas Toys is a popular term during the holiday season].

Once you go through and eliminate the unnecessary words your Keyword Tag should look something like this:

“Colorado Landscaping Company quality residential driveway construction Brandon County Unilock Certified Landscaper CO Co”

Note I put in “CO” and “Co” for additional searches for “Colorado”. Keep this in mind if you are targeting a more localized area. When making the Keyword Tag, remember to put the most important terms first, and trim down the tag to **250 characters or less**.

To write your tag:

```
<meta content= “Colorado Landscaping Company quality residential driveway construction Brandon County Unilock Certified Landscaper CO Co” name=keywords>
```

By utilizing the Keyword Meta Tag without commas, you enlarge your keyword combinations. If you had chosen to use commas, only the keywords and phrases would be used. Such as: “Colorado Landscaping Company, driveway construction...” By removing the commas and only using spaces you enlarge your targeting to: “Colorado Landscaping; Colorado Construction; driveway landscaping” and any other combinations of the terms listed.



TIP

When creating your Keyword Tag, consider alternatives for words. For Example, consider “CO” and “Co” for additional searches for “Colorado”. Keep this in mind if you are targeting a more localized area. When making the Keyword Tag, remember to put the most important terms first, and trim down the tag to 250 characters or less.



NOTICE

When writing you code - do not sut a paste from this booklet. Each line should be unbroken. If you have any questions, please feel free to contact me.

Alt Tags

Alt Tags , or Alternative Tags, are the descriptions that are added to graphics or photos so the blind and people scanning with graphics turned off can know what the graphic and page represents. Spiders know to look for these tags and include them in the indexing process.

The Source Code for the ALT Tag looks like this:

```

```

Your Alt tag is associated with a graphic or image map. In Internet Explorer [IE] Alt tags are when you mouseover an image on the page and small snippet of copy is displayed.

Step 3: Content

We now move to the content of the page - what your visitors see when they arrive at your site. Not only does the content need to be informative to the visiting masses, but it needs to be “**Key-word Rich**” for the Spiders.

Headings and Subheads

Contained in the content of each page are **Heading Tags** described by the **H1, H2, H3 tags** in your HTML. These are not unlike “headlines” in a newspaper. Headlines contain important hints to the content on the page. The spider will start with these Heading Titles, usually found between H1 or H2 tags, and will work its way down the page.

Subheads also aid the reader and spiders to categorize your page. Each Subheading, normally the **H3 tag**, should contain an important keyword for that section of the document. Subheads make it easy for the reader to scan the document, as well as for the spider to index the page properly.



RISK

***CAUTION:** Don't stuff Alt tags with irrelevant keywords and information. Keep them short and to the point – describing the photo and graphic. Be courteous to ALL your visitors and to visiting spiders.*

Body Text

The body text is the real test of being properly indexed. Spiders are used to the tricks used in Titles, Meta Tags, and Headings and respond accordingly – unfavorably. By the time the spider reaches your content – it has made a checklist of keywords and their synonyms that were discovered in your Title, Meta Tags and Headline. The spider is expecting in your first paragraph to find these most important ideas. After all, that’s how good content is normally written.

A good webpage’s first couple of paragraphs will echo the keywords found in the Titles, Meta Tags, and Headings. If they are all congruent, it reveals the true focus of the page and the page will be ranked higher for these specifically targeted keywords.

Making pages too general, ignoring the importance of keywords in the Titles, Meta Tags, Headings and Body Content will only confuse the spider and it will be classified as an “unimportant” page. The page will probably still show up in the search results, but no where near the top. It is **IMPORTANT** the spider understand a clear focus of the page.

Hyperlinks

Spiders also look at hyperlinks. If your links say “advantages to using Blue Widgets” and the URL link points to “blue-widgets.html”, then the spider knows the focus and will include it in her indexing report.

An Example of Keywords in Hyperlinks:

“A good webpage’s first couple of paragraphs will echo the keywords found in the Titles, Meta Tags, and Headings. If they are all congruent, it reveals the true focus of the page and the page will be ranked higher for these specifically [targeted keywords](#).”

“[targeted keywords](#)” would link to a page called:
<http://www.yourdomain.com/targetedkeywords.htm>



RISK

CAUTION: Again, don’t get overzealous and make hundreds of hyperlinks on your page, targeting your keywords. Stick to the focus of the page.

Step 4: Robots & .htaccess Files

Robots Meta Tag

One meta tag that is worth mentioning is the robots tag. This lets you specify that a particular page should NOT be indexed by search engines. To keep spiders out, simply add this text between your head tags on each page you don't want indexed. The format is shown below:

```
<HEAD>
<TITLE> Page I don't want In Search Engines </TITLE>
<META NAME="ROBOTS" CONTENT="NO INDEX">
</HEAD>
```

You do NOT need to use variation of the meta robots tag to help your pages get indexed. They are unnecessary. By default, a spider will try to index all your web pages and will try to follow links from one page to another.

Robots.txt File

Most major search engines support the meta robots tag. However, the robots.txt convention of blocking indexing is more efficient, as you don't need to add tags to each and every page. If you do use the **robots.txt file** to block indexing, then you do not need to also use the meta robots meta tag.

Here's a site where you can easily generate a robots.txt file:

http://www.webtoolcentral.com/webmaster/tools/robots_txt_file_generator/



I prefer the robots.txt tag as it is more versatile in stopping spiders from indexing certain pages. You only have the one file, to upload for the entire site.

.htaccess File

You may think you have a fair idea of what can be done with an .htaccess file. You are more than likely mistaken about that, however. Regardless, even if you have never heard of .htaccess and what it can do for you, the intention of this tutorial is to get you two moving along nicely together.

.htaccess files allow you, for example, to implement custom error pages or password protect directories. But there is much more available to you through this marvelously simple .htaccess file.

A Few General Ideas on .htaccess Files

An **.htaccess** file is a simple **ASCII** file such as you would create through a text editor like **NotePad** or **SimpleText**.

The naming of the .htaccess file is “.htaccess”; it is a file extension. It is not “file.htaccess” or “something.htaccess” - it is simply and only named “**.htaccess**”

The most common uses for .htaccess is as an error handler. If someone mistypes a page to your site, or you have simply deleted a page, then the .htaccess file will redirect the traffic for you.

```
ErrorDocument 400 /errors/badrequest.html
```

```
ErrorDocument 401 /errors/authreqd.html
```

```
ErrorDocument 403 /errors/forbid.html
```

```
ErrorDocument 404 /errors/notfound.html
```

```
ErrorDocument 500 /errors/serverr.html
```

This enables the surfer to bypass seeing the Standard Error Page and be seamlessly redirected to a page on your site so their visit is uninterrupted.

A comprehensive guide to .htaccess

<http://www.javascriptkit.com/howto/htaccess.shtml>

How to Market Your Website

Step 5: Strategies to Implement

Two main factors determine a webpage ranking for a keyword:

1. Keywords on the page, including content and HTML code
2. Keyword Density: Quality, Quantity and Context of links to your domain.

The following strategies will help boost ranking and link popularity.

- Bookmark Me: Using Favicon.ico
- Submit to Search Engines & Directories
- CPC or PPC Advertising
- Reciprocal Linking
- Articles
- Press Releases
- Award Logo
- Affiliate Program
- Free Services
- Quality Content
- Tagging

Favicon.ico for Bookmarking

Favicon [Favorite Icons] icons are great for easy bookmarking. They are the little graphics located just to the left of a URL.

When someone adds your site to their favorites, not only is the Title Tag used for the description, but also the small graphic icon you have created.

For easy Favicon Making go to <http://www.html-kit.com/favicon>. Or check out our **onlineWEBTOOLS** site at www.ow10.com. We are adding new products every month.



TIP

In Firefox, searchers can drag and drop the Favicon icon to their bookmark toolbar.

Submit to Search Engines & Directories

Below I have listed just a few Search Engines and Directories. When submitting, use only your base URL - <http://www.yourdomain.com>. It is not necessary to submit all your pages, as the Spiders will find and index your pages through your navigation and hypertext links.

Search Engines

Google [<http://www.google.com/addurl.html>] Google's Search Engine service provides comprehensive coverage of the web. Google powers Go, AOL, Netscape & Many other sites. Submission is Free.

Ask Jeeves [<http://www.askjeeves.com>] Ask Jeeves instead depends on crawler-based technology to provide results to its users. These results come from the **Teoma** search engine that it owns.

Teoma [<http://www.teoma.com/>] is the only major crawler without a free site submit option. Teoma Powers Teoma + Ask Jeeves websites.

MSN Search [<http://search.msn.com>]

Gigablast - [<http://www.gigablast.com/addurl>] Gigablast is instant indexing

****I Need Hits** [<http://www.ineedhits.com/free-tools/submit-free.aspx>] submit to 20 Search Engines at once. I started with this program and it works pretty well.

For more listings - simply do a search for "Search Engines" in your favorite search engine.

Directory Listings

Make sure your site is listed in important directories. Some charge a fee, but most are free. NOTE: take your time when creating your title and description. Once your listing is accepted,



DIRECTORIES



it is difficult to change. This is one area of submission where you want your information keyword rich and enticing - so take your time!

Yahoo! Web Services - free submission [<http://submit.search.yahoo.com/free/request>]. Yahoo! owns AltaVista, Inktomi, and AllTheWeb. Between Yahoo! and its sister products it powers: Yahoo!, MSN, Lycos, AllTheWeb, AltaVista, About Network, and many other sites.

Yahoo! Directory [<http://www.yahoo.com>] is important and Yahoo ExpressSubmit costs \$299 annually. This directory uses human editors and has many incoming links. A listing with Yahoo! Directory is important if you can afford it.

Open Directory Project [<http://www.dmoz.com>] is the largest human edited directory on the Internet. DMOZ is short of volunteer editors, so you have to be patient and submit again if necessary. But it is free and a link here is important to your site.

DMOZ has a page rank of 9/10 and feeds this information to AltaVista, AlltheWeb, Google, HotBot, Lycos, Teoma, Yahoo! And many others.

Froogle.com [<http://www.froogle.com>] is Google's product search tool. Currently you can link your product pages free and update them with a data upload every month. This helps your products to be displayed in appropriate spots in Google searches as well as Froogle.

About.com [<http://www.about.com>] provides links to some good resources.

Business.com provides annotated links to business sites.

Trade Association Directories. You may be entitled to a free listing – but if you need to pay, it may be worth it since your trade association is a hub or authority in Google's linking map.



NOTICE

If a directory does not have a high PageRank, it may not be viral enough to be listed there. Beware of "upgrading" your free listing to a larger or more prominent listing. It may increase traffic, but won't help your PageRank. Free is very good.

Cost Per Click (CPC) tools and resources

This resource center is designed for the CPC advertiser who holds a basic knowledge of how the CPC search engines work and how to advertise effectively with them. If you are new to CPC marketing or are looking for a definitive guide to walk you through the process and get your accounts set up, we highly recommend the Definitive guide to Google Adwords. Perry Marshall has written a very helpful e-course called "5 days to success with Google AdWords" and there's no charge for it. You can find out about it here.

What is CPC or cost per Click advertising?

CPC advertising, or also called **PPC** [Pay Per Click] is the process of buying keywords or phrases related to your product on the search engines. When customers do a search using your keywords, your advertisement comes up as a relevant resource. When customers click on your link, they arrive at your site and you get charged the price of a click. You pay for the visitor (per click) and not simply when your advertisement is displayed.

What are the risks of CPC Advertising?

There are definitely risks in CPC advertising. Your keywords may not be 100% relevant to your product and you may get many customers clicking but not buying. As you pay for the click, you may spend a large portion of money without generating any sales. The key is to test different keywords and make sure they are converting to sales. If yes, great, otherwise try changing keywords to find what works best.

What Tools should I use for my Campaign?

Keyword Generating Tools:

1. AdwordAccelerator - Real-time keyword Tool- 7 tool functions.

<http://www.adwordaccelerator.com>

2. Overture- Search Term Suggestion Tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

3. Word Tracker (PAY Service)

<http://www.wordtracker.com/>

4. Google Adwords Selection Tool
<https://adwords.google.com/select/main?cmd=KeywordSandbox>

5. AdWord Analyzer
<http://www.adwordanalyzer.com/>

Bid Tools:

1. GoClick Bid Tool
<http://www.goclick.com>

2. Overture - Bid Tool
<http://www.overture.com>

Search Engines: (To buy clicks)

1. Kanoodle Search Engine
<http://www.kanoodle.com/>

2. Google Adwords
<https://adwords.google.com/select/campaignsummary>

3. Yahoo! Search Marketing [Overture]
https://secure.overture.com/s/dtc/center/?market=us&lang=en_US

Reciprocal Linking

Reciprocal linking is finding complementary sites, linking to them and asking for a link in return. Even though sites willing to cooperate in reciprocal linking may have modest traffic, cross linking between complementary noncompetitive sites provides contextual links that can help rank your site higher for target fields that are important.

Tips:

1. Create out-of-the-way link pages to link to other sites, but make sure a link to this page is on your main page. Don't let the page float out there alone – you **MUST** have a link from your front page to this out-of-the-way page.



I hesitated to add this section, as I feel it has been so abused. However, if done properly, you will find some excellent results. Just keep in mind that you are running a business and your visitors [customers] come first by providing the best content and information you can.

2. If you can't recommend a site to your visitors, then don't put a link to them on your site. Period. You want quality links – not trash.

3. Group links together by target or category.

To identify appropriate sites there are a couple of tools. I hesitate to recommend them, as they have been used so much for spamming. **Please read my cautions and recommendations before using these programs.**

These programs crawl the Internet looking for sites that contain the keywords you specify.

1. Arelis Reciprocal Links Solution
2. Zeus Reciprocal Link Generator

Do not, for any reason, use these tools utilizing the automated email process to contact prospective links. This tool has been so abused, I personally have these emails flagged as trash and they are deleted immediately. Plus, you want quality links – so take the time visiting each site and contacting them for a link.

When you contact a site for a link, state the value of your proposition clearly – how linking to each other will benefit both your sites. Take the time to visit their site and mention the similarities and what keywords are likely to be effected by the cross linking. Appealing to the self-interest of the webmaster can get good results.

Specify the exact text you want in the hyperlink to your site. [use the formula for creating the title tag]. Make it keyword rich and the link to a page that includes the keyword.

The bottom line – Webmasters want to know “What’s in it for me?” It is up to you to show your site has value that would benefit their customers.

Be persistent in your linking requests – but not obnoxious. Call them directly, or email them again. Reciprocal linking is slow, hard work, but the payoff is a large number of incoming links that increases your PageRank.



TIP

If you request a link, and the webmaster does not respond or link back to you – DO NOT THREATEN. The purpose of links first is to provide content for your site visitors and then boost your PageRank. If you like a site, then link to it – but do not send “Second” and “Final” notices – and NEVER threaten to pull their link if they do not link back.



RISK

WARNING! AVOID LINK FARMS! *Some design firms and SEO companies will “cross-link” all their websites. Be careful of this. Google looks for meaningful relationships between sites. When it sees a group of random links – red lights blaze and blasts “link farm!” Google discounts links from link farms.*

Give Away an Article / Newsletters

One of the best ways to get links to your website is to give away quality content that can be used for newsletters or website content. You simply request they give you credit including the copyright information and a link back to your site / page.

To do this well, you will need writing skills and the ability to provide the kind of content people in your field are looking for. You can email your content to a list of closely related sites; list your articles in several free content databases used by webmasters and e-zine editors.

Use an RSS Feed

RSS [Really Simple Syndication] is a format for syndicating news and the content of news-like sites, including major news sites like Wired, news-oriented community sites like Slashdot, and personal weblogs. But it's not just for news. Almost anything can be broken down into discrete items and be syndicated via RSS: the "recent changes" page of a wiki, a changelog of CVS checkins, even the revision history of a book. Once information about each item is in RSS format, an RSS-aware program can check the feed for changes and react to the changes in an appropriate way.

Wikipedia defines RSS as:

RSS is a family of XML file formats for Web syndication used by (among other things) news websites and weblogs. The abbreviation is used to refer to the following standards:

- * Rich Site Summary (RSS 0.91)
- * RDF Site Summary (RSS 0.9 and 1.0)
- * Really Simple Syndication (RSS 2.0.0)

The technology of RSS allows Internet users to subscribe to websites that have provided RSS feeds; these are typically sites that change or add content regularly. To use this technology, site owners create or obtain specialized software (such as a content

management system) which, in the machine-readable XML format, presents new articles in a list, giving a line or two of each article and a link to the full article or post. Unlike subscriptions to many printed newspapers and magazines, most RSS subscriptions are free.

The RSS formats provide web content or summaries of web content together with links to the full versions of the content, and other meta-data. This information is delivered as an XML file called an RSS feed, webfeed, RSS stream, or RSS channel. In addition to facilitating syndication, RSS allows a website's frequent readers to track updates on the site using an aggregator.

RSS Feedreaders

Feedreader is a lightweight open-source aggregator that supports RSS and ATOM formats. It works under Windows 95 and later versions.

There are many RSS Feedreaders. Do a search for RSS Feedreader or RSS Aggregator in your favorite Search Engine.

Send out a Press Release

Press releases work much like free articles you give away. Reprinted and hosted on many sites they become the basis for articles written by journalists searching for ideas. The advantage of press release sites is they tend to have higher PageRanks over free articles sites.

1. XpressPress.com
<http://www.XpressPress.com>

2. PRWeb.com
<http://www.prwebdirect.com/>

3. BusinessWire
<http://www.businesswire.com/>

4. PR Newswire
<http://www.prnewswire.com/>



TIP

Add graphics and affiliate links to your RSS feeds. This tactic not only brings in extra income, and adds visual enticements, but also is cheaper than newsletter services.

Offer an Award Logo

By offering an “award” to similarly themed sites you appeal to their Pride. Many sites will accept the award and put the logo / award on the front page of their site. Larger sites are immune to this tactic.

It is best to supply the HTML they can simply paste into their URL. Be sure to include a descriptive, keyword rich ALT tag for the image of the logo and the link back to your site.

Set up an Affiliate Program

A definite way to get people to link to your site is to PAY them to do so. An Affiliate program is where a merchant pays an affiliate a percentage of the sale – but only when a sale takes place.

Affiliate programs generate traffic, but from a linking strategy they only help if the link points to YOUR domain. Affiliate program services, such as BeFree, Commission Junction, or Linkshare, utilize a link that points to their site - which does little good for your link popularity.

However, many shopping carts come with rudimentary affiliate programs that provide enough power for a modest business to start their own affiliate program. Best example is Ecommerce Templates [<http://www.ecommercetemplates.com/products.asp?PARTNER=onewayadv>]. They have an excellent cart, and fantastic forum and technical support service.

Develop a Free Service

A great way to generate link to your site is to provide a free service that is fairly unique. An online bible, mortgage calculator, Icon Maker, database, etc will generate traffic and people will link to your site because your product is helpful for their site visitors.

Don't underestimate the amount of work involved to develop a unique resource. Make it an excellent resource, maintaining a high level. A professional product will bring links and traffic, and repeat visitors because of your high quality services.

Provide a lot of quality content

There is absolutely no substitute for good content. The larger the site the more importance Google gives. In addition to increasing PageRank, each article has it's own unique title and keyword which ultimately increases traffic. The more helpful the content, the more visitors you will receive = more traffic. A good way to generate content is to archive your newsletters in an archive on your site.

Tagging

Tagging is actually a very simple concept. It is often referred to as “social bookmarking” – a way for people to bookmark content and share the content with others. A Tag is simply a label defined by the person who wants to bookmark it.

Tag clouds is a way of showing how popular certain tags are. The more people that tag content the bigger that word becomes on the “cloud”. Tag Clouds are a good way to determine what content people are interested in.

A couple good examples of tag clouds are:

- Del.icio.us - <http://del.icio.us>
- Technorati - <http://www.technorati.com>

From the users' perspective, clouds allow them to categorize and find content easily. From the marketers perspective tagging provides a powerful way to spread viral content among target groups, gain links, traffic and rankings.

In terms of search marketing, the viral effects from breaking into popular tagging sites can last a long time – with ranking effects even longer. Tags are very powerful and marketers need to learn how to tap into that power.

There are dozens of bookmarking and tagging sites on the web. The big three are:

- Digg.com - <http://www.digg.com>
- Technorati - <http://www.technorati.com>
- Del.icio.us - <http://del.icio.us>

Del.icio.us is by far the most powerful tool available for tag marketing, and it is easy to use.

Here's a step-by-step lesson on how to tag in Del.icio.us

1. Create an account
2. Follow all the instructions. Check your email and follow the link.
3. Login to your account
 - a. You arrive at the About page
4. Now you can post a link – follow the forms easy instructions

When you have filled in the form you gave your bookmark space separated tags. These tags tell where your bookmark will be listed. You'll find each del.icio.us tag contains it's own RSS feed, so you can subscribe to bookmarks under any tag [category].

If you choose to subscribe, I recommend del.icio.us/popular, to get an idea on what content works best.



How to Hire a Search Engine Specialist

There's a lot you can do yourself to make your web pages search engine friendly. But what if you are still not ranked on the top?

Why Outsource SEO?

When you've done everything you can to optimize your site and gain quality incoming links, and you still are not ranked where you want, then it is time to bring in the professionals – Search Engine Optimization experts that employ the latest techniques of the trade without any spammy tricks or gimmicks - only specialized knowledge about how the search engines operate.

The average merchant, marketer or consultant should master “Enduring Knowledge” - knowledge that stands the test of time: basic, enduring wisdom of making pages search engine friendly. “Perishable Knowledge” is simply taking advantage of anomalies of search engines; it is knowledge that works for the short-term and have no lasting value.

A top ranking is difficult to achieve. The number of sites trying to achieve this has doubled in the last 2-3 years. As a result, more companies are turning to SEO firms, thus making it even harder to achieve a Top 10 ranking.

What SEO Vendors do

There is a huge difference in what SEO vendors will do for you, and it isn't always apparent in their description of services.

Typical services should include:

- Initial Ranking Report
- Keyword Research and Analysis to determine best keywords
- Optimization of webpages
- Analysis and Correction of Navigation system
- Site Map

- robots.txt file
- Submission to Search Engines
- Submission to Directories
- Monthly ranking reports
- Obtain minimum number of quality incoming links

Most of these services were just outlined in this ebook. If you are looking for more targeted traffic, then you need Search Engine Marketing [SEM].

I outlined some basic marketing in the previous chapter of this eBook. A Professional SEM company will have much more detailed techniques. Similar to an Advertising Agency a SEM Company is knowledgeable in the latest marketing trends and techniques.

How to Spot Website Promotion Scams

There is a great variety of SEO vendors - some ethical and some not. Ethical vendors will not implement anything that could jeopardize your site being indexed in the search engines. Others, use all sorts of methods which, when discovered by a search engine, could get your site banned.

As a precaution, ask your SEO vendor what kinds of methods they utilize to achieve top ranking. Be skeptical of companies that build “entry pages” or “doorway pages”. Doorway pages as well as links to link farms can get you banned.

Here’s some helpful reading:

<http://www.google.com/webmasters/seo.html>

The best way to protect yourself is to know a little about what you are needing and asking. Some SEO companies try to *technical talk* you into thinking they *know* more than they really do.

12 Questions to Ask Prospective Vendors

To learn about the services and integrity of a company, you need to ask hard questions.

1. What methods do you employ to achieve top rankings?

Listen for the terms doorway pages, cloaking, bait-and-switch redirect pages, and link farms - any of which will land your site in trouble if used.

2. How can you help me get links to my site? You do not want incoming links from unrelated businesses. *Beware of fancy explanations of what are really link farms or cross-linking.*

3. Do you subscribe to any Code of Ethics? If so which? What do you think of Bruce Clay's Code of Ethics? [http://www.bruceclay.com/web_ethics.htm]. What elements do you agree with?

4. How many hours do you spend on a typical webpage? Over what period of time will you be working on my account? *Be aware that results may take 3 to 6 months to show up.*

5. What kind of guarantee do you offer? *Be suspicious of guarantees of performance. NO ONE can guarantee you a top ranking for good keywords. But do ask, will you refund my money if my site is penalized because of your SEO work on my site?*

6. How does your pricing work? *It should be straightforward and reasonable.*

7. What keywords and keyphrases have you optimized that you are proud of? *Look up some of these and see what methods have been used to achieve these rankings. How competitive are the keywords?*

8. Are you associated with any trusted industry organization? *Do they belong to the BBBOnline or nationally known SEO professional organization?*

9. Do you speak at SEO Conferences? *This shouldn't be a requirement - everyone isn't a good speaker, but if they are, then that means their peers trust them.*

10. How is your site ranked for SEO keywords? *The best test of an SEO is how well they market their own site. This is important when you want to target competitive keywords.*

11. Can you give me the names and phone numbers of several clients you have worked with? *Be sure to check these references. Ask how easy the company was to work with; if they felt they got their moneys' worth. Ask about the company's work ethics and follow-through on promises. Ask if they would recommend the SEO company without reservations and unconditionally.*

12. Finally, as for the SEO vendor to send you a detailed proposal in writing. *This proposal should spell out exactly what they propose to do, the time period, payments and a legal recourse for you if they don't do what they promise.*



The Laws of Design

A quick overview of designing techniques that help in indexing your site.

Site Navigation

For logical reasons, spiders index your site by following the links on your pages. It is only natural that the move should be as easy and painless as possible. However, there are some snags that throw spiders into a tailspin, and you should avoid them when possible.

Frames

Frames are the old school of design. There is no reason for you to have your site designed in frames – whatsoever. Frames confuse spiders and unless your programmer is very careful to use the NOFRAMES tags properly, the spider will only get lost while trying to navigate your site.

It is best to develop each page utilizing a Template design for those “inside” pages; webpages that have a similar layout, but different body content.

Dynamic-generate pages

It wasn't so long ago that spiders absolutely hated dynamic content. But as it is, technology and the Internet advances. Still a main problem with dynamically generated pages is that a spider can become overwhelmed. For example, if the spider finds a long URL with a question mark in the middle, followed by a long string of letters and numbers, it may stall. Understand, spiders DO index dynamically generated pages, but more slowly. Spiders cannot distinguish a session ID, product or article number after the question mark nor can they determine if the site has 15 pages or 15,000.

For merchants, you don't want to make it difficult for the spider to find your products – after all that's what you are selling, right?

If you have dynamic pages that are not being indexed, here are a few tips:

- Ask your programmer to employ URL rewriting or Mod Rewrite to simplify the URL for the search engine spider.
- Use a site map that lists HTML links to each of your product pages. This is a great way for your visitors to easily find what they want if you do not include a site search. Google now allows for sitemaps to be submitted in an XML format. There are many free sources that will generate your XML page for free. See our Recommended Resources page at the end of the book.
- Paid inclusion. Google is not a pay for inclusion search engine, But Yahoo! for one is and it may well be worth the cost. [See recommended resources]

Flash and Javascript Menus

I love Javascript menus – however some spiders cannot follow the navigation system constructed solely in Flash or Javascript. Fortunately, there is an easy fix. I apply to the bottom of each webpage important links to that webpages’ sections.

For example: On main page I list the main sections at the bottom of the page. Then on the page, “Services”, I list the links to the services. In this way you have a nifty menu for your visitors and a way for the spider to navigate your site, too.



Conclusion

Beware of Angering SE Spiders!

There are a few absolute Don'ts when optimizing your pages.

1. **Don't Keyword stuff your pages.** This is repeating keywords in meta tags
2. **Don't duplicate the same content** on a number of webpages. These are labeled "doorway pages" and are banned.
3. **Don't hide text on the page** by placing white text on a white background.
4. **Don't cloak high ranking page** by showing search engine spiders one page and the general public another.
5. **Don't EVER steal copy**, graphics or photos from another site. Copyright laws apply to the Internet as well. Just because it's on the Internet doesn't make it free for the taking. You could find yourself in legal hot water!

In my Recommended Resources, I provide some great sources of free content, plus some low-cost areas for professional style photos and graphics. If in doubt, always write the website and ask for permission – and get that permission in writing – print it out and keep it!

***PERSONAL HISTORY:** A Long time ago, I gained permission to use a graphic from a site only to find out they had stolen it from another site. I was contacted by the real owner and strongly told to remove the graphic or I would be sued. Needless to say, I now only use reputable companies for my graphics or I create them myself. There are many unscrupulous people on the Internet taking graphics and photos whenever they wish. Many do not know what they are doing is illegal. For your own sake, and conscious, build your site honestly. If you plan to be a webmaster, protect yourself from liable -put a clause in your contract protecting you from illegal use of graphics provided by a client.*

SEO Glossary of Terms

A

Absolute Link

An absolute link is a hyperlink that includes the complete URL, which is the domain name, folder or subdirectory name and file name. For example: <http://www.pro-seo.com/tutorials/optimizationbasics.html>

Accessibility

Web accessibility means access to the Web by everyone, regardless of disability whether it be physical, visual, hearing, and cognitive or neurological disabilities. An accessible Web site allows all users to access it, regardless of their browser, resolution, settings, or eyesight. Not only does accessible mean allowing the Web to be used by people with disabilities, but also allowing Web pages to be understood by people using browsers other than the usual ones - including voice browsers that read Web pages aloud to people with sight impairments, Braille browsers that translate text into Braille, hand-held browsers with very little monitor space, teletext displays, and other unusual output devices.

Algorithm

An Algorithm is a mathematical formula used by search engines to determine how Web pages are going to be ranked in their search results. It's a search engines ranking process indicating what they like to see on a Web page. Search engines algorithms change quite frequently and algorithms differ from engine to engine.

Anchor Text

Anchor text is the text in between the HTML anchor `<a>` and `` tags. This type of link is also referred to as a text link.

C

Cascading Style Sheets (CSS)

Cascading Style Sheets (CSS) is a simple mechanism for adding style (e.g. fonts, colors and spacing) to Web pages. CSS is a standard

layout language for the Web, one that controls colors, typography, and the size and placement of elements and images. CSS is intended by its creators, World Wide Web Consortium (W3C) to replace HTML table based layouts, frames, and other presentational hacks. CSS, together with other web standards such as XHTML, helps us separate style from content, making the Web more accessible, and opening it up to more powerful applications and technologies to come.

Cloaking

Also known as stealth, a technique used by some Web sites to deliver one page to a search engine for indexing while serving an entirely different page to everyone else. There are opposing views as to whether or not cloaking is ethical. Opponents see it as a bait-and-switch, where a Web server is scripted to look out for search engines that are spidering in order to create an index of search results. The search engine thinks it is selecting a prime match to its request based on the meta tags that the site administrator has input. However, the search result is misleading because the meta tags do not correspond to what actually exists on the page. Some search engines, such as Lycos, Hotbot and Excite, even ban cloaked Web sites. Proponents of cloaking assert that cloaking is necessary in order to protect the meta data, as only the spider is supplied with the meta tags.

Content

Generally refers to the visible text on your Web page, links leaving your Web page, the text in relation to those links, etc.

D

Directories

Directories are indexes of Web sites, organized by subject. They are usually compiled manually and rely on submissions from Web site owners to build their indexes. They don't utilize spiders to index Web sites. They often involve an editorial review by a human editor who will visit your Web site after you submit to the directory. The editor is the one who decides whether your Web site gets in their index. Usually you only submit your main URL to the directory since directories look at your Web site as a whole, rather than individual Web pages. With directories, you don't have to worry about meta tags or search engine optimization techniques. Instead, you submit your Web site thru an online submission form which usually asks you to write the title of your Web site, normally your Web site name and a description of your Web site which describes the type of business, services pro-

vided or products offered, etc. after which an editor will visit your Web site. Yahoo and Open Directory are human based search directories.

Description Meta Tag

The description meta tag is used as the summary of your Web site when listed in the search results. Some search engines will generate their own based on some arbitrary text gleaned from your Web page.

Domain Name

The address or URL of a particular Web site, it is the text name corresponding to the numeric IP address of a computer on the Internet. For example, www.pro-seo.com is a domain name which translates into a corresponding IP address 66.165.44.19

Doorway Page

A Web page that serves only as an entry point through which users click to go to the actual homepage of a Web site. The content of a doorway page is focused on one keyword or keyword phrase. A doorway page is typically a page created by a SEO or webmaster for the exclusive purpose of ranking well in the search engines. They usually consists of a lot of text that is stuffed with the keyword or phrases they are intended to promote and are not linked in to the regular navigational structure of the site. The basic idea is that they will rank well in the SERPs (search engine results pages) and a visitor will enter the site through that page, thus the reason why they are called doorways.

H

Heading

Many search engines give extra weight and importance to the text found inside HTML heading tags; h1, h2, h3, h4, h5, h6. It is generally considered good advice to use headings when designing Web pages and to place keywords inside heading tags.

HTML

Hypertext Markup Language - the main language used to write Web pages

I

Inbound Link

An inbound link is an HTML link to a particular Web page from elsewhere, bringing traffic to that Web page. Inbound links are counted to produce a measure of the Web page or Web site popularity. Searches for the inbound links to a Web site can be made on most search engines like Google, AltaVista and AllTheWeb doing a search using this form of query: url.all:http://www.nameofwebsite.com/

Index

Index is a directory. Index also refers to the database of Web pages maintained by a search engine or directory.

Internet

The Internet is actually a network of networks. It is a system of linked computer networks, international in scope, that facilitates data transfer and communication services, such as Telnet or remote login, FTP (file transfer protocol), email, newsgroups, and the World Wide Web.

IP address

A numeric address that is given to servers and users connected to the Internet. For servers, it is translated into a domain name.

K

Keyword

A keyword is a search word that people use when they are looking for a service or product on the Internet. It is thru keywords that people find your Web site.

Keyword Density

Generally the number of times a keyword appears on Web page in relation to the other words on your Web page. If the keyword density is too high some search engines will penalize you for spamming.

Keyword Meta Tag

The keyword meta tag allows the author to emphasize the importance of certain words and phrases used within a Web page. Some search engines will pay attention to this information, others will ignore it.

Keyword Phrase

A keyword phrase is a phrase which forms part of a search engine query. Keyword phrases are usually a combination of two, three, four, etc. keywords.

Keyword Relevancy

Keywords used in your Meta tags must be relevant to the content or theme of your Web page, or overall theme of your Web site.

Keyword Spamdexing, spamming, stuffing

Repetition of a keyword over and over again in text or meta tags. Most search engines frown on this and will penalize your Web page, drop in from their index or ban your domain.

L

Link

A word, phrase, or image highlighted in a HTML document to act as a navigation aid to related information. Links may be indicated with an underline, a color contrast, or a border.

Link Popularity

Link popularity is one way the search engines gauge the popularity of a Web site. It is measured by how many other Web sites have links pointing at it. Generally the more links the better.

M

Meta Tags

Meta tags are non displayed text written in HTML intended to describe your Web page for the purpose of cataloging the content of your Web page.

Mirror Site

A Web site that is a replica of an already existing site, used to reduce network traffic (hits on a server) or improve the availability of the original site. Mirror sites are useful when the original site generates too much traffic for a single server to support. Mirror sites also increase the speed with which files or Web sites can be accessed: users can download files more quickly from a server that is geographically closer to them. For example, if a busy New York-based Web site sets up a mirror site in England, users in Europe can access the mirror site faster than the original site in New York. Sites such as Netscape that offer copies or updates of popular software often set up mirror sites to handle the large demand that a single site may not be able to handle.

O

Optimization

Optimization is the process of making your Web site or Web page search engine friendly. Changes made to a Web page to improve the positioning of that page with one or more search engines. Optimization is the means of helping potential customers or visitors to find a Web site. Optimization may involve Web design, layout changes, new text for the title tags, meta tags, alt attributes, title tags, headings, and changes to the first 200-250 words of the main text.

Organic Listings

Listings that are not pay for placement or pay per click. They are Web sites who appear in a search engines index or listings because the search engines have deemed them significantly important for them to be included. Paid inclusion is considered organic even though it is paid for because they appear intermixed with unpaid organic results.

P

PageRank

PageRank aka PR is one of the methods Google uses to determine the relevance or importance of a Web page. PageRank is a vote, by all the other Web pages on the Internet, about how important a Web page is. A link to a Web page counts as a vote of support. If there are no incoming links to a Web page then there is no support.

Paid Inclusion

Paid inclusion means that, in exchange for a fee, a search engine will guarantee to list Web pages from a Web site. Paid Inclusion services are basically a way to guarantee your Web site is kept in a search engines database and regularly indexed. The major benefit to paying for inclusion is that it ensures your Web site title and description is regularly updated in the search engine, meaning users of the search engine will always see your most up to date listing. Inktomi, Fast and Ask Jeeves have paid inclusion programs.

PPC

Pay per click, you bid the amount of money you are willing to pay per click for each visitor the PPC engine sends to your Web site. Whoever bids the highest is given the top positioning for a particular keyword.

Q

Query

A question or request posed by a searcher using a word or phrase to find information, a particular file, record or web site in a database or search engine.

R

Rank

The numerical spot a particular web page or web site is listed in the search engine results for a certain keyword or phrase. For example, 3rd out of 100. Rank is also referred to as position.

Reciprocal Links

The mutual exchange of links from one Web site to another Web site.

Relative Link

A relative link is a hyperlink that does not include an entire domain name, folder or subdirectory name and file name together in the URL. A link that is defined by its relative position to the current URL. For example: optimizationbasics.html

S

Search Engine

On the Internet the phrase usually refers to the large databases of Web sites that are automatically generated. These Internet search engines use a software robot or spider that seeks out and indexes Web sites. Some search engines include other Internet resources in addition to Web sites. Such as Google.

Search Engine Spam

Search Engine Spam are pages created deliberately to trick the search engine into offering inappropriate, redundant, or poor-quality search results. Inappropriate content is content not related to the actual search query. An extreme example is an adult-content site that places the keywords “Disney” and “Barney the Dinosaur” on its pages to trick visitors into coming to the site. Redundant content is the process of delivering the same, or very similar, content repeatedly to the search engines. Affiliate programs, cloaking, and doorway pages are common marketing strategies that deliver redundant content to the search engines. Poor-quality content is content not meant for human viewing. For example, some computer-generated Web pages contain so much gibberish, if an end user were to view that page, she would never purchase the product or service being promoted. Search engines don’t want gibberish in their search results.

Search Engine Submission

The process of submitting your Web site URL to a search engine or search directory with the intent of getting it listed on the search site.

The act of submitting a web page to a search engine or web site to a directory

A program designed to search a database. In the context of the Internet this refers to a Web site that contains a database of information from other Web sites. Directories of sites are not search engines. Yahoo is a directory.

Search Terms

Words a searcher enters into a search engine's search box. Also referred to as keywords or query.

SEM

Acronym for search engine marketing, refers to a person or company that does search engine marketing.

SEO

Acronym for search engine optimization, refers to a person or company that does search engine optimization.

SERP

Short for search engine results page, the Web page that a search engine returns with the results of its search. The major search engines typically display three kinds of listings on their SERPs. Listings that have been indexed by the search engine's spider, listings that have been indexed into the search engine's directory by a human, and listings that are paid to be listed by the search engine.

Spamming or Spamdexing

The submission of Web pages that are intended to rank artificially high by various unethical techniques. These can include submitting hundreds of slightly different Web pages designed to rank high, small invisible text, or word scrambled pages. Most of these techniques are flagged by search engines as spam.

Spiders

Also referred to as crawlers. A spider is the main program used by search engines to retrieve Web pages to include in their database. A spider is a type of robot that roams the Internet, visiting Web sites and databases, and keeps the search engine databases of Web pages up to date. They obtain new Web pages, update known Web pages, and delete obsolete ones. Their findings are then integrated into the home database. Most large search engines operate several robots all the time. Google, FAST Search, Inktomi, Teoma and AltaVista are spider based search engines.

Stop Words

A stop word is a word that is so common on the Internet that search engines ignore them. Some stop words are homepage, home page, www, Web, Web page, the, of, that, is and, to, etc.

T

Title

A title is what the search engine displays when they list your Web page in the results of a keyword search. It is also what appears in the browser bar. The text placed between the <title> and </title> tags in the <head> area of a Web page. Most search engines have maximum number of characters allowed, maximum character length used for listing.

Traffic

The visitors to a Web page or Web site. Also refers to the number of visitors, hits, accesses etc. over a given period.

U

URL

Uniform Resource Locator. The unique address of any Web site. The basis of how we find Web sites on the Internet. It is the address of an individual Web page on the Internet. Every Web page on a Web site on the Internet has a URL.

V

Validation

Validation means the CSS, HTML or XHTML of your Web page is error free and that you have tested your HTML or XHTML and CSS to make certain that it contains only W3C-approved tags and properly authored Cascading Style Sheets. It's the process of Kosherizing your XHTML and CSS. A validator is a computer program that checks the HTML of a Web page to ensure that the syntax of the HTML is correct.

Viral Marketing

Viral marketing and viral advertising refer to marketing techniques that seek to exploit pre-existing social networks to produce exponential increases in brand awareness, through viral processes similar to the spread of an epidemic. It is word-of-mouth delivered and enhanced online; it harnesses the network effect of the Internet and can be very useful in reaching a large number of people rapidly.

W

Web Copywriting

The writing of text especially for a Web page. Similar to the writing of copy for any other type of publication, good Web copywriting can have a great effect on search engine positioning, so it forms a major part of optimization

Web Standards

The World Wide Web Consortium (W3C) guidelines or recommendations on how a Web page should be markedup with HTML, XHTML and CSS and how browsers should display that markup.

World Wide Web

World Wide Web, aka WWW, The Web, as it is more commonly called, can be described as a collection of graphical pages, such as HTML pages, images, sounds, animations, and video on the Internet that can be read and interacted with by computer.

X

XHTML

Abbreviation for Extensible Hypertext Markup Language. A reformulation of HTML, a hybrid of XML and HTML. Web pages designed in XHTML should look the same across all platforms. XHTML is the standard markup language for Web pages and the successor to HTML 4. A mixture of classic HTML and cutting edge XML, this hybrid language looks and works much like HTML but is based on XML, the web's super markup language, and brings web pages many of XML's benefits.

Recommended Tools & Resources

Keyword Selection Tools

Yahoo Search Rankings -

<http://www.yahoosearchrankings.com/>

Google Search Rankings - <http://www.googlerankings.com/>

Overture's Keyword Selection Tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

WordTracker - <http://www.wordtracker.com/>

Google AdWords Keyword Sandbox -

<https://adwords.google.com/select/KeywordSandbox>

AdwordAccelerator.com

<http://www.adwordaccelerator.com>

HTML Tutorials and Help Guides

HTML Goodies -<http://www.htmlgoodies.com>

Goodell Group -<http://www.goodellgroup.com/tutorial/>

Low Cost Photos and Public Domain Content

Can Stock Photo

<http://www.canstockphoto.com>

Public Domain Links

<http://www.trafficgeni.us/pubilc-domain-sources.htm>

Other Tools

Favicon Maker - <http://www.html-kit.com/favicon/>

.htaccess Files - <http://www.javascriptkit.com/howto/htaccess.shtml>

Robots.txt File - http://www.webtoolcentral.com/webmaster/tools/robots_txt_file_generator/



TIP

Visit

online WEBTOOLS -

<http://www.ow10.com> -

our new site that is

adding new products

every month. Don't see

the product or script you

need or would like?

Let us know!

XML Sitemap Generator

Google has a large list on this page:

http://code.google.com/sm_thirdparty.html

Search Engines

Google - <http://www.google.com>

Yahoo - <http://www.yahoo.com>

Open Directory - <http://dmoz.org/>

Ask Jeeves - <http://www.askjeeves.com>

AllTheWeb.com - <http://www.alltheweb.com>

AOL Search - <http://aolsearch.aol.com> (*internal*)
<http://search.aol.com/> (*external*)

HotBot - <http://www.hotbot.com>

Teoma - <http://www.teoma.com>

AltaVista - <http://www.altavista.com>

Gigablast - <http://www.gigablast.com>

LookSmart - <http://www.looksmart.com>

Lycos- <http://www.lycos.com>

MSN Search- <http://search.msn.com>

Netscape Search- <http://search.netscape.com>

Online Dictionary & Encyclopedia Links:

NetLingo

<http://www.netlingo.com/>

UC Berkeley Glossary of Internet & Web Jargon

<http://www.lib.berkeley.edu/TeachingLib/Guides/Internet/Glossary.html>

WebmasterWorld Glossary

<http://www.webmasterworld.com/glossary/>

Wikipedia Computer Science

http://en.wikipedia.org/wiki/Main_Page



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