HOT TIPS FOR SEARCH ENGINE PLACEMENT

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HOT TIPS FOR SEARCH ENGINE PLACEMENT

The following tips are the latest tricks and methods to increase your search engine rank. Used on their own, these tips may not give you enough insight into search engine placement to propel your rank to the top. However, when used properly in combination with other basic search engine tactics, they can help to dramatically improve your placement with the search engines and increase the traffic to your web site beyond your wildest hopes.

1. USE KEYWORK FILE NAMES: By naming your html file relevant to your keywords, you can gain a slight advantage.. (i.e. http://www.golfpros.com/golf_clubs.htm) This is a relatively minor aid so don't go overboard with it.

2. AVOID USING ROBOTIC SUBMISSIONS TO THE TOP SEARCH ENGINES: When submitting your web page to one of the top 8 search engines, dry to post your page manually rather than using any automated software or sites that post for you to get into the prime search engines. Here is a list you should post manually to: InfoSeek - WebCrawler - Apollo - Open Text Index - Excite - Alta Vista - Lycos - WWW Worm - Yahoo - Whatsnew on the Internet - Starting Point - ComFind - InfoSpace - Yellow Pages Online - What's New Too! - LinkStar - BizWiz - HotBot - DejaNews -New Rider's. Many people believe that over 50% of your hits will come from Yahoo! It's probably worth spending a considerable amount of time trying to get a good ranking from this search engine. (Actually Yahoo is more like a directory than a search engine and requires that you read their help pages about their listing method)

3. BE SURE TO USE YOUR KEYWORDS IN YOUR PAGE TITLE: Many search engines will look to see what words you have used in your page title tag. It is VERY important that you include the keywords you want to be found under in this title tag.

4. GET YOUR PAGE LINKED FROM OTHER SITES: Some search engines will increase your relevancy if your site is linked to from other sites. Try to establish as many links as possible from other locations before you submit your web page for placement.

5. AVOID USING JAVA AND FRAMES IN YOUR PAGES: Search engine robots have a difficult time with pages containing Java and frames (not the Java Script tip below which is

ignored by search engines). In order to establish a high relevancy and therefore a high rank do not use these methods in the pages you submit to the search engines.

6. THE FIRST 250 WORDS OF TEXT: Search engine robots scrutinize the first 250 word of text in your page for relevancy and keyword count. You must use your keywords in the appropriate proportions in this part of your page. Some say a 42% keyword count in this section of text is ideal. ALWAYS start this text with the page title you used in the title tag. Avoid keyword repetition (i.e. repeating keywords one after the other). Search engines are now looking for this and may penalize your relevance rank if detected.

7. DO NOT USE THE META REFRESH COMMAND: InfoSeek and other search engines are currently not accepting pages containing the meta refresh command. This command is used to automatically transfer a page to another without requiring reader input. However, this ban does not exist on the Java Script automatic transfer process. You can learn about Java Script browser redirection at several places including http://home.worldonline.nl/~reker/html/

8. DO NOT USE TEXT THAT IS THE SAME COLOR AS THE BACKGROUND: Some search engines are now looking for text that is the same color as the background which is being used to increase the keyword count without the reader seeing the text. This has become a definite no no and you may be penalized for such tactics.

9. USE LINKS CONTAINING KEYWORDS: One way to increase a keyword count is to use a series of working or non-working links containing a description and link that incorporate your keywords. This also has the advantage of providing links to other web sites from your page which the search engines also look for.

10. USE THE IMAGE ALT TAG TO INCREASE YOUR KEYWORD COUNT: Every image allows you to include a text description of that image in the alt tag. Use these tags to incorporate keywords or phrases to increase your keyword count. Search engines do consider alt tags in their relevancy rankings.

11. MAKE USE OF KEYWORD SYNONYMS IN THE FIRST 250 WORDS OF TEXT: Search engine robots also look for synonyms when arriving at their relevancy ranking. In addition to place the proper number of keywords in the first 250 words of text also include synonyms to these words. For example, if one of your keywords is CLOCK you would want to use the synonym WATCH in your text also.

12. USE KEYWORDS IN PLURAL: Try to use your keywords in the plural form. Such as, CLOCKS instead of CLOCK. A user search on the keyword CLOCK will find both CLOCK and CLOCKS but a user search for CLOCKS will usually not turn up pages using the keyword CLOCK in singular form.

12. KEEP META TAG DESCRIPTION TO 25 WORDS OR LESS: Most search engines will truncate your description if it is too long deleting possible key points you are trying to convey. Keep your meta description to 25 words or less to avoid having posted an incomplete message to readers.

13. READ A GOOD HTML PRIMER: You should learn as much as possible about html code so you understand the mechanics behind these tips. A good one that can be viewed and/or printed from your browser is located at http://www.ncsa.uiuc.edu/General/Internet/WWW/HTMLPrimerAll.html

14. USE DOOR PAGES TO LEAD POTENTIAL CUSTOMERS TO YOUR PAGE: Many of the tips provided here are going to be hard to implement on your home page without destroying the content or appearance of the page. The solution to this problem is to create doorway pages that use these techniques but then automatically transfer (using the Java Script tip above) or provide a single link to your home page. You have probably seen these doorway pages in use many times when using a search engine and the page you wished to be transferred to had a message something like "We have moved. Click here to continue".

15. KEEP META TAG KEYWORD LISTS UNDER 1000 CHARACTERS: We have already mentioned that you should keep your meta tag description to 25 words or less. Also, keep your meta tag keyword list to under 1000 characters. Anything more and you may have your relevancy rank penalized by search engines. Additionally, do not repeat any one keyword in the keyword meta tag more than seven times.

16. WHAT KEYWORDS WILL BRING PEOPLE TO YOUR SITE: First, think up some key words that are relevant to your site. Try to come up with about 30 or 40 to start with, then narrow that down to the best 20, the best 10 and the best 5. Also, think of popular phrases using these words such as; "internet marketing" or "home businesses". As mentioned before, try to use the plural version of your words. A search for the key word "business" will find sites having "business" and "businesses" as key words, but a search for the key word "businesses" will only find those having "businesses" as a key word. You can find out what 200 keywords are searched for the most at Yahoo by visiting this site: http://www.eyescream.com/yahootop200.html

17. MARKETING TIPS YOU SHOULD KEEP IN MIND WHEN SELLING ON THE INTERNET: Here are power words, and power phrases, in writing an effective description or ad

copy that will pull people into your pages. FREE, DISCOVER, POWERFUL, EASY, GUARANTEED, YOU'LL LOVE THIS, MONEY, HOTTEST, NEW, IMPROVED, PROVEN, RESULTS, REVOLUTIONARY, STATE-OF-THE-ART, FANTASTIC, SAVE, BEST, FOR A LIMITED TIME ONLY, SECRET, THE BEST KEPT SECRET, UNBELIEVABLE, MUST SEE TO BELIEVE, are all words and catch phrases that should be considered when developing your site description. Also consider adding some curiosity to your description. It will create more interest. Compare the following two examples.

EXAMPLE #1: Discover the HOTTEST NEW golf irons on the Market Today. Our revolutionary NEW State-of-the-Art design is taking strokes off the average players game. The secret to our design is.....

EXAMPLE #2: Soon to be offered to the golfer, quality custom-built clubs at an affordable price.

Now tell me which one would you go to first? I would hope the first description. You just might just want to know more about their design and why it works so well.

Make sure your Home Page: l) Grabs the reader's attention... 2) Holds their interest by telling how it can benefit them... 3) Continues to "further stimulate" them with some catch-phrases that makes them "desire" your product or service... 4) Then demand that they act immediately, by saying ACT NOW!, ORDER NOW! and so on.

I truly hope you use these strategies soon and realize far more success than you have! Get started right away and watch the difference in your sales.