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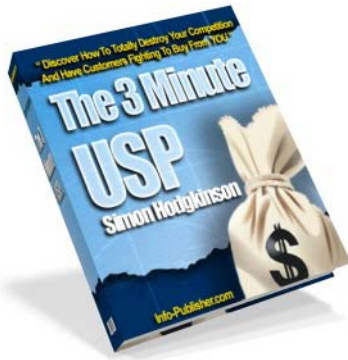
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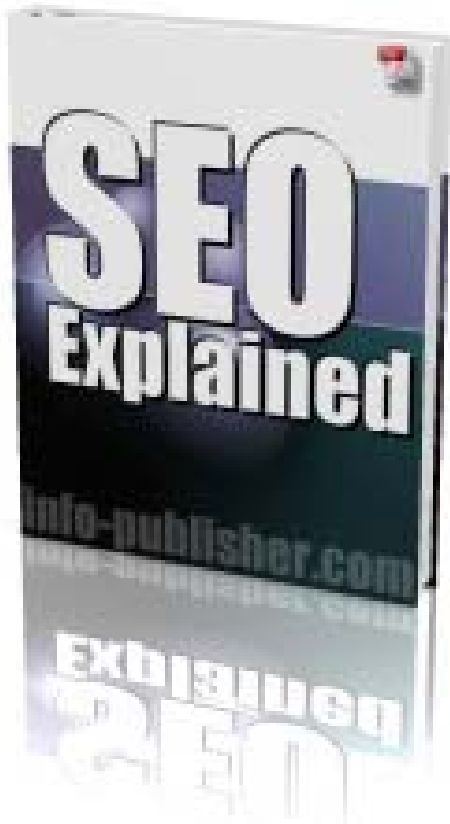
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## SEO EXPLAINED

Let's suppose for a minute that you're hungry (maybe you are now that I've mentioned it?). You want something new and different to eat. So you connect to the internet and type in the word "recipes" at [Google](#). Your search result will include millions of websites all related to recipes.

But let's say you had a **specific type of recipe in mind**; maybe a dessert dish or a Mexican recipe. So you don't want to search

through all the random recipes you found using a vague search term like “recipes”. You want to narrow the playing field.

So let’s get more specific.

You now type in “Mexican dessert recipe” and the search engine finds far fewer possibilities. Now the results are geared more toward what you really wanted.

I’m sure you already realize all this, but let’s think about it for a minute from the stand point of your business. We already know that most people only look through the first few pages of any search result.

Realistically, that’s only about the first 30 listings per search.

Therefore, you need to get listed on the first few pages of the results for keywords related to your site. How much harder do you think it would be to get listed in the top 10 for a search result of 10,000,000 (like recipes) than one with only 50,000 results (like Mexican dessert recipes)? *You do the math!* Based on that, which goal do you think is the most realistic to set?

One common misunderstanding with search engines and web site optimization is to try to be something for everyone. Many people

think this will be the key to more sales. So they optimize their website for keywords that are most frequently searched. These are usually really general keywords that may be difficult to get a higher ranking for.

Alas, as you can see, this just doesn't pan out on the internet.

**Broad sites tend to get lost in the shuffle.**

If your site revolves around a general topic, it will be buried within the 10,000,000 other related sites.

*No one will ever find it.*

And no one will ever buy your product no matter how wonderful it is if they can't find it.

Worse yet, the people searching using these really broad terms usually aren't out to buy anything. Now this is just a generalization, but it tends to hold true. The more specific searchers tend to be the people looking for something specific to buy and the general searchers tend to be looking for info and nothing else. Remember, this isn't always the case, but it seems to be a trend.

So rather than building a site revolving around general topics like "recipes", "cooking" and "food", you should build one around a tightly

focused niche. The less competition, the easier it will be to find your site.

Depending on what you've done so far, you may need to make some adjustments to your website.

Here's a different type of example of being too broad.

My accountant, who shall remain nameless, has a website for his accounting business. He's a nice guy, so I offered to give him some advice.

Anyway, Mr. Accountant had plans to expand his accounting business into a "coaching for entrepreneurs" business also. Not a bad idea. So he just gleefully started adding all this onto his accounting site. Hey, it seemed like a good, easy way to capitalize off an already built site.

The problem was, when he'd go to the search engines to see how he ranked, he couldn't find his site under accountants anymore. And it certainly wasn't showing up under business coaching either.

He had diluted his site and wasn't getting much of any traffic from the search engines for any of his keywords.

So I suggested that he take the hard route, get more than one domain name and put the accounting info into one site and the business coaching info into the other. Of course, linking between the two is a great idea, but ultimately, he needed at least two completely separate sites.

You may need to do the same thing.

Here's another example.

I have a competitor with a single website offering several distinctly different products. He was (and probably still is) offering several different online test-prep software programs, merchant account management software, career info, internet marketing information and last but not least, general business info. It's quite interesting. Nothing relates and it comes across as a hodge-podge of random products.

The site is a real mess. I can't imagine how a prospect views it. I'm sure most prospects are confused and see it as completely unprofessional (not that I'm complaining).

So just remember, keep your site niched.

Focus on one topic and make it as specific as possible. Then if you want to broaden your horizons, get another domain name.

If you have a site like my accountant or my competitor, consider separating it out. Having two or more sites could really give your search engine rankings and even your sales a real boost. Neither the search engines, nor people like to click around aimlessly confused about what you're offering.

### **Where it counts**

Currently, the most important search engines are [Google](#), [Yahoo](#) and [MSN](#).

If you can get in the top few pages of these search engines for a popular keyword, you will more than likely receive large amounts of free traffic.

*But how does one accomplish this?*

First of all, you need to spend some quality time selecting niche-focused keywords. You need to put yourself in your potential customers' minds. *If you were them, what would you type-in the search box to help you find what you are looking for?*



There are tools out there to help you. And luckily, most of them are free. Overture's Word tool:

<http://inventory.overture.com/d/searchinventory/suggestion/> is one of the best. You simply type in a word or a string of keywords and the Overture Word tool will spit out a list of related keywords. These keywords are from ACTUAL internet searches from real people AND it will even tell you how many times in the last month each particular key word has been searched. The power of this tool is phenomenal. I'd suggest you try it out.

You may also opt to use something like Wordtracker <http://www.wordtracker.com/> . It gives more statistics and a better breakdown of keywords. Wordtracker offers a free trial – with limited features.

In addition to the free trial, Wordtracker has reasonable membership rates. I've purchased a day subscription to Wordtracker on several occasions. It's much less expensive in the long-run to buy a year membership, but if you really only need to research keywords for one topic, spending a few hours with Wordtracker is probably enough.

So use one or preferably both of these tools and generate a long keyword list. Figure out what your potential customer's type into that search box. Be sure to save your lists and compile them. You want to keep track of these keywords as though they were gold.

After you get some keywords, try typing them into the search box yourself and see how many sites come up. The best keywords are the ones with lots of searches, but fewer existing sites (Wordtracker will provide you with some statistics on this).

*Those keywords are the ones to really focus in on and build your site around if you can.*

### **Now, just what do you do with all those keywords?**

The search engines themselves use a keyword/density ratio to help rank the listings. What that means is the search engine will nose around your site looking for clues as to what your site relates to. Their job is to find the best place to put your site so that searches performed through them are as relevant as possible (you don't want to type in "law enforcement" only to be shown a list of sites relating to "bananas" now do you?). The search engine will recognize what your site covers by reviewing the content on it.

Therefore, what you say is immensely important!

The trick is to focus a single webpage on one or two central keywords. Then write your content around those keywords. Sprinkle these words in where it makes sense. You should strive for a fairly high keyword/density ratio, but not so high that it isn't believable

(remember, real people will be reading your content so it needs to make sense to them). Here's an example. In a 20 word paragraph, 4 keywords will give you a 20% keyword/density ratio. However, it might be even better to have a 15 word paragraph with 3 keywords because that yields a 26.6% ratio.

Sometimes you can say more with less 😊

With regards to the keywords in the body of the site, more emphasis is placed on the bold words and those nearest the top of the text box. Just remember that you need to please your prospect first. So don't get out of control filling your sentences up with keywords. You want your info to read well. And the search engines are pretty smart now-a-days. If your site seems over-optimized (i.e. too many keywords), you can get penalized for it. No one likes being tricked. So strive for a balance of good quality content and site optimization.

*And just what about pictures?*

Well, there is something called an "alt tag" that will enable you to label a picture on a web page. Just label your pictures with accurate, yet keyword rich descriptions and you'll probably be helping yourself out.

## Meta tags

And there's even more. Most web pages also have meta tags. These are located at the top of the page, between the HEAD tags.

There are the meta title tags, the meta description tags and the meta keyword tags. Label these tags appropriately for each page of your site. However, remember not to overdo it.

For one, search engine experts don't think the keyword meta tags are used at all (but it probably won't hurt to put in a few relevant words). And secondly, putting too many keywords in your meta tags will make your site look over-optimized and can get you penalized.

Here's an example that would probably work just fine:

```
<HEAD>
```

```
<TITLE>Hungarian recipes</TITLE>
```

```
<META name="description" content="Learn how to cook authentic  
Hungarian dishes with our recipe book.">
```

```
<META name="keywords" content="Hungarian dishes, Hungarian  
recipes"
```

```
</HEAD>
```

Just use common sense when optimizing your site for keywords. Keep in mind that you need to be honest. The search engines are becoming smarter and smarter. They will penalize you for putting in keywords or descriptions that don't relate to your site.

Be sure to think about your visitors and not just the search engines. Write a catchy description and title and not just one filled with keywords. Entice searchers to click on your listing rather than your competitors.

### **And speaking of your competitors...**

Another pointer is to do a little detective work. That's right, spy on your competitors. Review their sites. Keep track of the title and description they use. Are they highly optimized? Or does it look like they just got lucky? Analyze their content. How are the keywords arranged throughout it? You can't copy (that's plagiarism and I definitely don't condone that), but you can get some ideas. You can also judge how hard it will be for you to get a high ranking based on the optimization of your competitors. All you have to worry about is beating them to the #1 spot.

Of course, there is much more you can learn than what we've presented here. This is just a short overview of this very complex topic.

One common mistake many web entrepreneurs are guilty of is to only optimize their home page for the search engines. They just forget about the rest of the site.

Here's an example. Let's say your Hungarian recipe site is composed of 12 pages. You would probably optimize your home page for the keywords "Hungarian recipes", "Hungarian cooking", etc...weaving these keywords into the title, meta description, meta keywords and the viewable text.

*This is great, but why stop there?*

If you have a page on "Hungarian desert recipes" and one on "Hungarian soups", "Hungarian main dishes" and "Hungarian cookbooks" why not optimize them all, each for their respective topic? That way, if someone goes to a search engine with Hungarian soups in mind, your site will show up near the top. You increase your chances of being found considerably. This way as your web pages grow in number, so does your traffic.

### **Advanced Tip**

As you can imagine, optimizing your site for keywords does put some restrictions on what you can actually say. We'll discuss some pointers for writing effective web copy a little later, but you're really

up against a double-edged sword with this. On the one hand, you want your copy to be compelling and on the other, you probably want your site to be ranked as high as possible in the search engines.

One solution for this is to build more than one site (I know, I know, not this again). Usually building a small network of sites will yield the most success over the long-run. For example, you can focus on relevant content in one site (which will give you the best chance for getting high rankings) and the other site can pertain to your specific product. This site would have the good sales copy. Simply link between the sites.

Just be sure to sprinkle in blurbs about your product in the content site so visitors know it exists.

You can easily get away with a one-page mini-site with good sales copy for your product; it doesn't have to be anything extravagant. If you use this method, try putting an ad on the content site advertising your product and also link the product into the content site's navigation. That way people won't miss it.

Many website owners use this method. They create a network of sites revolving around a topic related to their product. Then drive the traffic to their product. I use this method and have experienced success with it. It's better not to have all your eggs in one basket.

As you can imagine, this is especially true if you plan on making a living from your websites.

Remember that this is just one method. There are many others. Depending on what your website plans are, it may or may not make sense for you to choose to adopt it.

### **A Popularity contest?**

In addition to all this optimizing, one of the best ways to become ranked higher on search engines is to become more popular. *What's this? Rankings are the result of a popularity contest?* Well, yes, the major search engines do place more emphasis on sites that are linked to by other sites. And yes, that has to do with popularity. So, if you can get more sites to link to you, you will achieve a higher search engine ranking. Plus, all the extra links will result in more traffic to your site. It's a simple concept, but it works.

Now, getting more sites to link to you will take some effort on your part. The best way to get more links is to politely ask the owner of the website you want the link from. This typically works best if the other website offers content related to yours. It is even better if the website owner will see a link to your site as one which will increase the value of theirs.



Try to select appropriate sites when asking for links and write a polite and personal email to their webmaster. Never, ever spam out a message to a list random addresses!

As you can probably guess, searching through the random sea of sites looking for links will be difficult and time consuming. Just remember to never spam.

Each and every email you write to a webmaster needs to be catered to his or her site. You can also choose to use the phone, give them a call and ask for a link that way too. Or even get their mailing address (it's usually listed under contact info) and send them a nice, little card in the mail.

Yes, this is work, but it's well worth the effort.

**Exercise 1:** You need to do some research and come up with a list of keywords related to your site and products.

Use the Overture Keyword Tool to generate your list of keywords.

*Generate a list of keywords with the number of times it was searched on.*

Keyword	Hits	Keyword	Hits	Keyword	Hits	Keyword	Hits

Work these keywords into the text on your websites pages. You may want to categorize the keywords and select a few different ones for different pages.

**Exercise 2:** Next, use these keywords in your meta tags. Generate a list of your meta tags in the tables below. Enter the name of your page, i.e. index.html, contactus.asp under "Page Name". Fill out a table for each and every page you have.

	<b>Page Name -</b>
<b>Title</b>	
<b>Meta Description</b>	
<b>Meta Keywords</b>	

	<b>Page Name -</b>
<b>Title</b>	
<b>Meta Description</b>	
<b>Meta Keywords</b>	

	<b>Page Name -</b>
<b>Title</b>	
<b>Meta Description</b>	
<b>Meta Keywords</b>	

	<b>Page Name -</b>
<b>Title</b>	
<b>Meta Description</b>	
<b>Meta Keywords</b>	

	<b>Page Name -</b>
<b>Title</b>	
<b>Meta Description</b>	
<b>Meta Keywords</b>	

Submit your site to the search engines once it's optimized.

Remember, Google, Yahoo and MSN are the major search engines.

Start working on getting your links. In fact, if you can get links from good quality sites, you won't need to submit your site. The search engines will naturally pick you up and add you.

## **The Basic Survival Tips:**

Some simple secrets to help rank higher with search engines:

- Write good content.
- Include meta title and meta description tags on every page be sure that the title and description tags relate to the content on each page.
- Make sure your html source code is clean.
- Get quality websites with content related to yours to link to you make sure all your links, both within the site and to other sites work.
- Do not use doorway pages.
- Do not use frames on your site (unless you know how to make them readable)

If you do all this and still aren't ranked as well as you'd like, write more stuff. Content is important. You may need more. Focus on finding niche keywords and remember the ones used least by competitors are best.

One daunting fact is that there are over 1 million web pages added to the internet daily. Just imagine - all these pages are fighting for higher rankings. Therefore, you need a way to measure rank and traffic.

As you've guessed, there are tools out there to help you. Web Position <http://www.webposition.com> is claimed by many to be the best tool for helping with search engine optimization.

In addition to keeping track of how your page ranks, this tool will also help you optimize your pages and will even submit them to the search engines for you.

Just remember when it comes to search engines not to spend all of your time optimizing and tweaking – It's also important to develop links and relationships with other marketers too. From my own experience I can assure you that one good Joint Venture with another web site owner can bring in more traffic than good search engine positions alone.

Yes make your sites search engine friendly and yes use these optimization strategies but remember to spend some time being a marketer too ☺