

## Search Engine Optimization Tips



**By Herman Drost**

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## **Introduction**

Herman Drost is an experienced and certified Web Site Designer. In this eBook, he shares his most important Search Engine Optimization tips, from how to get your site listed in the search engines to how to improve your site's search engine rankings. He shows you how to set up a successful Google AdWords campaign, plus much more.

Many professional Web designers want to keep this important information secret, but Herman Drost posts his clearly written articles on his Web site and shares this all over the Web for free. Whether you plan to promote your Web site yourself, or hire a professional Search Engine Optimizer, Herman Drost is there to help. Herman Drost will personally consult with you about promoting your Web site, whether it is by phone, email or meet with you personally, (if you live in the Washington D.C. Metro Area).

Have a Web site that's not meeting your expectations? Get a FREE Web Site Evaluation - a critique of your site and suggestions on how it can be improved. Herman Drost will work with you until you are satisfied with your Site Design. Check out his online portfolio which displays the many Web sites he has designed and his many

certifications.

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Herman Drost is a Certified Web Site Designer, and owner and author of [www.isitebuild.com](http://www.isitebuild.com). iSiteBuild.com provides Affordable Web Site design for informational and ecommerce Web Sites. In this eBook Herman provides valuable tips on how to build a Web site.

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### **How To Get Your Site Listed in the Search Engines**

by Herman Drost

Getting listed in the Search Engines these days is crucial if you want to attract consistent traffic to your web site. Yet it is not easy these days. A listing in the Pay Per Click Search Engines is beyond the expense of what most small business marketers can handle. Getting listed in the others takes many weeks of tweaking your site and even after all that is done, there is still no guarantee.

What's the answer? The answer is to create a Theme-Based Site which will contain tightly focused keywords centering on the theme of the site.

Why are Theme-Based Sites so important? Search Engines have become wise to the millions of doorway pages being created. Online marketers try to trick the search engines in order to get a high ranking. This has now changed.

As of last year, search engines are looking at the whole site as one page. Each page must relate tightly to the whole theme. This will allow the person searching to pull up only those sites focused on the subject he is searching for.

#### **How Does This Work?**

1. The Theme-Based Site focuses on one product or service. You then build all your pages centered around this theme, being careful to create and weave researched keywords throughout your title, meta tags, headings and content.

Here's how the search engine indexes your site:

- Indexing of site title
- Indexing of meta tags
- Indexing of major headings
- Indexing of text content of pages

Finally the search engine looks at the links on your site.

2. The site should have its own domain name, so it is a stand alone site that then links to your main site. This will be your sales site. This site has all your products or services on it. You can develop a Theme-Based Site for each of the products on your sales site. Each of these Theme-Based Sites will then link into your sales site, driving traffic to it.

Here's an example of what it could look like:

car-care.com - your main sales site  
interior-car-care.com - First Theme-Based Site  
exterior-car-care.com - Second Theme-Based Site  
engine-car-care.com - Third-Theme Based Site

All the Theme-Based Sites would contain a link to the car-care.com sales site. Your sales site will contain links to each of these Theme-Based Sites so visitors can go there for more indepth information.

3. The purpose of your sales site is to make the sale. It does not have to be optimized with keywords because the focus is to get the order. The purpose of the theme based site is to presell the product by providing all the information necessary to put the customer at ease, and bringing him into the buying position.

Suggestion: Take one of your products or services and create a Theme-Based Site this week. Monitor its ranking in the main search engines in the coming weeks. If successful, you will see an increase in visitors to your main site and ultimately more sales.

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## **How to Get Your Site Listed in the Major Search Engines**

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Getting your web site listed in the major search engines is an absolute necessity. Why? Because 80% of all people on the Internet use them when searching for information.

Finding the correct information on major search engines can be very frustrating. Search engines keep changing their strategies. Some which were free, are now charging high fees. Previous ones, have been bought out by others.

This article will give you the most current information concerning the major search engines since these have the most searches. Some of them are still free, whereas others are fee-based. Pay per click search engines will be addressed in future articles. Here are the major search engines, listed in alphabetical order.

1. AllTheWeb.com (Fast Search) [www.alltheweb.com/add\\_url.php](http://www.alltheweb.com/add_url.php)

This is one of the largest indexes on the Web.

Free - It takes 2 weeks for your site to be indexed. There is no guarantee to get listed.

2.. Altavista. [www.altavista.com/addurl](http://www.altavista.com/addurl)

Free - this gives you a basic submission. You can add up to four URLs and be considered for inclusion in 4-6 weeks. There is no guarantee of inclusion.

Paid - AltaVista Express Inclusion. Guaranteed submission within 48 hours. Price \$39.00 one URL for a 6 month subscription.

3. Ask Jeeves. [static.wc.ask.com/docs/addjeeves/submit.html](http://static.wc.ask.com/docs/addjeeves/submit.html)

This is powered by Ask.com and Teoma.com. It takes seven days to be included.

Price. 1st URL \$30.00 URLs 2 - 1000 \$18.00 each.

4. Google. [www.google.com/addurl.html](http://www.google.com/addurl.html)

Google is the top choice for searchers.

Free - it is free to submit but there is no guarantee of a listing. Allow one month for your listing to appear.

Paid - What is the Google Adwords Program? This is where you purchase highly targeted advertising based on the keywords and phrases you select. When a person enters that keyword you selected, your ads are displayed.

Price

\$15/ thousand ads shown for position 1

\$12/ thousand for position 2

\$10/ thousand for position 3

\$8/ thousand for positions 4 through 8

5. Infospace. [www.infospace.com/info/submit.htm](http://www.infospace.com/info/submit.htm)

Free to submit, however you need to fill out a form to get listed.

6. Inktomi. [www.inktomi.com/.../submit.html](http://www.inktomi.com/.../submit.html)

Inktomi's search engine has an extensive network of Web search partners, including AOL, iWon, MSN and HotBot. It refreshes your site every 48 hours, to keep your content up to date in the index.

Price

First URL costs \$39.00/year.

Each URL thereafter costs \$25.00/year.

7. Looksmart. [www.looksmart.com](http://www.looksmart.com)

The LookSmart Network consists of partner sites that use the content of the LookSmart directory in their directory search results. Partners include more than 370 ISPs and the following top portals: MSN, Altavista, Netscape, Infospace, CNN.com, CNet. According to their web site, they reach 77% of all Internet Users.

To submit your site, go to the bottom of the page, where it says "submit a page".

Price

\$49 Listing Set-Up Fee.

\$150 minimum refundable deposit for new customers.

LookSmart tracks the number of clicks your listing receives across the LookSmart Network. Every click received by your listing results in a \$0.15 deduction from your account balance.

It takes several days for your site to appear, longer for Looksmart's partners.

Free - Non-commercial sites can be submitted at no charge through Zeal.com. Sites listed in Zeal will be distributed across the LookSmart Network.

8. Lycos. [home.lycos.com/addasite.html](http://home.lycos.com/addasite.html)

Free submission of one page of your site. Takes 4-6 weeks and is not guaranteed. You need to fill out a form to sign up.

Paid - guaranteed submission within 48 hours. Price - \$18.00/year  
Cost per URL - \$12.00

9. Netscape. [digitalwork.netscape.com/onlinead/registerite](http://digitalwork.netscape.com/onlinead/registerite)

Your site will be submitted each month to major search engines such as Google (used by Yahoo), AOL, Excite, MSN and Hotbot.

Price - \$99.99/year

10. Northern Light. [www.northernlight.com/docs/regurl\\_help.html](http://www.northernlight.com/docs/regurl_help.html)

Free - This one only has free submissions. Only submit one page from your web site. Their spider will crawl through the rest of the pages.

11. The Open Directory Project [dmoz.org/add.html](http://dmoz.org/add.html)

A directory is different to a search engine, because the submissions are reviewed by real people, not machines. When submitting, search for the appropriate category for your web site, then go to the top of the page where it says, "add URL".

Free - This is great directory to get listed in because you will also be listed with its partners which include: AOL Search, DirectHit, HotBot,

Google, Lycos, Netscape Search and others. It takes two weeks to several months to get listed.

12. Yahoo. [docs.yahoo.com/info/suggest](https://docs.yahoo.com/info/suggest)

Yahoo is the most popular search engine service. It also uses actual people to compile its listings. It partners with Google when search results fail to find a match within Yahoo.

This directory has only fee-based inclusions for business sites, called Yahoo Express. Your site will be reviewed within seven business days. Keep in mind that payment DOES NOT automatically guarantee inclusion in the directory.

Price - \$299.00 non-refundable, recurring annual fee per submission, for initial consideration in the Directory.

## **Tips**

1. If you want to get traffic to your site, make sure you get listed in all or at least a few of these major players. Make sure your web site is optimized before you do your submissions (read "How to Use Keywords to Optimize Your Site for Search Engines - [www.isitebuild.com/keywords.htm](http://www.isitebuild.com/keywords.htm)). This will vastly increase your chances of getting listed.

2. Getting massive amounts of traffic doesn't guarantee sales. Your web site copy must pull your visitors through the page for them to take action. Get others to read your copy and ask for their opinions. (read "How to Avoid Sloppy Web Site Copy" - [www.isitebuild.com/copy](http://www.isitebuild.com/copy)).

3. To achieve higher rankings (and therefore more traffic) in the search engines, you need to continually refine your web site. Monitor your site rankings by adjusting the keywords used in your meta tags and web site copy, then submit again.

4. Search engines should be only one of your marketing strategies. One week you could be at the top of a search engine, the next week your site may disappear. Use other methods to drive traffic to your site, so you don't just rely on the search engines.

Now go and submit your site to these major search engines. When you succeed in getting a top listing, as a result of taking action on this article, drop me a thank you note - I'll be cheering for you!

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## **How to Improve Search Engine Rankings**

by Herman Drost

You finally got your web site listed in the major search engines, however it is buried amongst millions of others and you still have not seen an increase in traffic to your web site. Why not? You need to improve your search engine rankings. Here are the steps to increase your search engine rankings:

### 1. Check your listings

If you are going to see an increase in traffic to your web site, you need to be listed in the top 20-30 sites. Go to [www.marketleap.com](http://www.marketleap.com) to see if you are listed in the top 30 sites on the major search engines. If you are not listed in them, you should at least submit your site to the major search engines (read "How to get listed in the major search engines". [www.isitebuild.com/majorsearchengines](http://www.isitebuild.com/majorsearchengines)). If you are already in the top 10, then keep monitoring your site's rankings to maintain your position. If you are not in the top 30, continue with the next step.

### 2. Select the right keywords and phrases

Go to [www.wordtracker.com](http://www.wordtracker.com) or the overture suggestion tool ([inventory.overture.com](http://inventory.overture.com)) to find the most popular words and phrases that suit the theme of your web site.

Weave these words and phrases into your meta tags (title, description and keyword tags), web copy (particularly the first 200 words of your web page) and links (i.e. if your site is called [camping.com](http://camping.com) and you have a page for camping tools, name the link [www.camping.com/campingtools.htm](http://www.camping.com/campingtools.htm), instead of [www.camping.com/generic.htm](http://www.camping.com/generic.htm)).

Optimize each web page with different keywords. Visitors can then enter your site from different pages, depending on what keyword they entered in the search engines.

### 3. Exchange reciprocal links

Search for other sites that compliment your own site and ask for a link back to your site. Ideally the site should have the same keyword phrase as yours and already have a high search engine ranking. These are quality links.

Having many sites linked to yours, will increase the popularity of your site in the search engines, resulting in a higher ranking.

### 4. Write articles

Choose your best keywords and weave them into the theme of your articles. Include a link to your web site in the resource box at the end of your articles. Submit your articles to ezine publishers and article announcement lists. This gives your article the potential to be read by thousands of ezine subscribers. Your article will become linked to many web sites, resulting in higher rankings.

### 5. Participate in forums

Find a forum that is related to the theme of your web site. People visit these forums to look for content that answers their questions. Once you have provided helpful information, you can leave a link to your site in your signature file. If this is a highly trafficked forum, leaving your link there, will increase your site's popularity.

## 6. Monitor your rankings

The best way to check how your site is doing in the search engines is to check your web site statistics. A high quality web hosting service will show you which pages receive the most traffic (hits and visits) and where it is coming from (which search engines).

## 7. Exercise patience

Search engines typically take one to three months to spider your web site, so your changes will not be seen immediately. Think of the steps outlined above, as a long-term marketing strategy for your web site.

Tip: Generating a massive amount of traffic to your web site, doesn't guarantee sales. Here is a short list of factors that will also help convert your visitors into sales:

- Professional site design
- Well-written web copy
- Fast loading times
- Simple navigation
- No broken links
- Optimizing for different screen resolutions
- Optimizing for the main browsers

As you can see, improving search engine rankings that result in sales means the continuous monitoring and refinement of your web site. Since 85% of your sites traffic (this is very targeted traffic) comes from the search engines, it is well worth the investment.

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## **How to Use Keywords to Optimize Your Site for Search Engines**

### Part 1

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You have designed a beautiful web site and published it for the world to see and visit. You wait patiently, however there is either a trickle or no visitors at all and therefore no sales.

You may be 1 of 4 web site owners that has not optimized your site with keywords for ranking in the search engines. You say you have inserted keywords in your site, but are they targeted keywords?

My last article discussed "How to Use Meta Tags for Search Engine Optimization" [www.isitebuild.com/metatags](http://www.isitebuild.com/metatags). Let's take a deeper look at how to use keywords to optimize your site.

## **What is a Keyword?**

These are words or phrases which people would insert in a search engine to look for information contained in your site. The search engine spiders take those words and display the best sites that relate to that information. Depending on the popularity of the word, you may have a million or more web sites to choose from.

Ideally your web site should appear in the top 20-30 sites displayed, to be included in the persons search. This would result in a continuous stream of visitors.

## **Targeting the Best Keywords**

If your keywords are not tightly targeted to your site, you will dim your chances of being highly ranked in the search engines. Here's what to do:

Go to the [overture suggestion tool](#) or [wordtacker](#) and insert a word or phrase that one would search on for information on your site.

Create a table (in MS Excel or MS Word) with 4 columns. Insert 200-300 words or phrases in the first column from the results of your suggestion tool. Use the second column to record the popularity of each word beside each word in the first column.

The third column is to determine the competing sites for the words you have listed above. Do a search on a few of the most popular search engines (is Yahoo.com, Google.com) for the words or phrases you have listed above. (i.e. if you do a search on Google.com for "Internet Marketing", your reply will be: "Results 1 - 10 of about 3,280,000"). Enter this number in the third column for each searched word to determine its popularity.

In the fourth column you can enter the results of the other 3 columns. Mark the words in this column that have a high number of searches but have low competition. Utilize these keywords or phrases in your site, so you won't have to compete with the millions of other web pages.

Now you have a list of targeted keywords or phrases that you can incorporate in your web site. Not all search engines use keywords to rank your site, however you have increased your chances for those that do. Doing keyword research can lead to a continuous flow of visitors to your site, and ultimately more sales.

Part 2 of this article will discuss where to strategically place keywords on your site, how many keywords to use and what mistakes you should avoid.

# How to Use Keywords to Optimize Your Site for Search Engines

## Part 2

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Placing keywords strategically throughout your web pages will greatly improve your rankings in the search engines. Many sites, however, leave them out altogether so your Site won't get ranked at all. Inserting too many keywords in your web pages or repeating them too often, will result in your site getting banned from the search engines.

How do you sort all this out so you can effectively market your web site to the search engines?

My last article [www.isitebuild.com/keyword](http://www.isitebuild.com/keyword), discussed, what is a keyword and how to create targeted keywords for your site. Next we will discuss where to place keywords, how many to use and some tips on what to avoid.

## Where to place keywords in your web pages?

Title Tag - this tag should contain your most important keyword phrase. Make the title interesting enough to grab the visitor's attention. Only use 5 to 6 words in your title with your most relevant keyword in the beginning.

### Description Meta Tag

The search engines often use this tag when they display the description of your web site in the search results. Try to make the description inviting for your visitors. The length should be less than 200 characters, including spaces.

### Keyword Meta Tag

This tag will contain a listing of your keywords and keyword phrases that are relevant to your page and enable a Search Engine to find you. Here are some things to remember:

- Don't use the same keyword more than 3 times.
- Use keywords that occur in your Title Tag and Description Tag.
- Use only 200 characters for all your keywords.
- Use different keywords for all your pages.
- Only use keywords that are relevant to your site.
- Use lower case letters.
- Use the single and plural forms of your keywords.
- Use commas or spaces between your keywords or keyword phrases.

### Heading Tags

These tags hold separate topics between paragraphs and range from

<H1>, which is very large and bold to <H6>, which is very small and bold. Your page heading should contain your most important keywords or keyword phrase.

## Alt Tag

This tag is used to add text in place of the image. The user may have turned off reading the graphics to make the page load faster. Therefore he will read the ALT Tag text instead. Add short keyword rich text to your graphic links. Make sure the ALT text describes the link destination.

## Hypertext Links

Include your keywords or keyword phrase in your link text.

## Content

Search Engine spiders put more weight on keyword rich content that is higher up on the page rather than in the middle or lower sections. Insert your keywords and keyword phrases in your text at least three times.

Types of Sites that won't get indexed by Search Engines. Flash and Frame Sites - pages created this way will be avoided by the Search Engines spiders.

Dynamic Pages - any web address that contains a question mark (i.e. ASP, Perl, Cold Fusion), will not be indexed by the spiders.

Password Protected Pages - Search Engines Spiders will not index any area that is protected by a password.

## Meta Tag Generators

These are tools that can be used to automatically generate your keywords. Here are some resources you can use:

[vancouver-webpages.com/META/mk-metas.html](http://vancouver-webpages.com/META/mk-metas.html)

[www.bcentral.com/products/metatags.asp](http://www.bcentral.com/products/metatags.asp)

## **Conclusion:**

Consumers are 5 times more likely to purchase your products after seeing search engine listings versus banners. Implementing these strategies mentioned, may not get you a number one ranking in the Search Engines, but you definitely have a distinct advantage over those Web Sites that have not done any optimizing.

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## **Improve Search Engine Ranking with Correct Keyword Density**

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If you are serious about improving search engine rankings, you need to check the keyword density of your web site. In order to do this you must integrate proper keyword phrases within your meta tags and web copy.

### **What is keyword density?**

This is the ratio of a keyword or keyphrase to the total words (depth) on a page. It is one of the most critical aspects of search engine optimization. To improve search engine ranking, your keyword density must not be too high or too low.

Try to aim for a keyword density of 1% to 7%. To achieve 1% you would need to insert your keyword or keyword phrase once for every hundred words. If you only used your keyword once in one thousand words, this would result in diluting your keyword density.

Don't try to stuff all your keywords together, separated by commas. Search engines may see this as spam, penalizing your rankings.

### **How to improve your search engine ranking**

The best way to achieve good rankings, is to research the appropriate keywords or keyword phrases related to your web copy before you even begin building your site.

If your site is already built and it's on the Internet, you may want to consider reviewing the keywords and make the necessary changes to your meta tags and web copy. It makes no sense to have a site that is not targeted to the right audience and expect high search engine rankings.

If your site has a lot of graphics or flash and is short on content, you should consider redesigning it. Search engines love content rich pages, so use images and flash sparingly.

1. Use the [Wordtracker](#) or the [overture](#) suggestion tool to research your keywords. These tools will show you how many times a particular keyword was searched for each month. It's no point including keywords in your web pages that nobody searches on.
2. The best keywords you SHOULD include on your site, are those that are very popular (high number of searches when using the tools above), but have a low number of competing web sites.
3. Select two or three of your most important keywords related to your business and try to use them 3-7 times for every 100 words in your web copy.

4. Incorporate these keywords or keyword phrases in your title, description meta tag, keyword meta tag, alt tags (words that describe your images) comment tags, heading tags and main text of your web copy.

Search engines will spider the heading tags in your web copy first (H1, H2, H3) because these stand out from your main text.

5. Write your web copy so that it not only satisfies the search engines but also is compelling enough for your web site visitors to read (don't make it sound weird to read or obvious you are just writing for the search engines). Repeat your keyword phrase or combinations of them every few sentences.

6. Write at least 250 words (or longer) for each of your web pages. Search engines will spider the text near the top of the page, rather than at the bottom. Therefore include your keywords in the first 250 words on your page.

7. To avoid making your text hard to read, split your paragraphs into 2 or 3 sentences or make use of bullets.

8. Avoid using words that may be popular, but are not related to your site (i.e. sex). This will not improve your search engine ranking and will only frustrate your visitors who are searching for relevant content.

9. Keyword density analysis - use a keyword density analyzer to check the keyword density of your web pages. This will tell you if you have used too many or too few words in your web copy.

[www.keyworddensity.com](http://www.keyworddensity.com)

10. Realize that not all search engines treat keyword density the same. Some will only place significance on keywords in your title, meta tags and web copy. Google (the most important search engine), places the most significance on keywords in your web page text.

Achieving optimal keyword density throughout your web pages, will dramatically improve search engine rankings, therefore boosting your web site traffic. Try it... you will be pleasantly surprised!

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## **17 Highly Effective Strategies to Increase Search Engine Rankings**

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Part 1

Search engines are still one of the most effective ways to drive traffic to your web site. This is because it is highly targeted traffic. A person

searching for a particular phrase on a search engine, gets taken to your web site.

It makes sense then, to make your site as attractive as possible to the search engines, so your rankings will improve, giving you more visitors which leads to more sales - your ultimate goal.

Here are 17 powerful strategies you should implement, to substantially increase search engine traffic:

1. Keyword Density - the ratio of keywords to on your visible page to non-keywords is called Keyword Density. i.e. if you have 100 words on your page and 3 of those words are "boat" or "boats", then you will get a keyword density of 3% of your text for the word "boat".

Try to aim for a keyword density on your site from 3-20%. This will give you a good range. You can analyze your keyword density by using these online tools:

[www.keyworddensity.com](http://www.keyworddensity.com)

[www.keywordcount.com](http://www.keywordcount.com)

2. Keywords in your domain name - try to incorporate one of your keywords or a keyword phrase in your domain name. i.e. [www.isitebuild.com](http://www.isitebuild.com) (building web sites) or [www.ihost-websites.com](http://www.ihost-websites.com) (hosting web sites). This may also help people to memorize your name when they are looking for this service.

3. Page Title - write a short descriptive title of 5-8 words for your web site, containing your primary keywords or keyword phrase. The page title is the first thing that people see when your site appears in the search engines. Begin your title with a capital letter, then follow with lower-case letters. This makes it easier to read than titles with all words capitalized. Place your most important keyword phrase toward the beginning of your title tag.

4. Description Meta Tag - some search engines will include this below your title. Choose 20 of your most important keywords and write a 200-250 character sentence about your site. Don't repeat your title description but write a different one with different keywords. Some search engines will just take this description meta tag, some will use both the title and description tags.

5. Keywords Meta Tag - research 50-100 keywords people would insert in the search engines to find your site. A great tool for doing this is the [keyword suggestion tool](#) or [Wordtracker](#). Refine this list to your 20 best keywords or keyword phrases.

Leave out the commas between your keywords, so the search engines can group the words into any phrases that seem appropriate. This positions your words for minimum space with maximum combinations.

6. Header tags - search engines tend to place emphasis on the header tags so make sure you have your h1 tag at the top of your web page. Use CSS (cascading style sheets) to avoid the problem of

the your text appearing too large when just using html for this tag. Use the other header tags (h2, h3, h4) throughout your web copy.

7. Comment Tags - these are mostly used by the web designer to remind him how to structure the web page. Write a sentence using some of your most important keywords and insert the comment tags in your body copy.

8. Use the ALT Tag for Images - some people surf with Web with the graphics turned off. Therefore placing alt tags in the html code for your images enables them to see the description of that image.

Incorporate keywords in the alt tag of your images. WARNING: Make sure the words relate to the graphic, otherwise you could get banned for "keyword stuffing".

9. Image File Names - change your image file names to your keywords.

In Part 2 of this article series we'll look at the remaining 7 strategies to Increase Search Engine Rankings.

## **17 Highly Effective Strategies to Increase Search Engine Rankings**

Part 2

Here are the remaining 7 strategies:

10. Page Link Names - place a primary keyword in your page link names. Rather than using a link in your navigation bar like "services", add a keyword to that page link. If you offer web hosting services, it could be "webhostingservices.htm"

Also use keywords in the page links throughout your copy. Instead of writing a paragraph about your testimonials and linking to the page labeled "testimonials", create a link to a page called "marketing successes".

11. Create a Site Map - create a site map that contains links to all the sections of your site. Write a description for each section. Place this site map on your homepage as some search engines will only index the homepage and not deeper pages in your site.

12. Quality Content - provide web copy of 250 to 300 words, which are targeted for your web site visitors. Sprinkle your most important keywords throughout your text, particularly in the first paragraph. Be careful not to overstuff keywords in your copy so that it sounds strange when you read it. Get some others to review and edit your pages before you submit them for the world to read.

13. Repair Broken Links - most search engine directories will not list your site if it has broken links. Also visitors get frustrated when they reach a broken link page (404 error page) and will click elsewhere. Make sure you do a link check before your site goes live

[www.anybrowser.com](http://www.anybrowser.com).

14. Create a contact page - the search engine directory, Yahoo will not index your page if you don't have a real address (don't use a Post Office Address).

15. Reciprocal Links - search engines (especially Goggle) place high relevancy on links to your site to get a good ranking. Create a links page, that includes links to sites with similar content. Make sure they don't compete with your site and that they are quality links. Preferably find sites that already have a high search engine ranking.

Ask sites that link to your competition to link to your site. To find out which sites are linking to your competition, visit a search engine and enter "link:" before your competitors URL. For example: link:mysite.com link:www.mysite.com

16. Cross linking multiple sites - if you have multiple sites, cross link all your sites and include a description on your web site for each link.

17. Keep your file size small - if you use dynamic html (i.e. javascript, DHTML) it will often push your web copy (containing your keywords) to the bottom of your page. Since search engines read the text that is near the top of your page, that nice piece of javascript you have placed before your web copy, will affect your search engine rankings.

You can keep your file size small by storing your JavaScript and CSS code in an external file.

Conclusion: - create a simple, clean design for your web site that is easily navigable. Focus on good quality content with well-written, keyword rich copy, based on how it will benefit the visitor. Implement the powerful strategies outlined above and the traffic to your web site will increase dramatically.

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## **Use Meta Tags for Search Engine Optimization**

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Statistics show that only one of every four Web Sites use Meta tags. However using these tags can give your site an advantage over other sites that do not. Meta tags enable most visitors to initially find your site from the search engines.

### **What are Meta Tags?**

These are HTML tags that provide information that describes the content of the web pages that the visitor will be viewing. Web Site owners use this resource to control their positioning and descriptions

in the search engines. Most search engines incorporate reading meta tags as part of their indexing formula.

## Where to Place Meta Tags

They should go in between the <head> and </head> tags in your html page.

## Types of Meta Tags

The Doctype tag The DTD (Document Type Definition) tag precedes the opening <HTML> tag. It is generally the first element to be used on any page. It distinguishes the version of HTML in use from other versions of HTML and tells the browser what tags to expect when laying out the page.

```
<!doctype html public "-//wc3//dtd html 4.0 transitional//en">
```

If a browser doesn't understand a tag, it just ignores it. This, in effect, renders <!doctype> useless. For the proponents of strict standardization, a statement like <!doctype> would ensure standardization. If a browser didn't recognize the statement, it could ignore the page.

## META Tags and Document Identification

The syntax for the <meta> tag is:

```
<meta name="namevalue" content="contentvalue"> or <meta http-equiv="namevalue" content="contentvalue">
```

The <META> tag requires the CONTENT attribute and adds either the NAME or HTTP-EQUIV attribute. These define the general information you are creating or changing in the document, and the CONTENT attribute defines the value of the general information.

## HTTP-EQUIV Attribute

<META HTTP-EQUIV> tags are equivalent to HTTP headers. To understand headers, you must understand the process that occurs when you use a Web browser to request a document from a Web server. You request information using your browser and the Web Server receives your request via HTTP, the standard Web protocol. When the server finds the page you requested, it generates an HTTP response. The initial data in that response is called the HTTP header block. This header gives the Web browser information useful for displaying the page.

Common Examples of the HTTP-EQUIV Attribute Value Language META Tag This is an optional tag. It declares to users the natural language of the document being indexed. Search engines which index websites based on language often read this tag to determine which language(s) is supported. This tag is particularly useful for non-

english and multiple language websites.

```
<meta http-equiv="content-language" content="en">
```

### Content-type Tag

The Content-Type entity-header field indicates the media type of the entity-body sent to the recipient. This is an optional tag.

```
<meta http-equiv="content-type" content="text/html; charset=windows-1252">
```

### Expires META Tag

An optional tag that defines the date when the file will be considered expired in cache and a new page will be generated. Only use when your website is running a limited time event or there is a preset date when your document will no longer be valid.

```
<meta http-equiv="expires" content="Tue, 04 Dec 1993 21:29:02 GMT">
```

### Refresh META Tag

An optional tag used as a way to redirect or refresh users to another web page after X number of seconds. This META tag is often used as a "bridge" page which is accessed first by users and are then redirected to another web page.

```
<meta http-equiv="refresh" content="seconds;url=http://www.website.com/index.html">
```

### NAME Attribute

<META> tags with a NAME attribute are used for information types that do not correspond to HTTP headers.

### Common Examples of the HTTP-NAME Attribute

#### Keyword Tag Search

Engines that support META tags will often use the keywords found on your pages as a means to categorize your website based on the search engines indexing algorithms (proprietary algorithms which index your website in search engine databases).

Ensure you choose keywords that are relevant to your site. Avoid excessive repetition as many search engines will penalize your rankings for attempting to abuse their system. Search engines give priority to the first few words in your description, so focus on your main keywords and then elaborate further by using synonyms or other related words.

```
<meta name="keywords" content =
```

"keyword1,keyword2,keyword3">

Keyword values are usually separated by commas. The maximum keyword allowance is 1000 characters, however, it is believed that anything over 255 characters is ignored.

### Description Tag

Search engines that support META tags will often display the Description META tag along with your title in their results. When creating your META tags, make the first sentence of your description field capture the attention of a user and use the rest of the description tag to elaborate further.

```
<meta name="description" content="This camping site is about outdoor camps">
```

Keep this description to no more than 25 words (maximum allowance is 150 characters). Not all search engines recognize this tag.

### Conclusion

Don't let your site be one of the four web sites on the Web that do not have Meta Tags. Optimize it now, so you have a greater chance to be listed in the search engines. Getting listed, will bring more traffic which may mean more sales.

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## Create a Google Sitemap for your Web Site

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Google Sitemaps is a simple and fast way for your site to be constantly indexed and updated by Google. This article will discuss the benefits of implementing this new technology, who should use it, how it works and how to create a Google Sitemap for your web site.

### Benefits of having a Google Site Map

1. Speeds up the discovery and addition of your web pages in the Google index.
2. Enables Google to quickly find web pages that have been recently changed.
3. A method for your site to be listed and appear quickly in Google.
4. Helps Google to keep search content fresh, so people have the most up to date information available.

### Who should use Google Sitemaps?

All site owners can use Google sitemaps whether you have one page or millions of pages, however it's mostly geared towards people that make frequent changes to their web pages.

Normally web pages on a large site will not all get indexed because the links are too deep within the site. By including all your pages in the Google Sitemap you have a better chance of them all being indexed as Google thrives on fresh content. According to Google, it won't increase your site's rankings.

## **How does it work?**

Google sitemaps are created using XML (Extensible Markup Language). This is a coding language similar to HTML (though a little more complex). It is often used these days in syndicated feeds or blogs. Here is the sample XML code you would include for each page of your site:

```
<url>  
<loc>http://www.yoursite.com/</loc>  
<lastmod>2005-07-15</lastmod>  
<changefreq>monthly</changefreq>  
<priority>0.5</priority>  
</url>
```

Here is a breakdown of what each line represents:

location - name of your webpage ie <http://www.yoursite.com>

last modified - when you last modified the page.

change frequency - tells Google how often you modify that particular page, whether it's never, weekly, daily, hourly, monthly or yearly.

priority - sets the priority you want Google to place for that page on your site. You can prioritize your pages: 0.0 being the least, 1.0 being the highest, 0.5 is in the middle.

This is only relative to your site. It will not affect your rankings. Certain pages on your site may have more significance than others because they are updated more often ie home page, articles page.

## **How to Create a Dynamic Google SiteMap XML File**

It would take a long time to create your Google Sitemap by hand especially if you have a site that contains 1000s of pages. Fortunately Google provides the Sitemap Generator that allows you to generate a sitemap very quickly. It's a Python script that creates a Sitemap for your site using the Sitemap Protocol. This script can create Sitemaps from URL lists, web server directories, or from access logs.

You can read more about it here:

<https://www.google.com/webmasters/sitemaps/login>

## Other Sitemap Generators

Google has also compiled a list of [third party generators](#).

Personally I use the free [sitemap generator](#) It's simple to use and quickly produces the necessary XML code for your site. Here are the steps on how to create your Sitemap using this free Sitemap Generator:

1. Go to <http://www.sitemapspal.com> and enter your site's address.
2. Copy the code that it generates for your site and paste it into notepad.
3. Save the text file as sitemap.xml
4. Upload this file to the root directory (same place as your home page) of your web server.
5. Open up a [Google Site Map account](#) and submit your site's address.
6. Every time you modify a page or pages, login to your Google account and click on the resubmit button.
7. Repeat this procedure for all of your web sites.

## Conclusion

Google is still the largest and most accessed search engine on Net. Each year millions of web sites get added to Google making your site harder to find. Creating a Google Sitemap will help your web pages stay fresh in Google's index.

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## How to Set Up a Successful Google AdWords Campaign

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If you are looking for a fast way to market your products or business, then Google AdWords is a great solution. You can set up an AdWords campaign within a few minutes and be making good money within days.

### What is Google AdWords?

These are small pay per click ads that are displayed on the right side of Google search results. The ads provide highly targeted text or image ads based on what words people use to search for your product.

### Steps involved in setting up an AdWords campaign?

1. Read an overview of [Google AdWords](#) to become familiar with how

it works.

2. Find a product, service to promote that is in high demand. This can be an affiliate product or one of your own products. Don't create and promote a product which has no demand. Do your keyword research first.

3. Keyword research - try to think of the main keywords people would enter into a search engine that is related to your product. Then use the keyword research tools below to see how many times these keywords have been searched on in last month. Also research alternative or similar keywords.

[Google Adwords Suggestion Tool](#)

[Overture Suggestion Tool](#)

[Wordtracker](#)

4. Create ad groups - create an ad group for each main keyword or keyword phrase. Use Wordtracker to research another 10 to 20 keywords related to your main keyword. This will enable you to target people who are specifically using those words for searching. Now you can create a number of different ad groups for each main keyword.

5. Check the number of AdWords campaigns - enter any of your main keywords in the Google search engine and see how many ads are displayed on the right side of the search results. This will tell you how many AdWord campaigns are running already. If there are only a few Google Ads displayed and your targeted keyword is in high demand (high number of searches), you have the potential to create a winning ad campaign.

6. Write your ad copy - look at the ads people are already using on Google to give you an idea of how to write them. Use your main keyword or keyword phrase in the title of your ad copy. You may even be able to include other keywords within the body of your ad. Here's an example of a typical ad:

Effective Web Site Promotion  
Promotion strategies for  
marketing your product or service  
[sitebuild.com/web-site-promotion](http://sitebuild.com/web-site-promotion)

You can write three lines of ad text with a total of 95 characters. The Display URL has a 35-character limit. The Destination URL can be up to 1,024 characters and is the actual web page users will land on after they click on your ad.

Write different ad copy for each of your ad groups. You never know which one will pull the best.

7. Create a Google AdWords account - there is a US\$5.00 activation fee for Google AdWords. After that, you decide how much you are willing to pay per click and per day. You can choose a maximum cost-per-click (CPC) from US\$0.05 - US\$50 and set a daily budget as low as 5 cents USD or as high as you want.

For example, if you set your daily budget for \$50/day/ad at 10 cents/click, you will get a maximum of 500 clicks/ad. Once you have reached your limit for that day, Google will automatically suspend running your ad until next day.

8. Test and monitor your AdWord campaigns - start with 3 ad groups, then keep the other ad groups for later as you monitor your current campaign. Make the necessary changes to your ad copy, keywords or bid prices to improve your clickthrough rate. Google automatically tracks the clickthrough rate for each of your ads.

To identify how many of your customers clicked through to your site from your Google AdWords ad, use a unique tracking URL for each ad. This will also give you an indication which ads and keywords converted the most clicks to sales.

To use tracking URLs, just place the following parameter at the end of your URL: ?referrer=source.

Example: If your URL is: [www.your-domain.com](http://www.your-domain.com), your tracking URL could be [www.your-domain.com/?referrer=Google](http://www.your-domain.com/?referrer=Google)

Once you've created your tracking URLs, you can get your traffic data from your Web server logs or from third party tracking software. Your log file has an entry for each click to your site. Just count the entries where "Google" (or another source reference) appears in the referring URL.

The tracking software I use is [Adtrackz](#)

Here you can set up any number ad tracking campaigns and easily view them all on one page.

If you follow these guidelines for creating your Google AdWords campaign, you can quickly attract thousands of visitors to your web site or affiliate program and generate instant sales.

## **Resources**

[The Definitive Guide to Google AdWords.](#)

[Google AdWords Tips](#)

[Google AdWord Campaign Article](#)

[Mastering Google Adwords Article](#)

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## **Increase Web Site Sales with a Search Engine Optimization Proposal**

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You can easily get confused by all the search engine optimization

companies and SEO experts that offer SEO services. It's hard to know who to trust or what should be included in a SEO proposal. I will endeavor to clarify some of these points for you in this article, so that you can make the best choice when looking for SEO services. I don't profess to be a search engine optimization expert but have attained top rankings for my own site plus some of my web site design clients.

### **What a SEO proposal should include:**

- SEO objectives
- Site Analysis
- Keyword Research
- Competitive Analysis
- SEO Copywriting
- Creation of Meta Information
- Site Map Creation
- Link Popularity Building
- Web Site Load Time and HTML Validation
- Downloading and Uploading of Web Pages
- Browser Search Engine and Directory Submissions
- Compatibility and Resolution Checking

### **The Process**

The process will differ for new sites versus established sites.

### **SEO objectives**

Increase your search engine presence, rankings, no of visitors and ultimately the sale of your products.

### **Site Analysis**

An overall analysis is first done on your site, to assess what is needed to best optimize it for the search engines. Based on this analysis the proposal is adjusted to include the necessary work to be done. This may include: design, layout, navigation, colors, background, fonts, images, broken links, meta tags, web copy, html validation, browser and resolution compatibility, loading times, search engine rankings, site statistics and creating error pages.

All of the factors listed above have some influence in attracting search engine spiders and visitors to your site.

If I design the site all these factors are already taken into consideration (which makes it much easier). An established site that's already indexed by the search engines will need to be thoroughly analyzed for errors before optimization can begin.

### **Keyword Research**

One of the basic steps in search engine optimization is keyword research. Here competitive keywords relating to the site and unique to your domain are found. Keyword research is done to maximize the impact of search engine optimization. When your site ranks well, more relevant customers come to the site leading to an increase in conversions and hence income for the site. The accurate identification and careful selection of these important keywords and key phrases can literally make or break any web site or online business.

## **Competitive Analysis**

This is for better search engine ranking performance. I study the sites of all your competitors who have high search engine rankings and find out the keywords for which they are ranked. I analyze your current meta tags and recreate them based on the keywords I have researched. I also analyze your recent web site stats (if you give me access). I can then see how many visitors you are getting, where they are coming from and what keywords they are using.

## **SEO Copywriting**

SEO copywriting is rewriting the text on your site in such a way that it becomes search engine friendly while remaining appealing to the surfer. Keywords relevant to your site are optimized so that your site ranks high when search engines crawl your site. I direct targeted traffic to your site, ensure they are provided with the specific information and hence increase sales for you. My copywriting services include modifying your site headings, HTML text, layout, design and even images where needed. Some pages may only require a small amount of editing or none at all, whereas others may need a more extensive rewrite.

## **Creation of Meta Information (title, description, keywords)**

Meta information is used to provide additional information about HTML documents so that the search engine crawlers are able to index the information more accurately. There are three important types of Meta tags as far as searchengine optimization is concerned:

Title tag:

The Title tag is not a Meta tag. However title tags play a vital role in your site's rankings. It is these words or phrase that appear in the title of your page in the hyperlink listings on the search engine results. I include the most relevant and specific keywords or key phrases in the title tag that best describe the contents of the page.

Meta description tag

This gives a short and concise summary of the content of your web page. The description appears in the SEs just below the title tag. I ensure that the meta description tag is brief but includes some of your top keywords. The words used must inspire the visitor to check

your site out further. Each page must be customized so all your web pages will not have the same meta tag descriptions.

### Meta keywords tag

Although not as relevant as the other tags mentioned above, the Meta keywords tag is still recognized by some SEs. I include a number of meta keywords for you that are relevant to the content of your web pages.

## **Site Map Creation**

The creation of a site map page enables SE spiders better crawling of your site. It also helps visitors to quickly scan your whole site for relevant information. A link and a short description of that link is created for each page of your site. The site map page is then added to your main navigation menu.

## **Link Popularity Building**

Link Popularity refers to the number of links pointing to your site, from other sites on the web. There are other terms used for Link Popularity, such as Link building, In Bound Links, Back Links, etc The Search Engines consider your site important and rank it higher if other sites link to your site. There are two types of links you can establish on the web. One type is to trade links (Link Exchange), where you give a link from the links Page on your site to the partner sites. The second method is to establish only "incoming links" also called "one-way links" or "non-reciprocal links". With non-reciprocal links, you do not need to link back to them.

There are several ways of developing Inbound links. Some of the techniques I follow in one way link building are:

- a. Submitting to Free Directories
- b. Writing articles and submitting to various sites for publishing to increase the link popularity of your site.
- c. Press releases
- d. Sending requests to established sites explaining about the site quality and asking for links. In the link exchange process, you trade links with prospective partner sites by offering a link to their site from your own site. I provide reciprocal link building services to increase the link popularity of your site.

## **Web Site Load time and HTML Validation**

Some sites won't perform well if they are slow loading. Search Engines don't like sites which take a lot of time to load. They sometimes ignore these sites and place them lower than fast loading sites in their index. Reasons for slow load times include html errors and bad image optimization. Sometimes sites are coded badly which can be a big block for visiting search engine crawlers. I will check your site's load times and make the necessary changes to the html

where necessary.

## **Downloading and Uploading of Web Pages**

To make the necessary changes to your site, web pages will need to be downloaded to my computer. After changes are completed the pages will then be uploaded to the server.

## **Search Engine and Directory Submissions**

Your site is submitted by hand to all the major search engines, directories and some specialized directories. Not all SEs and Directories have the same rules for submission, therefore care will be taken to submit to the appropriate search engines by following their specific guidelines.

## **Browser Compatibility and Resolution Checking**

People view sites in different browsers and at different resolutions. I make sure your site can be viewed in all the major browsers and in the most common resolutions. Adjustments will be made to the site's code where necessary.

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Herman Drost is a Certified Web Site Designer, and owner and author of [www.isitebuild.com](http://www.isitebuild.com). iSiteBuild.com provides Affordable Web Site design for informational and ecommerce Web Sites. Find more FREE articles at [www.isitebuild.com](http://www.isitebuild.com). Subscribe to Marketing Tips newsletter for more original articles. [subscribe@isitebuild.com](mailto:subscribe@isitebuild.com)

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