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7 Search Engine Optimization Strategies That Work

By Michael Fleischner

the Internet becomes even more pervasive, the importance of search engine optimization continues

to grow. You can make the most of your Internet marketing efforts by following the same steps that top ranking sites do for improving their rankings. You may think that top ranking sites have to spend lots of money to get there. The truth is that sites who come out on top, follow some basic search engine optimization guidelines. These guidelines are easy to follow and often cost little or nothing to put into practice.

1. Manually register your site with DMOZ, also known as the Open Directory Project. The Open Directory Project is the largest, most comprehensive human-edited directory of the Web. It is constructed and maintained by a vast, global community of volunteer editors and feeds other leading web directories.
2. Manually submit your site to Google. If you'd like to wait, Google will eventually spider your site and return it in search result listings related to your site name and keywords. However, this may take some time. For faster inclusion, visit Google and submit your site manually.
3. Purchase a listing with Yahoo! Directory Submit. Yahoo! like Google provides many search products. However, Directory Submit is essential for any business on the web. For a fee of \$299 Yahoo! will include your web site in their directory that fuels websites like Yahoo!, MSN and AltaVista.
4. Make sure you are using keywords with a high KEI. This measure takes into consideration both the popularity and competitiveness of your keywords. By focusing on keywords with a higher KEI, you can optimize your chance for search engines to select your site for keywords at little or no expense.
5. Engage in a link building campaign. The more links you have to your site, especially if they have a high Google Page Rank, will signal Google and other search engines that your site is important. A great way to do this is through article submission or affiliate programs.
6. Make your site easily to crawl. Search engine do not like dynamic pages. Although this is changing with the advent of Google Site Maps, it is still important to ensure that all search engines can easily

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traverse your website. Make sure to use HTML coding and avoid dynamically created pages.

7. **Be patient.** Once you follow these suggestions, allow search engines time to re-index your site. In the Internet age, we're looking for instant results. However, it does take some time for all of your search engine optimization techniques to take hold.

By implementing the suggestions we've discussed in this article, your search engine optimization efforts can generate positive returns. As the world of search engines continues to evolve, it's important to learn about the latest techniques and requirements for improving search engine results. Continue to focus on SEO. If you do, you'll find yourself at the top of the rankings!

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How Can Seo Help My Website?

By Dana Bradley

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

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Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide Web on a regular basis.

Dana Bradley writes about

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