

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

8 Easy Ways to Optimize Your Website

By Scott J. Patterson

8 Easy Ways to Optimize Your Website by Scott J. Patterson

Traffic from search engines is widely considered the best (and cheapest) way to generate traffic to your site. The increasing popularity of search engines has led to the development of a whole industry that revolves around ways to "optimize" websites.

The end result is that many people now think that only "professionals" can help their website rank high within search engines. But, the truth is that anyone can structure their site so they rank high for many keywords.

Below, I have listed 8 simple steps that you can take to optimize your web pages. By following these, you will improve your chances of increasing your rankings:

- 1) Target one word for each page: A huge mistake that many beginners make is cramming numerous keywords onto every page. Instead of doing this, you should focus on one specific keyword for each page. That way, you can make sure that the page is focusing on that one word without any distractions. If you want to target multiple keywords then it is necessary to create a separate page for each.
- 2) List your major keywords in the links back to your site: Many search engines, Google being the most famous, have started to take into account the words that are mentioned in the title tag of the links that point to your site. So, a great way to improve your rankings for your keywords is to place it in the title tag.
- 3) Make your first 100 words on the page keyword rich: Another mistake that most webmasters make is to have a menu on the left-hand side of a website. Since search engines primarily focus on the first 100 words of a website, a left side menu is a misuse of valuable space.

Instead of doing this, you should have your title, description and web copy within the first 100 words of your site. An easy way to do this is to have your menu on the right instead of the standard left-hand side.

8 Easy Ways to Optimize Your Website

But, since the left-handed menu is now commonplace, you can also choose to put your first 100 words above the left-handed menu, so this text will be the first thing read on your website.

4) Insert the keyword into your title tag: In the source code of most pages are "header tags" (also known as Meta tags), which help search engines understand the content of the page.

To fully optimize your website, you can tweak the source code of the page. The first step is to insert the keyword in the title tag. (This is what is shown in the results of a search engine when your site is listed)

5) Insert your keywords in the description tag: The description Meta tag is almost as valuable as the title tag. The information in this tag is listed directly below the title tag in search engine results. As a

result, a good description can make your website stand out from other listings. To get the prospect to click on your site, it is important to write a snappy description while using your keyword.

6) Insert them into your keywords tag: Like the title and description tags, keyword tags are used to help search engines understand the content of your web page. Although this Meta tag has become less popular, it doesn't hurt to put your keywords here.

7) Place your keyword in the header: When writing the actual text of your site, the first part should be the headline. Whenever a search engine scans your site, it rates all words in the headline as being more important than the rest of the web copy. To take advantage of this, you should have your keyword in the page headline. But, since the header tag (h1) is quite large, you should format it so that it is smaller.

8) Write your keyword enriched web copy: Now that you have set up the structure of your page, you can write your web copy. While creating the text, you want to include the majority of the keywords at the top and the bottom of the page. In addition, the keyword should be included a few times in the middle. Basically, the common saying is that the keyword density should resemble an hour glass shape.

The total web copy of your page should be about 300–500 words. Also, the keyword should be included about 5–12% of the total words of the page. The percentage varies according to each search engine, so you might want to play around till you find the best results.

If you follow all these steps, you will definitely see an improvement in the search engine rankings for your keywords. The best part is that you do not have to spend any money on the expensive search engine optimizers!

Good luck!

Scott J. Patterson brought his website to the top of many search engines for important keywords. To find out how he did this AND also how he created his online store with NO computer experience, be sure to check out a Fr** copy of his ebook:<http://www.buildingastore.com/80.html>

Search Engine Optimization Is For Fools?

By Kevin Emswiler

Search Engine Optimization Is For Fools? by Kevin Emswiler

Do you know how to get your website on the first page of google's search results? If you don't, you soon will.

Regardless of how you market your website, you should take the time to learn search engine optimization. There's no other marketing method that I know of where you can get a constant flow of free quality traffic to your website everyday.

Before I show you how to optimize your web pages, I like to make a quick point. You don't need a large site to get great rankings on google. You could have a one page website and optimize it for one keyword, and be on the first page of google's search results for that keyword. This would be hard to achieve because google's search engine values link popularity. Most websites will not link to yours if it's only one page. Your site wouldn't be providing any value to their readers, but a website that's just 5 pages can be of value as long as it provides good quality information.

Now let's optimize your web pages. Optimize each of your web pages for one keyword. Put the keyword in your title, description, and keyword tags. Here's an example. Let's say you're creating a website about ebay and one of your web pages is about ebay auctions. This is how the tags will look.

Ebay Auctions: How to properly setup your auctions

Next write an article about ebay auctions and use the keyword throughout the article. I like to use my keywords once per paragraph. The longer your article the more times you can use your keyword without sounding corny or abusing google's search engine.

Then ask other websites in your industry to place a link on their website to yours. This will help google index your site faster and get you higher results in their search engine.

Kevin Emswiler's goal is to help beginning internet marketers establish their own home based business. For more marketing advice, visit <http://www.chit-chat-cash.net>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!