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**Absolute Top Five Search Engine Marketing Myths Uncovered!**

**By Lee Traupel**

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Its no secret that Search Engine marketing can drive significant amounts of very qualified traffic to a web site as 85% of Internet users utilize search engines to find/research for goods and services. The problem for many companies is the difficulty they face sifting through conflicting information and hyperbole! Here is my top five list of myths that need to be run to ground.

Big Picture Myth One Search engine ranking leads are not as good as those which originate from other forms of traditional marketing (print, direct mail, PR, etc.) this is absolute hogwash, the truth is many agencies dont have a clue about s/e ranking, so they push their clients to ignore this form of advertising. They simply dont want to recommend anything they dont understand and/or utilize an interactive marketing vehicle that requires a blend of very specialized technology and processes.

Weve in fact found just the opposite when weve analyzed s/e traffic versus other types of leads for our clients; i.e. search engine traffic can be much better, as it is comprised of individuals who are actively seeking info, not just people whose curiosity has been piqued by an eye-catching publication ad or press release. And, when weve analyzed the data by tracking leads via a landing page (on a web site) weve discovered that CPL (cost per lead) numbers can be much lower for s/e ranking than other more traditional marketing methods.

Big Picture Myth Two Effective s/e marketing can be done in house this is rarely the case, the sheer complexity and online competition (digital warfare!) for rankings makes this extremely difficult for most companies. Based upon our analysis over 73% of corporate accounts dont understand the basic fundamentals; i.e. how to properly use keywords, meta tags and titles and worse, dont submit their web sites to top tier Directories (Yahoo, LookSmart, OPD) and the hundreds of second tier directories.

Most companies delegate the s/e submissions to the webmaster or web site development staff and they just dont have the time to understand the daunting complexities required to generate page 1-3 rankings – or to stay abreast of the shifting submissions and ranking criteria standards, as modified

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monthly by top tier search engines. And, in many companies the s/e ranking is added to the over worked webmasters tasks purely as an afterthought as opposed to being addressed formally by the marketing department, with dedicated personnel and a budget.

Big Picture Myth Three off the shelf software that submits a site to thousands of web sites and presents snazzy reports can do it all. This is so inaccurate and nothing can be further from the truth it takes a tremendous amount of labor and time to identify keyword sets (not just words), optimize the content for these keywords, submit the pages while obeying the rules of the road and then continually analyzing rankings and tweaking to maintain and drive rankings (web site visibility).

Software can certainly help to automate some facets of the process and be used for back end analysis but you cant expect any application to make the job easy, there is too much inherent complexity in the processes. And, competition for keyword sets is fierce as there are an estimated 5–10M registered

domains (the numbers vary widely) with 60K new domains being registered every day.

Big Picture Myths Four and Five Any page listing will help to drive traffic to a web site this is another misconception. If you are arent achieving page 1–3 rankings then your wasting a great deal of time and resources most people never drill down below these pages. Another common mistake is trying to achieve s/e rankings for a specific URL or product if people know the name of a company or product they will find your web site easily, its a waste of resources to optimize for these specialized terms in 80% of most cases.

Lee Traupel has 20 plus years of business development and marketing experience – he is the founder of Intellective Communications, Inc.,

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### **Ebiz Internet Marketing Tools**

#### **By Bernard Dozier**

Ebiz Internet marketing tools. You may have a great idea for a website with a superior product or service, grand design, content and functionality but if you do not use the right tactics, your site may not attract the all–relevant highly targeted traffic. Getting a lot of traffic into a site has very little to do with the site itself. But with how the Webmaster or site owner advertise it. With hundreds of competing sites, you must use the most effective Internet marketing tools that will truly deliver results.

There are different internet marketing tools that you can use. All these methods and approaches aim at increasing your website traffic. You must find a road for web surfers to find your site. To do this, you must put yourself in the shoes of your prospective visitors and future clients and see the internet

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through their eyes. Where do they typically go whenever they are looking up something on the web? The answer is the search engine; in fact, the two most popular websites on the net today are both search engines and portals. Thus, you should focus your internet marketing efforts on the search engine.

People will normally search for something using a search engine and click on the top results that these engines give. Therefore, you must use the right internet marketing tools to get a high search engine ranking. To gain a high ranking in search results, you can use several internet marketing tools. Search engine optimization is a collection of methods that are directed at improving the visibility of your site in search engine results. Since a search engine indexes sites by looking at its keyword density, your site's content must have favorable keyword density that is search engine friendly. Content is one of the most powerful internet marketing tools itself. If you have excellent content that is geared towards achieving a high search engine ranking as well as provide information then you can expect a high search engine ranking. However, this is not as easy as it appears. Countless other sites may be using the same internet marketing tools as you do. Thus, you must continuously find new ways of attracting more traffic.

Aside from the traditional marketing techniques such as print ads, billboards, brochures, testimonials, flyers etc. You must use other more effective internet marketing tools to gain more traffic. One of the most popular internet marketing tools today is the use of Pay per Click advertising. In this approach, you will bid for a particular keyword in a specific search engine. If you have the highest bid then your sites link will be the top result. This internet marketing tool is now being used by thousands of sites. It is also gaining popularity because of its relatively high success rate in attracting high traffic.

Bernie Dozier only writes articles on topics of products that he has use and try

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