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**Along Came a Spider (Part One)**

**By Julia Hyde**

**Along Came a Spider (Part One) by Julia Hyde**

So, your Web site is up and running. It looks great and on its first day you're excited about getting your first order. But your excitement soon turns to weariness as that one order is the only one that comes in for a whole month. And worse, your Web site statistics show a disappointing hit rate. So much for the perception that "if you build it, they'll come."

Every Web site owner wants people to visit their site, but very few understand the role search engines play in getting those people there. And fewer still, understand how relevant content can not only attract the search engines, but convert your visitors into paying customers.

Have no fear. This guide will help you understand the relatively simple steps you can take to make sure the search engines send targeted traffic to your site, and increase your sales.

But before we begin it's important to understand how search engines work, and make the distinction between crawler-based search engines like Google and a directory like DMOZ.

**Part One – Understanding the difference between search engines and directories**

**Crawler-based search engines.**

Crawler-based search engines, or spiders, literally "crawl" the Web looking for content. They're able to do this because of the way pages on the Internet link to other pages by way of hyperlinks. Anyone who's sat down at the computer "for five minutes" to find information has experienced this linking system—hours later you're still there, completely off track, clicking away from one page to another to another.

The search engines use this linking system in much the same way as human users. For example, when Google sends its "spider" (fondly known as GoogleBot) to "crawl" the Web it follows links from page to page indexing the content it finds along the way. The information is then stored in a huge database somewhere at Google. Later, when someone enters a particular word or phrase into the

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search box, Google scans its database for possible matches. It then displays pages that contain, or relate to the word or phrase in an order it considers most relevant.

There are really only two major crawler-based search engines, Google and Yahoo. The others, with the exception of several smaller engines such as, Ask Jeeves/Teoma and engines based outside the United States, get their results from these two. See below to find out which engine supplies and which engines receive.

While Google and Yahoo crawl the Web in much the same way, the results you receive from each can vary greatly. You can see an example of this by searching for "direct mail packages" on both Google and Yahoo. As of today, (and this is certain to fluctuate on a daily basis) a test page from my site ([www.juliahyde.com](http://www.juliahyde.com)) with the title "Sales Letters and Direct Mail Packages" hovers around number 12

on Google's results. Perform the same search on Yahoo and the page ranks number one. It also ranks number one on MSN, but that's because, until MSN officially launches its own search engine, Yahoo supplies its results.

Contrary to popular belief there's no need to submit your Web site pages to the crawler-based search engines—if your site is built with the search engine's and your visitor's best interests in mind, the crawler-based engines will find it on their own. I'll talk about this in more detail in a future chapter.

The two major crawler-based search engines supply results for:

Google – AOL, Netscape and iWon

Yahoo (synonymous with Inktomi) – MSN, Alta Vista and AllTheWeb

### Online Directories

Directories are like giant yellow pages that compile, rank and organize listings into different categories and sub-categories. They do not crawl the Web looking for content but rely on submissions from web site owners. Professional, human editors generally edit directories. Most of them work something like this:

- You want to buy a pair of jeans so you go to a directory like DMOZ and click on the main shopping category.
- § Then you click through the sub-categories, "apparel" "retail" "jeans" and so on, until you find exactly what you're looking for.

Top Directories include:

§ The Open Directory (supplies directory services to Google)

§ Yahoo

§ Looksmart

§ Gimpsy

§ Zeal

§ JoeAnt

Although submitting your site for inclusion in directories will drive some visitors to your site, you should not necessarily base your decision to submit on how much traffic you think you'll receive from the directory. But, rather, view the submission as an opportunity to obtain a link to your Web site. Why? Because a directory listing will allow the crawler-based engines to follow a link to your site and help get your site indexed in their database quickly. It will also give your site a good quality incoming link (more about this in later chapters).

Next month: Words. Words. Words.

Julia is an independent copywriter and consultant specializing in advertising, search engine optimization and search engine marketing services. To learn more about how Julia can help boost your company's profits visit her site at [www.juliahyde.com](http://www.juliahyde.com). You may also like to sign up for Marketing

Works! Julia's monthly ezine. Visit [www.juliahyde.com/form.html](http://www.juliahyde.com/form.html) to sign up or email Julia at [info@juliahyde.com](mailto:info@juliahyde.com) for details.

## **How to Increase Web Site Visitors For Relevant Terms Using Your Less Relevant Listings**

**By Tinu AbayomiPaul**

Completely by accident and through no effort of my own, besides the effort to get my site spidered by Yahoo's Slurp Search Engine Spider and Google's Googlebot Search Engine spider, I've seen an accidental increase in the visitors to my web site.

Suddenly, I was ranking first page for Google, Yahoo and AOL for the phrases like "picture of William Hung", and "william hung she bangs".

The Good news is, this means that when the Yahoo Slurp spider came to the site and indexed my front page last Saturday, (and no, I didn't submit my site OR pay for inclusion), my results were in the search engine by Sunday apparently, which is when I started getting clicks from Yahoo for this unusual term.

The Bad News is, William Hung, except for being an example of the power of Free Marketing, has NOTHING to do with my site!

So how does one fix this situation? How do you turn an accidental good ranking into several good rankings for other terms? Or say you've got great rankings for a relevant, but fairly insignificant term? The solution is the same.

Just give the spider more of what it wants.

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Google, Yahoo – and apparently their search partners – love that page. So, first thing I did was improve the page in question. At the time there was no picture of William Hung on the page that was ranking so well. It's important that you satisfy web site visitors who accidentally happen up on your site.

It only happens once in a while, but sometimes the person who come by is also interested in your regular content.

The next thing I did, was create other pages I believed the two sites would like. Since the articles here primarily offer resources to webmasters who want to learn how to increase the number of visitors to their sites, all I had to do was tweak some of the wording to the liking of both those visitors and the search engine spiders, and write one more article.

How did I know what the search engines would like, and how that would increase the number of people who would come to the site? Well, I found out that some guarded information about the latest optimization tips for Yahoo and Google was available on the Web FREE. (If you want to know what that resource is, just download the updated Free Google Optimization Guide.)

Once I had the pages optimized to my satisfaction, all I had to do was link some of those pages to the front of my site (where the article was then located) and wait for the increase in traffic to my site. Google spiders me every day like clockwork ever since I made this tiny change to my website that

increased my site rank from zero to five in January.

Of course, I then had to figure out if my secret technique to baiting the Google spider was going to work with Yahoo's new search engine spider.

Not only did it work, but it worked faster than leading the Google spider to specific page of my site! Yahoo's spider is not back at my site on a daily basis yet, but it does come regularly, finding new pages, and reindexing the area with the most content.

So there you have it. If your site has been indexed well for a term you didn't really want, first, make the page as relevant as possible to the visitors who end up at your site.

Next, give the search engine spider "food" to eat that is more relevant to your site. It doesn't hurt to optimize this page. You can now download the new optimization guide for FREE here– IF you're one of the next 100 subscribers. Only 1000 copies will be available for download so get yours now.

Third and last, get the spider to come on back to your site. If you know how to bait a search engine spider, great! You'll get your results faster, and since the spider finds the link on its' own, you may get better placement. Or, you can submit your site to one of Inktomi's partners, and/or Google and wait the 6–8 weeks it takes to be included.

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Tinu is a free traffic FANATIC> She's been offered treatment for this condition, but says it just saves

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too much money. Her parting words "If you don't know how to bait the Google spider, subscribe to my newsletter. I give that tip away free in the second issue. Email [ftdsecrets-subscribe@topica.com](mailto:ftdsecrets-subscribe@topica.com) or join at

, where you can also read more articles about getting quality

visitors for free."

How to Increase Web Site Visitors For Relevant Terms Using Your Less Relevant Listings

Halloween Art Projects For Kids

Wacky Spiders - A Fun Halloween Craft For Kids

Spider's Night on the Boom

Spider's Big Catch

Email Spider Software

Fax Reaper Pro Software

Google Site Map Maker

TargetedVisitor

Ax Gold Collection



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