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An Optimization That Can Please Your Customers AND The Search Engines

By Dr. Roberto A. Bonomi

WHAT KIND OF VISITORS WILL THE OPTIMISATION OF WEBSITE PAGES PROVIDE YOU?

How do the visitors to your website find you?

There's a big difference between hits to your site and qualified visitors to your site!

Hits are just a showing of your site's home page that you can get by the thousands with pop under scripts and exit-exchange programs.

Qualified Visitors are people who looks for information, that found your site through a link on other site, or through a search on the Search Engines.

If a person knows your web site's URL he can just type in on his browser and will find you, but MOST of your visitors won't know that you exist before they find you, and they will find you thanks to the optimisation of website pages.

The big difference between the hits and the qualified visitors, is that the qualified or targeted visitors are looking for the contents of your web site, and that from every 200 bulk untargeted visitors you will only get 1 qualified visitor, so you definitely need to go for the qualified targeted visitors.

Most of the places that talk about optimisation of website pages will teach you tricks to get a better ranking on the Search Engines, they will teach you how to manipulate the relevancy algorithms of the Search Engines, to receive a better placement on a keyword search, but I think that the effort must not be put on the tricks, but on the quality of the content.

Why?

- * Every trick that you use will be discovered sooner or later by the Search Engines
- * If the Search Engines discover you, they will ban your entire web site
- * Search Engines evolve month after month, and they become more and more complex to cheat

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- * Search Engines keep on changing their algorithm
- * Your web pages must please the Search Engines AND your visitor (or they will click away as soon as they arrive)

And what pleases the Search Engines AND the visitors?

RELEVANT AND GOOD CONTENT about the keyword that they came looking for.

Do not waste your time in the optimisation of website pages with the goal of manipulating the Search Engine's algorithms, you will have to work too hard on the wrong part of your pages.

Work on your business instead, and write more optimised theme pages.

THEME PAGES

It's a fact that you mustn't just go for visitors to your home page, because although your targeted visitors match the content of your web site, they have never seen your site before, they don't know that your site exists, and they will arrive to your website through a search about a very specific theme.

Your home page will have many different offers, and a lot of information that not everybody wants to read about. Then your targeted traffic campaign should never be based on your home page, because your visitors will read it for not more than 6 seconds, and either you catch their attention or they'll be moving to another web site.

You need to write many theme pages specially designed, and this is where the optimization of website pages is needed.

Your theme pages must:

- * Load fast
- * They must not have pop ups or pop under
- * They must show your unique selling proposition or give the information in a flash
- * They must offer such a good content that will compel your viewers to read your other pages, or go to your site's home page
- * They must have a clear call to action
- * They must provide an easy way to bookmark them

THE CONTENT

Your theme pages must have enough hooks to call the attention of the Search Engines.

The hooks are the specific keywords of each page (concentrating on only one keyword per page will do well).

Write every week a new web page and blend your hook (keyword) with excellent content about an

specific theme.

You must make sure that you put your keyword...

- * On the title tag
- * On the keywords tag
- * On the web page description
- * On the body title
- * On a comment
- * On an image alt tag
- * Bolded at any place of the body
- * At the beginning, the middle and the end of your text

TWEAK AND TESTING

In every advertising campaign you have to do testing, and when you are in an optimisation of website pages campaign, you could tweak your pages, and test them changing the headlines, the meta tags, the length of the body, the colors, the web page layout, etc.

But my advice is that you must concentrate on creating new good content.

Once you have written a web page, make sure that your content has all the topics mentioned on the content's title and then stop the testing there, don't tweak, just build more content, and once you have 20+ web pages, start a links exchange campaign.

And as you build more good content for more keywords, and start getting more and more inbound links from your links exchange campaign, your keywords will start to rank higher and higher without endless tweaking and testing.

And persevere! Keep on building good content pages and exchanging links, it may take months to see the results, but it's like a snow ball, just start rolling it and..

YOU WILL SUCCEED!

- * Your less competitive keywords will rank better first
- * Your links exchange campaign will give you some links to start
- * Then people will start writing you asking to exchange links
- * Then your most competitive keywords will rank better

So the optimisation of website pages, boils down to only three steps.

STEP 1: Build more and more web pages with good quality content, about keywords related with your web site's theme

STEP 2: Start a links exchange campaign

STEP 3: Keep on building more web pages, and exchanging links, until you reach success

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If you already have, or are looking for an Internet Home

Business, you can not miss the free knowledge that you will receive at his site, and you can post free your own articles at

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Search Engine Optimization: What Is It?

By Stephen Warren

Search Engine Optimization is the creation of a web page, purposely designed to rank well with the Search Engines.

If you want traffic to your website then you must Optimize your website for the Search Engines.

Search Engine Optimization is a necessity if you want a huge amount of traffic flowing to your website.

Traffic from the Search Engines is one of the best (And most abundant) forms of traffic. Most people use Search Engines to find what they are looking for. I do and I bet you do too.

You simply cannot afford to pass this up. If you do, then your competitors will be way ahead of you, taking customers which you could have had.

However, if you are going to undertake Search Engine Optimization I STRONGLY recommend that you do some extensive research before you start trying to create the "perfect" page for the Search Engines.

If you don't do enough research then you will find bits of Optimization information, but will it be correct or will it heavily penalize your website, or even completely ban it? If you end up doing the wrong thing, this is what can happen.

Examples of bad Optimization techniques:

Previously many of these probably worked. However the Search Engines are now actively looking for websites who may be implementing some of these techniques and penalizing them accordingly.

Cloaking:

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What I mean is creating a page for a visitor but when a search engine spider goes to the page, they see something completely different. One way to detect if a website is doing this, is if they appear at the top of search results for a keyword that doesn't even appear on that page. This is a major no no. Sure it probably works incredibly well for a time. But when the Search Engines figure out what your up to, you can bet they will ban you permanently.

Keyword Stuffing:

This is the process of having as many keywords placed into the meta tags or content of the page whether they are relevant or not to the "content" of the page. Not only does this not work, it will work against you. Google for example will penalize you if you have a keyword more than once in a row. This is logical, as having 2 keywords in a row probably would not make sense. For example, for the keyword Golf, Google would penalize you if you wrote Golf Golf.

However, if the title of your page was "Golf", and the sentence beneath it was "golf is great because..." you would probably still be penalized.

Colouring keywords the same colour as their background:

This is quite self explanatory. It's bad because you're purposely hiding things from your website visitors, but still want the Search Engines to see it.

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Search Engine Optimization: What Is It?

What Makes For Ethical Search Engine Optimization Tactics?

How Can Seo Help My Website?

Kick Start Your Sales With Organic Seo Services

Fresh Content Improves Search Engine Optimization

Fax Reaper Pro Software

Hitting the Search Engines

Email Spider Software

Submit Your Website To 40 Of The Top Websites Every Month FREE

7 Ways to get Great Links to your Website



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