

Change Your Site Now!

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**Change Your Site Now!**

**By Holly Janion**

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Change your site! That's right, if you want the edge in this highly competitive market, you need to change your site now!

In order to increase your traffic you need to change the content on your site to reflect current trends. By this I don't mean simply changing a few words, layout etc etc, I mean really changing it to keep ahead of your competition by providing services that people really want.

This by no means has to affect the theme of your site, you simply need to enhance it to provide additional much sort after services or products. If you're happy with the amount of visitors your site is currently receiving, and I doubt you are, then leave it as it is, but if you want more visitors, and you want your visitors to keep coming back, then read on!

Let's get to the how's and the why's.

How?

Firstly find out what people want, what they're really looking for. If you can offer this service or product, people are more than likely to buy it from you. Remember they're looking for it because they want it and if you provide it, chances are they'll buy it from you.

To find out what people are looking for go to a site like Searchwords.com. If you think you know what the most popular

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search word at the moment is, you may be somewhat surprised when I tell you its MP3. That's the word now, but things change so fast in this technical age, you need to keep a close eye on this.

Why?

There are two major reasons for doing this. Firstly, if people want it and are looking for it and you consistently fill this need, you will soon establish a reputation for always being "hot". Make the most of the current trends why they're happening. I am not talking about words that have always been

searched for or products and/or services you would not want to associate your site with, but new and different trends. If you discipline yourself to check these trends on a regular basis, you can offer the desired services long before the word is out and everybody else is doing the same thing. This is a major key to how successful you will be – act fast and stay ahead!.

In order to have your own site ranked well with the search engines, you need to have relevant keywords in your metatag area. What could be better than having the most popular search words in your own metatags? Of course you would have to have that content on your own site. If people are searching for Holly Janion, and you have Holly Janion in your metatags, be sure to contain information on Holly Janion somewhere within the content of your site. How many times have you looked for something via the search engines and visited the sites to find they have nothing to do with the subject in hand. This is a dirty trick and won't do the webmaster any favors in the long run. Be professional, make sure your metatags correctly reflect the content on your site.

### Key Benefits

1. By changing your content regularly, your visitors will come back often because you offer the services they want. Your site is interesting and doesn't have the same old stuff on month in and month out. By keeping your site content current, you will be one step ahead of your competitors.
2. You'll be seen as a site that is current, knows what is going on, a true professional. This will increase your visitor returns. If someone has purchased from you once, they will be more likely to purchase from you again. Look after your

## Change Your Site Now!

current visitors, don't lose them to other sites that keep current!

3. If your main theme is kitchens but everyone is looking for MP3, add it to your site. It doesn't have to be a huge section that detracts from your theme at all, something small will be enough. Remember just because I'm on your site looking at kitchens, doesn't mean I don't have any other interests!

4. Don't depend totally on people using kitchens as a keyword. You know they're using MP3, so use it too – get them to your site!

5. You'll still get the visitors you would have had anyway as kitchens is still your main metatag word and what your site is about. This method only increases your site visitors. You're getting visitors that weren't looking to buy a kitchen

at the moment but may soon be, or know people who are, and now they know you provide a great kitchen service.

Wade's World is an internet business solutions company offering various free marketing resources, but we've added a whole page on MP3 to our web site and people are using it! For how long I don't know, but I'm keeping a watch and when the trend changes, so will our site!

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## **The Top 3 Mistakes That Can Ruin Your Website's Search Engine Rankings– and How to Fix Them!**

**By Richard Martin**

Getting your website up and running is hard enough. After spending hours getting the HTML code just right and trying to make sure that you provide a great user experience, the last thing you want to do is change everything around in order to get your site ranked higher on the search engines. Follow these tips from the beginning and you'll see the benefits.

1) Not changing the title tag from page to page. A lot of people realize the importance of the title tag. But few sites change the title tag from page to page. If you have a large site with a lot of different

## Change Your Site Now!

pages targeting different keywords, then change the title tag to reflect the keywords of the particular page. Keeping the title tag the same throughout the site may optimize the site as a whole, but you are limiting the amount of search terms that you can use. The shorter the title the better, you don't want to get caught stuffing the title tag with too many terms. Just change it from page to page.

2) Not using a H1 tag. Use a H1 tag. Really. No, it's no 1996, but search engine bots love the H1 tag. They view it as "hey, this is so important, it's in the H1 tag." Everybody got carried away with putting neat graphics and flash on their site and have neglected this tag. In fact a lot of sites use a graphical banner where their H1 should be. While these certainly look good, search engine bots can't read graphics, they are just bots. Use the H1 tag and use your keywords in it. It will help the visiting Search Engine bot determine what your site or page is about.

3) Using "Home" as a link text. Everyone uses "home" as the text to link back to their index page. However, this might not be the best choice. After all, it is a link. We all know how important links are in search engine rankings. When you use the word "home", the search engine bot will chalk up another point to "home" for your site. Why not use a keyword as this text? If your site is about hubcaps...why not use "hubcaps" for the link text? This will help you in that it a) adds a link within your site using "hubcaps" and b) help the search engine bot figure out a little better what your site has to offer.

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article may not be altered. Thanks. Richard Martin is a contributor to <http://www.business-lawyer-corporate.com>. The site is a collection of

listings.

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