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Getting The Big Picture Series: Part 5—"The Free-Way" #1

By Treci Cauthen

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Will the search engine's take notice of you? Search engine placement is the most important aspect of internet marketing promotion. What is a search engine?

The search engines function is to search the entire Internet, site or database under your defined term. It will retrieve any data that fits under the criteria of your search. Examples of search engine's include Alta Vista, Excite, and Google which enable users to search for documents on the World Wide Web.1

And best of all you can submit your website with search engines for free. But there are a few things you need to know in order to be recognized by the engine's. So your main job is to build your website around the search engines standards so that you can receive the best page rank possible and continue to aim towards the top 20.

All search engines have a set of rules for determining a websites page rank which is called and algorithm. An algorithm is a finite set of well-defined instructions for accomplishing some task which, given an initial state, will result in a corresponding recognizeable end-state.

The concept of an algorithm is often illustrated by the example of a recipe, although many algorithms are much more complex; algorithms often have steps that repeat or require decisions (such as logic or comparison) until the task is completed. Correctly performing an algorithm will not solve a problem if the algorithm is flawed or not appropriate to the problem. For example, performing the potato salad algorithm will fail if there are no potatoes present, even if all the motions of preparing the salad are performed as if the potatoes were there.

Different algorithms may complete the same task with a different set of instructions in more or less time, space, or effort than others. For example, given two different recipes for making potato salad, one may have peel the potato before boil the potato while the other presents the steps in the reverse order, yet they both call for these steps to be repeated for all potatoes and end when the potato salad is ready to be eaten. 2

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With that in mind let's talk about Yahoo first. Yahoo is not a search engine it is a human compiled directory but it is responsible for 40% of search engine traffic all by itself out of hundreds of search engines which means that 1 out of every 2 people that do searches on the Internet use Yahoo which is implemented by Google Search.

One main ingredient that Yahoo is looking for is content rich pages (lots of good and fresh content). Never submit a website that is under construction and it helps if your website loads quickly so be careful when selecting a web host.

On the other hand we have Google which comes in at number 2 in search engine traffic. They don't recognize content as top priority but instead base their mathematical algorithm on links but when a visitor lands on your site they do need to be able to find what they are looking for or the site is of no

use.

From their stand point it isn't so much the content on your page but the content on the pages pointing back to you that can push your site to the top. So it is important to have as many popular related sites with your link visible on their page using what is called link exchange which will begin to build your Google page rank.

So with all that said get out there and get listed with those search engines and the best of luck to all.

Get listed for free:

<http://www.submit-express.com/submit.html>

<http://submit.search.yahoo.com/free/request>

<http://ineedhits.com/>

Getting The Big Picture?

References

1. <http://www.lib.lsu.edu/instruction/internet/internet03b.html>

2. <http://en.wikipedia.org/wiki/Algorithms>

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Getting The Big Picture Series: Part 1 – "Love What You Do!"

By Treci Cauthen

Is Internet Marketing your passion? Do you spend hours of your week brainstorming to come up with ideas enhance your Home Internet Business?

If not I advise you to do a little soul searching and figure out just what makes you tick. You need to become a little more motivated if you're going to make it in this business.

Something has drawn you to try to create a bright future for yourself or you would not be reading this article. Whatever you do, don't give up, keep trying until you stumble upon that "Diamond in the Raw".

Love What You Do

I began in 1997 building websites & signing up with affiliate programs that advertised big earnings with minimum effort. I spent hundreds of dollars on products and services.

I tried selling e-books, all types of retail products, e-mail lists, and various forms of advertising with no success. But every time I failed I would be drawn in to try again. Every lost dollar I would simply count as a learning experience, nothing beats "practical wisdom". So if you've ever been burned just look at it as paying for your education.

The truth is there are big dollars out here to be made and you must love what you do or all of your efforts will be in vain. It took me seven years to "Get The Big Picture" but it doesn't have to take you that long. There are a lot of informative books and articles out here but the Internet is like one big puzzle.

Love What You Do

Don't try to cut corners, there is no easy way so don't be deceived. If you plan to be a success realize that you must put your heart into what you do. It will be time consuming but far from impossible.

To accomplish your goals you must...

Do Your Homework Put yourself on a schedule Research a few opportunities Learn the basics of building a website Come up with an advertising system Read lots of internet marketing, business and Inspirational Articles

Then you will begin to "Get the Big Picture" and learn to appreciate the opportunity that you have in the palm of your hand.

Getting The Big Picture?

Treci Cauthen is a Writer/Internet Marketing Coach. To read more articles and find Home Internet Business:: Opportunities, Articles and Resources! go to:

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