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How Google Can Help You improve Your Search Rankings

By Denise Nuttall

Search Engine Ranking is the most essential ingredient for free traffic. Every body knows that

search engine optimization, quality back links and original content are the key ingredients for good search engine rankings. Whether it is a niche one is competing in or a highly competitive keyword, these are a must.

Search Engine Optimization is a highly competitive keyword and a search in Google brings up 93 million search results (93,400,000 to be precise). Sites compete with each other to bring the best search engine optimization services. There are those who guarantee results though not always with legal means.

Ask anyone in which search engine they would like to rank at the top. Eight out of ten would vote for Google. This does not come as a surprise because Google gets most of the search engine visitors. So if Google gives the search engine optimization tips, what could be better than hearing it right from the horse's mouth? Yes, Google has a whole lot of tools to help us with search engine optimization and they are absolutely free.

To use this facility one needs to first to set up an account with Google after which one can go to

www.google.com/webmasters

. Once here, the "webmaster help" section needs to be selected. From

there one can go to the "webmaster guidelines" section where Google gives guidelines on design, content, quality and other technicalities. Once a website is ready, its URL can be submitted at

<http://www.google.com/addurl.html>

(this is a very slow process as it may take at least six weeks for the

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website to be crawled)

A Google Sitemap is a very effective tool to enable Google to study the structure of the website and increase the number of pages indexed. A Google Sitemap maker tool can be downloaded for free at

www.sitemapbuiden.net

. It's an excellent tool and a Sitemap is created within minutes. Once a Sitemap

is submitted Google searches for the Sitemap and displays a message after checking the Sitemap. If there are any errors it will indicate as to what those errors are and the same can be rectified and the Sitemap can be resubmitted.

Google also outlines the various do's and don'ts of search engine optimization. Some black hat tricks like link farming, cloaking, doorway pages are a strict no-no. One can also find an abundance of information on creating Google friendly sites.

So with Google on ones side, the chances of a good search engine ranking increases. With these tools one does not require expensive search engine optimization tools to increase search engine rankings.

Denise Nuttall owns the "Home Business Resource Directory" where you can find everything you'll ever need to start, run and grow a home business at:

<http://djnutall-enterprises.com/>

Link Manipulation

By Anthony Parsons

Link Manipulation by Anthony Parsons

Link popularity is a winning factor in many campaigns to achieve a substantial boost in your rankings, however; with all good can come over-inflated and out of control manipulation (BAD).

The search engines will not be defeated for long. Those who think they can get away with something in the short term will generally come unstuck in the long term. Google recently changed their algorithm (end 2003) which has upset many website owners who relied upon Google results to provide them business. To me, that is ineffective marketing, which ever way you look at it.

Websites who dominated the rankings because of link popularity suddenly became unstuck and are now, nowhere to be seen. Websites with minimal popularity but great content and even those with little content and medium popularity have begun to dominate the rankings for their given terms. Many people blame Google, blame SEO's and anyone else they can blame. These are free rankings that your contending within, which are constantly being manipulated to use every inch from the system structure.

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Users are not going to tolerate this for long if they cannot find quality content and products when they search. With this sudden upset and some minor tweaking by Google, the results will eventually steady and those who once dominated will still not be seen.

Many people, especially SEO's and Link Marketeers, get carried away with the websites that their link is going to be displayed upon. Yes, a website with wrong or illegal content and websites that blatantly abuse search engines editorial policies, a definite no no, but everything else is OK.

Another thing that I have found is people getting too wrapped up in what Google wants! It is well documented that Google is currently the major search engine on the Internet. Google is also the major search engine that keeps changing their rules because so many attempt to manipulate them. Remember this, Yahoo was the leader of the pack in 2001. Who next?

What about the other MAJOR Search Engines that deliver the other 50% or so of traffic? This leads people to become choosy with who they will and won't link too. How about this! Link to whom ever you please within the above standards, and advertise your website as much as possible.

Whether your website is on a page with no PR or on a page with a PR10, pages change, link importance changes and every search engine evaluates different aspects to rank websites within their engine. Maintaining a high ranking is like changing your underwear; a daily requirement!

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, anthonyparsons.com as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make

SEO affordable for all budgets. <http://search-engine-optimisation.anthonyparsons.com>



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