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How To Promote A Website,Search Engine Optimization,Search Engine Placement,Search Engine Ranking

By BluEnt eSolutions

Website promotion can seem confusingly complicated. There seem to be so many, sure-fire new

ways to get thousands of hits to your website. Whilst some of these methods work, most just waste your time. The most important strategy is to rank high for your preferred words on the top search engines. Search engines send robot "spiders" to index the content on your webpage, so let's begin with steps to prepare your webpages for optimal indexing.

Write a Page Title: Write a descriptive title for each page of 5 to 8 words. Remove as many "filler" words from the title, such as "the," "and," etc. Plan to use some descriptive keywords along with your business name on your home page. Words people are most likely to search on put first in the title (called "keyword prominence"). Remember, this title is your entire identity on the Search engines. The more people see in the blue highlighted portion of the Search engines that interests them, the more likely they are to click on the link

Write a Description META Tag: This sentence should describe the contents of the body text of the webpage, using the main keywords and keyphrases used on this page. If you include keywords that aren't used on the webpage you could hurt yourself. Place those words at the top of the webpage, between the tags, in a META tag in this format:

Include Your Keywords in Header Tags H1, H2, H3: Search engines consider words that appear in the page headline and sub heads to be important to the page, so make sure your desired keywords and phrases appear in one or two header tags

Make Sure Your Keywords Are in the First Paragraph of Your Body Text: Search engines expect that your first paragraph will contain the important keywords for the document. Other places you might consider including keywords would be in ALT tags and perhaps COMMENT tags

Develop Several Pages Focused on Particular Keywords: Develop several webpages on your site, each of which is focused on a different keyword or keyphrase. For example, instead of listing all your

services on a single webpage, try developing a separate webpage for each. These webpages will rank higher for their keywords since they contain targeted rather than general content

Submit Webpage URL to Search Engines: Next, submit your webpage to the important Web Search Engines that robotically index the Web. Look for a link on the search engine for "Add Your URL." In the US, the most important are: Google, Inktomi, Alta Vista, and Tehoma. They feed search content to the other main search engines and portal sites.

Submit Your Site to Key Directories: Be sure to list your site in the free Open Directory Project (www.dmoz.com

), overseen by human editors. This hierarchical directory provides content feeds to all

the major search engines. Plus it provides a link to your site from an information hub that Google deems important.

Swap Links With Others: Identify sites with similar content to yours. Get in touch with the site's webmaster (use their name). Politely ask for a reciprocal link, then create a "Links" section on your site

and put the links there. Not everyone will respond, but it is worth your effort as search engines can rank sites based on how many other sites link to it!

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How To Get High Rankings On A Major Search Engine

By Steve Pavis

If you want to have a successful Internet business, you need to have a good understanding of the surfing habits of your readers—and more specifically, how they find information on a major search engine.

Studies show that 85% of users rely on major search engine to find info. The most popular major search engine is the Google search engine. When they look for information on a major search engine, they type certain key words or phrases. You need to find the phrase that will lead them to you.

Almost half of all Internet surfers type several words when they look for information on a major search engine. They have learned that with the millions of websites listed on a major search engine, using key phrases rather than words will narrow down the search of that major search engine.

For example, someone who is researching on scrapbooking on a major search engine will probably key in "scrapbooking clubs", "scrapbooking contests" or even "free scrapbooking fonts". If you want to be on the top results of the major search engine, you need to contain these key phrases.

There are many companies that can give you a list of the most popular queries made on each major search engine. However, bear in mind that you don't want to use a key phrase that is being used by several websites, as that means you will be competing with all of them for good search engine placement.

Do a little research to find out how people will look for information related to your product, and how they would post this question on a major search engine. You should also consider a key word's common misspellings (e.g. scrap booking) as even the best major search engine will see it as a separate topic.

You should also submit your site to more than one major search engine. Studies show that 77% use several major search engine to research.

Plus the different major search engine have unique techniques for indexing sites, so your ranking on one major search engine will be different from your ranking on another major search engine.

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