

How to rank well in the search engines.



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**How to rank well in the search engines.**

**By Clare Lawrence**

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By Clare Lawrence 30th May 2004

I get this question all the time!.

Everyone wants to be listed on the first few pages of the search engines.

Here is what I tell my customers:–

a) Firstly do your research, being at the top may not be all the helpful! I have sites listed at No1 or 2 for less popular phrases and they only get a couple of visits a week.

b) To get to the top, you need good content, that means using the phrases your looking for in the title tags, and on the page at the right density.

c) Use of links. Anchor text links are very important particularly for Google, the leading search engine. But links are not enough on their own. Links need to come from pages that are also related to the same theme and are also highly ranked.

d) Directories, a small number of directories have a strong effect on the SERP ( Search Engine Results Placement ) of a site. These are :

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- i) Dmoz
- ii) Yahoo
- iii) Gimpsy
- iv) Business.com
- v) Joeant
- vi) Allthebizz

e) Its all relative to the popularity of your choosen keyphrase and the strength of the competition. The better your content and the more links your site has the sooner it will reach the top.

f) Be Patient – rankings are not built in a day, it takes most sites 6 months to reach their potential.

Clare Lawrence is CEO of Discount Domains Ltd - A leading UK provider of Domain name registration and Web Hosting services. Please feel free to re-publish this article provided this reference box remains together with a hyperlink to <http://www.discountdomainsuk.com> Clare can also be contacted on [clare@discountdomainsuk.com](mailto:clare@discountdomainsuk.com).

### **Do You Submit Your Website To All The Search Engines?**

**By Jeremy Gossman**

There is really only one search engine to worry about submitting too and that is Google and you should only submit one page your main once and maybe a sitemap a week later but never more than once a week. If you have a link coming to your new site from a site that is currently listed in Google then Google will find you quicker.

Most importantly search engines that have any bearing will find you if Google has you listed. Not that there are not any other worth while search engines. There are just many that look to Google. If you have a non comercial website you will want to look into DMOZ for a seperate submission.

So don't pay for directory submission many directories will bring you no traffic at all.

Here is the #1 tip to getting into Google. Get people to link to your site. In particular links form site that are in Google already.

Important Note: The more links that you have going out from your site will effect your page rank with Google negatively. The more links coming in will help your page rank. If you have the highest page rank for a particular key word you win.

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Internet Marketer and Consultant that lives in Texas. His Current project is at

[acceleratedinternetprofits.com](http://acceleratedinternetprofits.com)

[support@acceleratedinternetprofits.com](mailto:support@acceleratedinternetprofits.com)

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