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**Increasing Your Web Site's Visibility Through Improved Positioning**

**By Brandon Milford**

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One of the greatest challenges facing website owners is marketing their website. Many believe that they need deep pockets in order set their site apart from the rest, but that is not the case. If you are willing to work hard at it, marketing on the web can garner great results at a minimal cost.

**Writing Articles**

Viral marketing is a very powerful tool if you can capitalize on it. Writing articles is a great way to encourage people to pass your information on to the next person. By writing articles and including your information, along with a link to your website in the byline, you are building rapport with the reader (IE: showing your knowledge of the topic(s) in which you are writing) and also providing a way for the reader to easily click over to your website. If someone enjoys your articles they will forward them to others they know and/or include them as content in their e-newsletter or website. Website owners and e-newsletter publishers are always looking for content and by writing a number of credible articles they will certainly use these within their online publications. You can also submit your articles to websites such as Article City who will offer them to others who are need of content.

**Search Engines**

Search engines are a wonderful way to drive targeted visitors to your website, however most find it too difficult to achieve high rankings. There are two approaches to Search Engine Optimization: on-site and off-site optimization. On-site optimization, as the name implies, involves changing your current site. Examples include: inserting the keywords within the title portion of your website, changing the page links to directly relate to the keyword/key-phrases that you are optimizing (IE: if you are optimizing the key-phrase golden lamps, changing the page name from "xyzcompany.com/lamps.html" to "xyzcompany.com/golden-lamps.html"), increasing keyword density on your website (the percentage of times that a keyword appears on your page), and including the keywords in the meta-tags and alt-tags.

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Off-site optimization has two main elements: your domain name and incoming links. If starting from the beginning, research has shown that choosing a domain name that contains your main keywords separated by hyphens can improve positions. If your current site's domain name is not keyword-rich, you may choose to build an "informational website" that is optimized to rank well for your targeted, most competitive terms. Building links, either for the informational web site or your current site has been shown to have a strong direct correlation to improved search engine rankings. The greater quantity and quality of links that you have to your web site the better. Ideally, links coming to your site from other web sites will have your targeted keywords in the anchor text, that is, the text that is underlined and clicked to get to your site.

Let's re-cap On-site and Off-site optimization and then I will go into more detail that should help you properly develop an "info-site".

### On-site Optimization

- Include the keywords within the title portion of each page (IE: in the upper left most corner of the browser window)
- Change the page links. More descriptive page links that include the specific keyword/key-phrase that you are optimizing for with hyphens between each word favors positively for the search engines.
- Keyword density is important in ranking high on the search engines because if the keyword/key-phrase appears a high percentage of time within a page, the search engine sees this page as important and this will increase your ranking for that keyword/key-phrase. A recommend keyword density percentage is between 3-10%. You can easily find the keyword density of a web page by utilizing this tool: [Live Keyword Analysis](#). An additional note: search engine crawlers also place additional weight on keywords/key-phrases that are hyper-linked, keywords/key-phrases that are in bold, and those that fall between the tags (IE: Keyword goes here).
- Include the keywords in the meta-tags and alt tags. Although meta-tags do not carry the dominate weight in search engine rankings as they once did, it is still very important to include your keywords/key-phrases within the meta-tags of your site. Also, be sure to include the keywords in the alt-tags on your site.

### Off-site Optimization

- Exchange links with other websites that are relevant to yours. Be sure that these sites have a Page Rank of at least 4. Google's search engine crawlers measure the popularity and relevancy of those sites that link to you.
- Be sure to include the keywords/key-phrases within the anchor text of the hyperlinks that lead to your site.
- Building an "info-site" to lead visitors to your main website. This is a powerful tool for increasing the number of targeted visitors to your site. This includes both on-site and offsite optimization techniques. Below are the steps to lead you through the process.

1. Register a domain that contains the exact keyword/key-phrase that you wish to optimize and separate these keywords with hyphens. Remember: it does not matter if this domain is long because visitors will be clicking over from the search engine to your site, not typing out the URL. For instance, if

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our website sells web marketing consulting services and we wish to optimize the key–phrase web marketing consulting we may choose a domain such as: web–marketing–consulting–resources.com

2.Be sure to include text links to every page on your site with the page names displaying the keywords that you are optimizing. Many sites bury the page links within images and the crawler cannot read these. By including text links to each page you can overcome this problem. As far as the names of your pages, include the keywords within the page names. For instance:

web–marketing–consulting–resources.com/web–marketing–consulting–portfolio.html

3.Each page should have a keyword/key–phrase density of 3–10%. Be aware that if you go much higher than this your pages can be red flagged as "over optimized" and may be punished by the search engines. Also, be sure to include the keyword/key–phrase within the title portion of each page (the upper left most corner of the browser window).

4.Include a resources section within this info site that provides articles and links to other relevant sites that you have traded links with (they should have a Page Rank of at least 4). Write as many articles as possible and include them on this page along with a brief bio and a link to your website. The remainder of the articles should come from other credible resources within your industry.

5.Include a graphical link on every page that links over to your main site. For instance, going back to our web marketing consulting business: If our company name is XYZ Web Marketing, we would include

a link on every page that states "We recommend XYZ Company for all of your Web Marketing needs". Somewhat like a sole advertisement for your business contained within this "info site".

6.Continue building your Resources page until it is packed with articles and quality links. I recommend having over 100 high quality links and at least 35 articles directly related to your industry.

7.After and only after you have fully completed these steps should you submit your website to the search engines.

## 10 Costly Search Engine Mistakes to Avoid

**By suresh**

If you have a website then you already know the importance of traffic. Traffic is to Internet marketing as location is to real estate. It's the only thing that really matters. If you cannot generate targeted visitors to your site, you will not make any sales.

Usually the owner or designer of the website is the person designated to drive traffic to the site. The chief ingredient in generating traffic is the search engine. Of course, you can use advertising, but it's going to cost you. Using the search engines to generate targeted (interested in your product) traffic is the least expensive method known.

Unfortunately, many website owners do not understand the importance of search engine visibility, which leads to traffic. They place more importance on producing a "pretty" website. Not that this is bad, but it is really secondary to search engine placement. Hopefully, the following list of common mistakes, made by many website owners, will help you generate more targeted traffic to your site...after all, isn't that what you want.

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### 1. Not using keywords effectively.

This is probably one of the most critical area of site design. Choose the right keywords and potential customers will find your site. Use the wrong ones and your site will see little, if any, traffic.

### 2. Repeating the same keywords.

When you use the same keywords over and over again (called keyword stacking) the search engines may downgrade (or skip) the page or site.

### 3. Robbing pages from other websites.

How many times have you heard or read that "this is the Internet and it's ok" to steal icons and text from websites to use on your site. Don't do it. Its one thing to learn from others who have been there and another to outright copy their work. The search engines are very smart and usually detect page duplication. They may even prevent you from ever being listed by them.

### 4. Using keywords that are not related to your website.

Many unethical website owners try to gain search engine visibility by using keywords that have nothing at all to do with their website. They place unrelated keywords in a page (such as "sex", the name of a known celebrity, the hot search topic of the day, etc.) inside a meta tag for a page. The keyword doesn't have anything to do with the page topic. However, since the keyword is popular, they think this will boost their visibility. This technique is considered spam by the search engines and may cause the page (or sometimes the whole site) to be removed from the search engine listing.

### 5. Keyword stuffing.

Somewhat like keyword stacking listed above, this means to assign multiple keywords to the

description of a graphic or layer that appears on your website by using the "alt=" HTML parameter. If the search engines find that this text does not really describe the graphic or layer it will be considered spam.

### 6. Relying on hidden text.

You might be inclined to think that if you cannot see it, it doesn't hurt. Wrong.... Do not try to hide your keywords or keyword phrases by making them invisible. For example, some unethical designers may set the keywords to the same color as the background of the web page; thereby, making it invisible.

### 7. Relying on tiny text.

This is another version of the item above (relying on hidden text). Do not try to hide your keywords or keyword phrases by making them tiny. Setting the text size of the keywords so small that it can barely be seen does this.

### 8. Assuming all search engines are the same.

Many people assume that each search engine plays by the same rules. This is not so. Each has their own rule base and is subject to change anytime they so desire. Make it a point to learn what each major search engine requires for high visibility.

### 9. Using free web hosting.

Do not use free web hosting if you are really serious about increasing site traffic via search engine visibility. Many times the search engines will eliminate content from these free hosts. 10. Forgetting to check for missing web page elements.

Make sure to check every page in your website for completeness, like missing links, graphics, etc. There are sites on the web that will do this for free.

This is just a few of the methods and techniques that you should avoid. Do not give in to the temptation that these methods will work for you. They will do more harm than good for your website.

Not only will you spend weeks of wasted effort, you may have your site banned from the search engines forever. Invest a little time to learn the proper techniques for increasing search engine visibility and your net traffic will increase.

Mehul vyas, is a founding partner and Director of Marketing for Vyas Infotech Pvt Ltd. The firm specializes in the development and implementation search engine optimization technologies and solutions for the improvement of web site placement within the Internet's top search engines. The company is regarded by many to be the world leader in its field, with clients in 57 countries around the world.



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