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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Keep Your Web Site Content Relevant

By John Metzler

Visitors and search engines love content-rich web sites, but just having a lot of content on your web site is not enough. It all has to be relevant to a main topic with each page or section of the web site having a specific theme (And yes, this includes any resource or links pages the site may have). Each page should have its own topic and content should not stray to a different topic.

If you are promoting your graphic design business and have a page on business card design, stay on the topic and refrain from using a page title such as "Graphic Design company in Vancouver, Canada – business cards, logos, letterheads". You want the business card design to be the most important key phrase.

There are two main reasons for content relevancy. The first is so that visitors have an easy time understanding the flow of your web site. Visitors who have to search through multiple pages to find the information they're looking for won't be visitors much longer. The average web site user takes about three seconds to decide whether or not stay on a site. A clear idea of what your site is about should be apparent immediately, followed by easy navigation to other pages that display further topics in more detail.

The second reason for keeping content relevant throughout your web site is for search engine algorithms. Keyword relevancy is an important part of search engine optimization. The more relevant your web site's content is for a specific term, the more likely the site is to show up near the top of search results for the term.

Keyword density is another big deal with search engines. There is an optimal ratio of key terms to the overall amount of text that must be used for search engine optimization purposes. The more unrelated terms that are used consistently throughout the content will bring down the percentage of more important keywords. Keyword density matters throughout an entire web site, not just on certain pages.

Other areas to keep an eye on are the contact page, about us page, and any other pages that you may not think are important to have optimized for search engines such as advertising info, privacy policy, etc. For instance, some web sites have pages devoted to reciprocal links. There's nothing wrong with them unless you link out to a lot of unrelated web sites. The keywords that are used in the anchor text

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and surrounding description text will detract from your overall site content if they are not related. Incoming links from unrelated sites are fine, but keep in mind that the links page counts as part of your web site as a whole.

Consider using a reciprocal links page as more of a resource for visitors instead of a long list of irrelevant sites. This not only appeases search engines but your visitors as well. And as mentioned before, both visitors and search engines should be kept in mind when creating web site content.

John Metzler is the co-creator of Abalone Designs, Inc. – <http://www.abalone.ca>, a Search Engine

Optimization company in Vancouver, Canada. He has been involved in web design and web marketing since 1999 and has helped turn Abalone Designs into one of the top SEO companies in the world.

10 Tips For Running A Profitable Web Site!

By Larry Dotson

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1. Address your targeted audience on your business site. Example: "Welcome Internet Marketers". If you have more than one, address them all.
2. Make sure your content and graphics are relevant to your web site's theme. You wouldn't want to use a bird graphic on a business web site.
3. Alert visitors by email when you add new content to your web site. This will remind people to revisit your web site.
4. Offer a way for visitors to contact you on each web page. List your email address, fax number and phone number.
5. Give people the option of viewing your web site offline. Offer it by autoresponder or printer friendly version.
6. Make sure a least 50% of your content is original. The other option is to offer something else original other than content, like software or an online utility.
7. Offer your visitors incentives for revisiting your

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web site. You could give them new content, ebooks, software, ezine, etc.

8. Publish a FAQs for your business, product and web site. They could have questions about multiple parts of your business.

9. Make sure all links on the navigational bar are clickable. If people can't get to where they want to go, they will leave.

10. Organize you web site in logical and profitable sequence. You don't want to give a freebie before they learn about the product(s) you're selling.



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