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**Newsletter as Search Engine Superhero?**

**By Jessica Albon**

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Your Newsletter As Search Engine Superhero?

By Jessica Albon

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Newsletters are magical things—they can attract customers, increase company profits, establish expertise and much more. But, did you know they can also help you increase your search engine rankings?

Your newsletter can help your search engine ranking by specifically focusing on your keyword phrases. Perhaps the easiest way to keep each issue of your newsletter relevant to your keyword phrases is to make a list of the phrases you target and brainstorm article ideas for each phrase. Then, as you write each article from your list, try to incorporate the keyword phrase into the title of the article, and, of course, use it regularly throughout your article (caution: don't overdo it or your article will be awkward to read).

By posting archives of your newsletter on your website, you'll be keeping each targeted issue available to search engine spiders. If you archive issues by subject (using your keyword phrases, of course) instead of date, they're likely to help your rankings even more. Also, when archiving issues, make sure you use a standard HTML link (instead of JavaScript) to help search engines catalog each issue.

Another benefit to posting archives online is that other sites will frequently link to either the specific issue or your website, telling visitors about your newsletter archives. This can help boost your link popularity (along with bringing you some extra targeted traffic). You can make the most of such links by actually suggesting webmasters link to your archives.

Because you'll be updating your newsletter regularly, search engines will give you points for regularly updated content. Plus, your site will be continuously expanding, giving spiders new information to index with each visit. And, when you're posting each new issue, make sure it has a link back to your index

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page. As spiders go through the new content, you might as well register another link to your homepage.

Some publishers go the extra step of setting up a domain specifically for their ezine, separate from their regular website. If you feel you have enough content to support both (without duplicating your content), this might be something to consider. Just make sure you have the time and energy to manage two separate sites as adding a new domain will take more time.

By focusing each issue of your newsletter on one or more of your keyword phrases, posting archives online, inviting webmasters to link to your newsletter archives, and keeping your newsletter updated, you'll find your rankings climbing. Go the extra mile and set up a domain just for your newsletter and you may find yourself with two top ranked sites. As with any newsletter, remember, content matters

most, whether your primary goal is more sales, or better search engine rankings.

You're already producing a newsletter. It's definitely worth the extra time training the newsletter to multitask and to see your site climb in the search engines.

"Do You Make These Six Mistakes in Your Company Ezine?" Find out if your newsletter's fabulous... or a flop. Our 6 part email course is our gift to you when you subscribe.  
<http://www.designdoodles.com/subscribe.htm>

### **SUPERHEROES NEED NOT APPLY**

**By Rhoberta Shaler**

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Are you a work superhero(ine)? Are you the one who knows where everything is, what everything costs, what happened to last year's \_\_\_\_\_ and, who did what to whom when? In addition, are you the one who can fix anything, soothe the raging client and stay late daily? AND, are you the one through whom everything must pass, or the only person who can do specific, critical tasks ? Is everyone dependent upon you for something? Watch out! You are not likely to be next in line for a promotion.

Why not? You have made yourself too critical to the organization. If you are that indispensable and irreplaceable, how can you ever be promoted?

There is another downside to being a 'superhero(ine)'. You stand squarely in line for blame and criticism. You are a walking target. You are in danger of becoming the bottleneck in

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your organization. It may feel to you like control and power, however, in reality, it is fraught with danger and uncertainty. If others cannot do their work before you complete a task, who will they point to when deadlines loom? On the other hand, there is great joy in Mudville, when you step up to bat if you always hit a homer.

Superhero(ine)s can be marvelous, organized founts of knowledge and skill. They can also be perfectionists and control freaks. You likely know one in each category. Sometimes the superhero(ine) actually hoards tasks and takes on additional responsibilities in a bid to become indispensable. Sometimes, they simply want to prove what they are capable of producing. We are all superhero(ine)s at times if we want to move up in our organizations. The distinguishing feature is our awareness of our reasons for undertaking tasks and responsibilities.

Your value to your organization is actually raised when you teach others to perform competently, when you delegate well and increase the skill and knowledge of others. Some great advice from Harry E. Chambers, author of "Getting Promoted", is: "Learn as much as you can about as many functions, tasks, and roles as possible, but do not insist upon doing them all yourself. Learn to give them away. Refusing to allow others to learn and expand their boundaries is considered weakness. Being the perceived

bottleneck or control freak can be to your career what Kryptonite is to Superman!"

Think carefully about your roles and goals. Be on track to success on your own terms.

Rhoberta Shaler, PhD Keynotes, Seminars & Coaching for entrepreneurs & professionals who want the motivation & strategies to achieve, to lead and to live richly. Creator of the Living Richly™ Program Host of Living Richly™ on [www.wsRadio.ws](http://www.wsRadio.ws). Author of OPTIMIZE Your Day! Practical Wisdom for Optimal Living Optimize Life Now! San Diego, CA [www.OptimizeLifeNow.com](http://www.OptimizeLifeNow.com)



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