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Search Engine Optimisation

By Justin

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FEATURE ARTICLE:

By Justin Horth
First published 13 Oct 2003

Hi,

Doesn't time fly when you're having fun?!

I'll let you in a little secret, time stands still for no man!! Especially when he's got an ezine to publish, websites to build, is moving to the US in 4 weeks time, and doesn't exercise enough!!

Enough already.

How about optimising your website for a search engine? Do you know enough about that?

The best advice I've ever read came from Sumantra Roy. He publishes a nice 5 part email course that is really worth reading. The first time I read it, I couldn't wait for the next part to arrive in my inbox.

<http://www.acewebhits.com/1stsearch.htm>

The basic idea is to make sure you optimise each page for a specific keyword phrase that is likely to be typed into a search engine, but to make sure it's not a phrase that is too popular and not give your site a chance at getting listed.

Then you will put that phrase in you html title tags and in the h1 tag and then again mention the phrase as much as contextually possible throughout the page.

Search Engine Optimisation

You can also think about naming the page as yourphrase.html and even create it in a directory of your website called yourphrase.

Here's an example:

I recently joined a program called morehitsmoreincome, and decided to quickly put together a mini-sales page for it.

All I did to get the text was basically copy and paste a bit of it from the main site itself, the faqs etc. then I made sure I named it as moreitsmoreincome.html

<http://www.acewebhits.com/mhmi/morehitsmoreincome.html>

The site is listed in Google if you type in 'morehitsmoreincome'

My first 4 keyword are:

morehitsmoreincome,more hits more income, business o.pportunity leads,p.rofit leads.

I could probably have used a better keyword for this site actually, as you can imagine not a lot of people will be typing that keyword into a search engine, but you get the idea. I've used this same idea for several other a.affiliate programs and have had some really good results so far!!

There are all sorts of interesting things about keywords that you find out about, for instance, in the metatag keywords you don't need a space after a comma, and you should only repeat your main keyword a maximum of 5 times.....isn't that interesting?

There are many more 'tweaks' to optimise your page for the engines like apparently Yahoo like you to have a contact address on the page. alt tag descriptions in images, and page layout....

If you want an in depth email course that will teach you the very best way to optimise your site and give you some fr.ee tools to help with your keywords, I recommend Sumantra Roy:

<http://www.acewebhits.com/1stsearch.htm>

You'll see a little subscribe box on the right of the page which will start the 5 part email course.

Justin Horth is the publisher of "AcewebZine, Internet and Network Marketing Newlsetter" He has helped many individuals succeed online. Visit his site to find out how you can get a free consultation.
<http://www.acewebhits.com> or <mailto:justin@acewebhits.com>

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Why Purchase Search Engine Optimization?

By Anthony Parsons

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Well that's easy, so your website can actually be seen by users within search engines when relevant key terms to your website, business or product are being searched. If your website is not ranking in the top 20 for actual keywords being searched on the engines, then you definitely require search engine optimisation immediately.

It is fact that 85% of visitors to a website will come from search engines. It is also fact that over 90% of users rarely go past the first twenty results, first two pages, from search engines. It has been statistically proven that users will generally change search engines before sifting past the first two pages.

From this you can start to imagine the lost revenue and exposure that your business and website is suffering. Search engine optimisation is like a well-marketed television advertisement, your business is placed in front of the most appropriate maturity audience at a given time to achieve the best return on investment. You would not place your television advertisement about "house renovations" in the morning during the cartoons for example. This type of advertisement would be marketed during programs that are relevant to that subject. The same is achieved through professional website optimisation. A professional SEO will ensure your website appears where it can be seen at the most appropriate times. For example, when a search for "home renovation" or similar is searched, your website would then appear on the front page of a search engine. Your website will not appear when "cartoon" is entered into a search engine for example.

You have to look at Internet advertisement like this, with Billions of Websites floating aimlessly, thousands or hundreds of which are in direct competition with your website, all fighting for the front two pages of a search engine. Only a professional SEO will know how to gain that extra advantage to ensure your website can maintain a constant high ranking. Ensure you utilise a professional SEO, and I mean shop around, as a hit and miss job is no good when all your competition are continually attempting to rank over the top of your business.

I achieve steady top 20 ranking for my clients as most professional SEO do. It always depends on the market your targeting to how many visitors you will see, but try not to look at optimisation as just improving your throughput, as the actual aim is to achieve targeted throughput that will buy your products or service. The numbers game is not really for any website on the Internet, even though many play that angle, as each website is unique in content which is only required to be viewed when searched for that type of information, product or service.

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an

acknowledged copywriter, anthonyparsons.com as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make SEO affordable for all budgets. <http://search-engine-optimisation.anthonyparsons.com>



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