

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Search Engine Optimization Strategy: Website Design Techniques for Search Engine  
Ranking Improvement**

**By Scott F. Geld**

**Search Engine Optimization Strategy: Website Design Techniques for Search Engine  
Ranking Improvement by Scott F. Geld**

It is a must for you all to know, how do search engines work. Search engines are not human and they don't scan the pages as we do. They are just robots, which work on the codes and mechanism implied upon them. If you have a small business website and are trying to close sales on a single visit from a customer, it is advisable that you don't make a rich media enhancements like flash animation and excessive graphics, which result in slow page loading time and makes people run away. Established players or business, which are concerned on spreading awareness about their business rather than selling a single standoff product usually uses high media enhancements.

Proper website design is the key to a higher search engine ranking. Before you begin to construct your website, take the time and consider the design elements those are essential to both the viewer and the search engines. This will also contribute in determining the ranking of your website. Design your web site so that every page contains "title", "description", and "keyword" meta-tags. These tags are the basic road map for the search engines. When a search engine enters your web site these tags prepare the spider for what to look for on your web page. They prompt the search engine for what words you feel are important and to use them in the ranking process.

The layout of your web site becomes significant to higher search engine ranking. Placement of text in the optimal positions on your website becomes paramount, so if the search engine ignores the meta-tags - which many are starting to do because of abuse and spamming - then text placement will become the first impression that search engine robots would read.

Spiders of the search engines crawl on the web page and index your website. You have to be very clear about your requirements. Keep all your content optimized for all the major search engines. Though all have almost a similar mechanism, you can even learn about how all search engines work, and then design your web content in accordance. For example, Google has a specific set of rules,

which it uses to index web pages. It can be learnt from Google itself and you can put your content with the specified guidelines. This is a time consuming process but as you know: "No Frill Without Drill". You can also hire specific companies that can optimize your website to specific search engines.

Viola! You have achieved your dream of learning some key aspects of Internet marketing.

### **How To Get High Rankings On A Major Search Engine**

**By Steve Pavis**

If you want to have a successful Internet business, you need to have a good understanding of the surfing habits of your readers—and more specifically, how they find information on a major search engine.

Studies show that 85% of users rely on major search engine to find info. The most popular major search engine is the Google search engine. When they look for information on a major search engine, they type certain key words or phrases. You need to find the phrase that will lead them to you.

Almost half of all Internet surfers type several words when they look for information on a major search engine. They have learned that with the millions of websites listed on a major search engine, using key phrases rather than words will narrow down the search of that major search engine.

For example, someone who is researching on scrapbooking on a major search engine will probably key in "scrapbooking clubs", "scrapbooking contests" or even "free scrapbooking fonts". If you want to be on the top results of the major search engine, you need to contain these key phrases.

There are many companies that can give you a list of the most popular queries made on each major search engine. However, bear in mind that you don't want to use a key phrase that is being used by several websites, as that means you will be competing with all of them for good search engine placement.

Do a little research to find out how people will look for information related to your product, and how they would post this question on a major search engine. You should also consider a key word's common misspellings (e.g. scrap booking) as even the best major search engine will see it as a separate topic.

You should also submit your site to more than one major search engine. Studies show that 77% use several major search engine to research.

Plus the different major search engine have unique techniques for indexing sites, so your ranking on one major search engine will be different from your ranking on another major search engine.

To learn more about how to claim \$50 in FREE Advertising, plus easily earn Pay-Per-Click money to promote your Web site(s), go to

Steve pavis tries to be at

the cutting edge of new concepts that are profitable for the small to medium size business, who need all the help they can get. Go see



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**