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Search Engine Optimization and Other Scary Things

By Francisco Aloy

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Being a relative newcomer to the Web I decided to foray into Search Engine Optimization to gain first hand experience and any insights I could. My assumption was that it would have a basis built on rational thinking and logical facts.

I pre-supposed a certain degree of agreement and transparency from many of the established sources and opinion makers. My starting viewpoint supported by my association of Search Engine Optimization and the Web as natural extensions of common sense, logical thinking.

In hindsight, I must confess I'm not more knowledgeable about the subject than when I first started. I found very few opinions and practices based on fact. What I did find – and it came as an unexpected revelation – was general confusion and disagreement.

I found secret potion SEO, lurking-in-the-shadows SEO, ignorance as dogma SEO, Voodoo SEO, witch doctor SEO, magical chicken bones SEO, the 10 blind men and the elephant SEO, fancy and hearsay as SEO!

In the minority, I found but a handful of opinions based on cold hard facts and logic. How in the world can Search Engine Optimization mean all those things?

OK, perhaps I did overdo the above paragraph, but the point I'm making is this: With the infinite number of opinions, incorrect assumptions and dead wrong practices; how do you know what to

believe? Imagine you're a small business looking for SE optimization; how would you go about it?

The Search Engines, of course, won't reveal more than general guidelines for optimization; other than that, they don't say much. I realize they do things in that manner because they can't explain much about their inner workings. If folks had the skinny on the formulas and algorithms, nothing short of SE pandemonium would ensue.

I'm sure you've seen the ads that guarantee a dominant position for your choice of keywords. How can that be so? I think some

keyword phrases are so competitive, very few have the resources it would take to acquire dominance. The cost of many of the keywords and phrases are completely out of reach for most small home based businesses.

Furthermore, I'm sure you've heard about websites getting banned after hiring a SEO expert. I had this experience:

I remember reading about a well known SEO business and I wrote them an email inquiring about why they didn't appear in the search results dealing with their subject matter: search engine optimization or search engine ranking. I received a short and cryptic reply that didn't say much.

As time went by, I came onto an article that stated the particular SEO outfit had been banned by the SE's during that time frame. That explains the nature of the return email; meaning: I don't want to talk about it!

The paragraph above implies that if they'll do it to their own website, they'll do it to yours! Look before you leap should more than suffice as the motto for your business decision.

I think SEO experts that are on the level won't guarantee you dominance for ANY keyword phrase. Think about your competition and see if it's feasible. For example, would you have the resources to dominate for the word "business?" I did a search on Google and came up with 695,000,000 results!

Before you make a decision and commit time and money, check out any offer. Phone past customers and ask them about their experiences; would they hire the same expert again? Ask for

quantifiable results and look for a positive track record; I imagine SEO experts are not a dime a dozen. Investigate and get answers to all your questions before you put money on the table.

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Francisco Aloy is the Editor of TheNewbie Business Guide. Constructive and clear information to start yourInternet Business. For more articles by Mr. Aloy, visit:<http://www.newbie-business-guide.com>

How Can Seo Help My Website?

By Dana Bradley

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide Web on a regular basis.

Dana Bradley writes about

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and



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