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## Search Engine Optimization for Dummies

By Mira Marsellia

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Simple Steps for Beginners to Get Good Rank Position and Make Your Site Sell

Search Engine Optimization (SEO) method important for you especially if you come to the world of internet marketing in a shoe string budget promotion for your business. If you are a newbie or beginner, don't worry about this! This method is for you who want to optimize your website and then get the top rank on search engine. And it all could be possible for you by follow the simple steps hereunder:

#### 1. Have Your Own Website

If you like to be an affiliate, much business opportunity will give you personal website as your rep tools which it will be customized to your name, id, etc. This is good since you don't have to put any effort to design your website and hosting. But remember, you can't modify it and put anything on your own to enrich the content and optimized to website. Besides the customized website is very similar to each other and the content is beyond your control so it is not easy to get indexed by search engine. So if you want to give good popularity to your main website (the customized website from your company) get some free or paid hosting and have your own website. Or try blog. For me blogging is very easy to use and can be purposed for many idea, both publishing personal thoughts and business. Blog is easy to update, it could give good informative things with nice template to choose. Personally I like Blogger at [www.blogger.com](http://www.blogger.com).

Why content could be the most important in optimizing your website? Because no matter how beautiful and attractive your website with animation or banner, you must understand that the content hold the

main important role to be indexed in search engine. Don't just put big banners and abundant links of affiliates on your website. You must focus on what your main business and what you want to offer most. Don't offer too many and wide range of product. Except they are related each others, be unique in you content. Give good quality of information, use simple words in short paragraphs and good structure and language.

### 3.Domain Name is Your Business Name

Try the best you can to get domain name which described your business well. Your domain name must be used as your main ad most important keyword for people to find your website or what you offer. If you like to sell food for chicken, for example, let your domain name [www.foodchicken.com](http://www.foodchicken.com) . Avoid putting unrelated name and description since it will hurt your rank position in search engine. If you like to list your website on directory, put the first capital like A or number 1 is good for you to get top position.

### 4.Put Good Certain Keywords

The next step you must evaluate with good care in your content is keyword. Put extra attention to good keywords which you think will be used by people to find your site. Use the most related keywords and focus on what your business offer. Don't just use single word only, people like t search by using certain keywords with phrase. Collect good keywords with low competition. Use Wordtracker at <http://www.wordtracker.com> . After you get your certain keyword, put it as Title of your Website and as the first words in sentence of your paragraph.

### 5.Put Brief Description

Give short and clear description on the top and at the beginning of your website informing your website content and your business offer in brief. Don't forget to emphasize your main keyword here. But avoid use excessive keywords in your sentence. It won't be good for your website and business since you put yourself in danger as noticed doing spamming by search engine. Make good language and well structured sentence always.

### 6.Give Important Note

Give bold, italic or under strike to your important keywords and phrase. Search engine will note that the keywords are important and will give good rank to you in search result. Make link to your other website with the main keyword as link name. It will give your sentence nice looking. For example: Enhance your knowledge and get more information at :

[\[a href="http://www.yourmainbusiness"\]](http://www.yourmainbusiness)**Your Business Name**[\[/b\]\[/a\]](#)

If you don't familiar with HTML, I would like to inform you even you don't want to be a webmaster it's important for you to know HTML at least the basic one. If you like to get HTML knowledge, [www.webmonkey.com](http://www.webmonkey.com) is good place for you to learn.

### 7.Meta Tag

Some search engine still use the information from meta tag as their method to index website. Meta tag should be put after [head] and before [/head] in your template.

### 8.Link Popularity

Link Popularity is known as the number of websites that link to your website. And it is become one of the factors that help search engines determine your relevancy for a search term and index your website there. Gaining link from other site has proven to be a popular method for people seeking to improve their search engine rankings.

But not all the link your site will be good link for you and measured by search engine. If it comes from popular and reputable website sure it will give you good performance, but you must avoid the bad link which comes from spammer site or from link farm. If you can't get link from important site, just try to have it from the same content and your own related site.

Some good links can come by join forum and make good PR campaign or write articles. Sign your name at the bottom of your posting or writing and be sure to include a signature that includes a link to your website.

The most of all, the natural links will come if you give good quality content and good features on your website, people would like to link to your site as the results. So get focus on this. The links will flow naturally.

Mira Marsellia from Indonesia is member of Elite Team International. Enhanced your knowledge about internet marketing and doing online business by get Elite Team Marketing 30 days Free Training at:

Elite Team Blog

Mira Marsellia Personal Website:

WebtoZenith

## **Learn It All With Books For Dummies**

### **By George Johnson**

There are a bundle of books for dummies within your reach these days. In fact, you can take a stroll through any Barnes & Noble and probably locate the one you're looking for. These helpful texts give the beginner a decent introduction and overall knowledge of a specific subject. Books for dummies can be beneficial to people of all ages.

Have you ever been in that situation where you simply had no idea what you were doing? Well, if that sounds all too familiar, don't fret; there are a number of great books for dummies that can help you out. Don't get me wrong; I'm not taking a shot at your IQ, but merely suggesting a decent solution.

Back when I was new to the whole husband gig, I unfortunately wasn't much of a cook. No worries, I browsed the local bookstore and found a plethora of cooking books. Now, as opposed to going with

some of the more expensive/gourmet ones, I settled for a nice cooking book for dummies.

This simple, yet handy text introduced me to the world of cooking in a rather attainable fashion. I definitely didn't need an extensive chef vocabulary to get the gist of it. Another occasion I took advantage of books for dummies was when I was interested in automobiles.

Sure, you may like cars, but do you know how they truly work, and how you can fix them? I've noticed that most people can't even change their own oil. If you think about it, that's kind of sad. We need to take advantage of our infinite resources these days and better understand things on our own. This obliterates the possibility of being duped most of the time.

Are you in search of books for dummies? Maybe you want to learn about Tae Kwon Do, or how to write better. There are a variety of great books for dummies online. Check out what's available from the comfort of your own home. A great site to explore books for dummies is Amazon.

This web store carries many books for dummies regarding various topics. It really doesn't matter what you wish you gain knowledge of. Check out books on yoga, or possibly even golf. You will surely find books for dummies that can help you. Hey, we all can't be experts on everything. However, there's no reason why you can't acquire some additional knowledge with books for dummies.

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