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Search Engine Optimization for Newbies

By Mario Sanchez

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80 percent of web surfers start their journey on a search engine. There are close to four billion pages indexed in the major search engines. While search engines are not (and should not be) the only way to promote your business online, it is one of the most important.

If you have a small business website, and you want to rank well, there are a few things you need to do. First, don't think that users will search for your site for your company name. If, for example, you have a website design firm in Dallas, you should try to rank high when somebody searches for "web design dallas", or "web design company dallas". These phrases are known as "keywords", and they are the first thing you must define (even before you start designing your website).

There are several ways to choose the right keywords. When choosing them, remember to make sure that they are terms that search engine users actually use, or you may end up ranking high for search terms that nobody uses. For some tips on choosing the right keywords you can check out my article at <http://www.theinternetdigest.net/archive/keywordoptimization.html> .

The next question is, how do search engines know that your page is relevant to your chosen keywords? The answer is twofold:

1) They rely on your page copy: If your keywords, and other related terms, are mentioned frequently on your web page, your relevance for those words will increase (don't overdo it, though, or the search engines will treat it as spam). For more information on how to optimize your page's copy for the search engines, you can check out my article:

<http://www.theinternetdigest.net/archive/web-page-optimization.html> .

2) They rely on links to your page from other web pages: This is understandable, since if search engines relied only on web page copy, it would be too easy to manipulate results. Outside inbound links from quality sites are difficult to get, and therefore carry significant weight.

Regarding inbound links, two things are important:

- a) the quality and topic of the page where the link originates should be relevant to your topic, and
- b) the words on the text used to link to you must contain your preferred keywords: if those links say "Dallas Web Design Company", the search engines will conclude that you are a web design company based in Dallas (by the same token, the words "click here" won't tell search engines anything about your site).

In a nutshell, find the right keywords, make your page copy relevant to those keywords, and get a lot of quality inbound links with your keywords in the link text, and you will be on your way to high search engine rankings.

For more tips on internet marketing and search engine optimization, you can visit my site at

<http://www.theinternetdigest.net>, read my article "Do-It-Yourself Search Engine Optimization" at <http://www.accordmarketing.com/tid/archive/diy-search-engine-optimization.html> or check out the SEOBook at <http://www.accordmarketing.com/seobook/>

Mario Sanchez is a Miami based freelance writer who focuses on Internet marketing and web design topics. He publishes The Internet Digest (<http://www.theinternetdigest.net>), a growing collection of web design and Internet marketing articles, tips and resources.

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

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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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