

This Free E-Book is brought to you by 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 Engines & Optimization

By Anthony Parsons

Search Engines & Optimization by Anthony Parsons

Search engines, search engines, search engines....Who knows which one to optimize for? Why does everyone behave so silly when it comes to search engines and optimization for a particular engine or keyword even? As most know, Google is the flavour of the month. It appears that everyone is excited about it. What about the other engines? Did someone forget that they exist?

Because Google is the leading engine, this years "in engine" , word of mouth spreads, more people use it, website owners begin optimizing for it and SEO goes nuts. How easily we forget, that only a year or so ago, Yahoo was the leading search engine. Which one next I wonder?

I think it is quite humorous that people have become strung up about one particular engine and one method of advertisement because they do well for a short period. By a short period, I mean a year or two. This is short when your running a business over decades. Google changed their algorithm end 2003 and sent the world a shockwave. Someone forget to tell these many upset businesses and website do it yourselfers, that relying upon one method of advertisement is not good business practice. If that's the extent of business knowledge , then some businesses are in lots of trouble.

Florida (Google HQ) decided to change their system. As a result, many website owners, who had paid thousands of dollars or suffered thousands of man hours building a website came unstuck. Why? Because all of their efforts were built around the characteristics of one system. Who did they blame? SEO's, Experts, Copywriters, Link Building Companies, Google or anyone who would listen – often the media. Someone forgot to tell them that Google is a business, and if your manipulating a website within their search engine rankings, your messing with their business. Keeping this in perspective, only those negatively affected are crying to the press. Those businesses or individuals who gained rankings as a result of this change, strangely enough, don't have anything negative to say.

I think the moral of the story is, people need to stop attempting to over optimize a website and never concentrate on only one source for rankings. Website owners need to focus on reality and market their websites across as many engines as possible. It is also necessary to keep a focus on what you are trying to achieve. Essentially, a website to attract visitors and stimulate their attention for your

information and products.

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.

Search Engine Optimization: What Is It?

By Stephen Warren

Search Engine Optimization is the creation of a web page, purposely designed to rank well with the Search Engines.

If you want traffic to your website then you must Optimize your website for the Search Engines.

Search Engine Optimization is a necessity if you want a huge amount of traffic flowing to your website.

Traffic from the Search Engines is one of the best (And most abundant) forms of traffic. Most people use Search Engines to find what they are looking for. I do and I bet you do too.

You simply cannot afford to pass this up. If you do, then your competitors will be way ahead of you, taking customers which you could have had.

However, if you are going to undertake Search Engine Optimization I **STRONGLY** recommend that you do some extensive research before you start trying to create the "perfect" page for the Search Engines.

If you don't do enough research then you will find bits of Optimization information, but will it be correct or will it heavily penalize your website, or even completely ban it? If you end up doing the wrong thing, this is what can happen.

Examples of bad Optimization techniques:

Previously many of these probably worked. However the Search Engines are now actively looking for websites who may be implementing some of these techniques and penalizing them accordingly.

Cloaking:

What I mean is creating a page for a visitor but when a search engine spider goes to the page, they see something completely different. One way to detect if a website is doing this, is if they appear at the top of search results for a keyword that doesn't even appear on that page. This is a major no no. Sure it probably works incredibly well for a time. But when the Search Engines figure out what your up to, you can bet they will ban you permanently.

Keyword Stuffing:

This is the process of having as many keywords placed into the meta tags or content of the page whether they are relevant or not to the "content" of the page. Not only does this not work, it will work against you. Google for example will penalize you if you have a keyword more than once in a row. This is logical, as having 2 keywords in a row probably would not make sense. For example, for the keyword Golf, Google would penalize you if you wrote Golf Golf.

However, if the title of your page was "Golf", and the sentence beneath it was "golf is great because..." you would probably still be penalized.

Colouring keywords the same colour as their background:

This is quite self explanatory. It's bad because you're purposely hiding things from your website visitors, but still want the Search Engines to see it.

Stephen Warren is the creator and webmaster of

, a completely

free business and marketing resource which anyone may use.

Search Engine Optimization: What Is It?

What Makes For Ethical Search Engine Optimization Tactics?

Make Money From Google Or Yahoo. P/T

How Can Seo Help My Website?

5 Methods For Self-SEO. If You Have The Time.

Fax Reaper Pro Software

Email Spider Software

Hitting the Search Engines

Submit Your Website To 40 Of The Top Websites Every Month FREE

Super Charged Linking



This Free E-Book has been brought to you by Natural-Aging.com.

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