

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!**

**Searching For Clients? Search Like They Do...**

**By Patsi Krakoff, Psy. D.**

When is the last time you researched your area of expertise on the major search engines like

Google or Technorati? This week I did a web search using key words and phrases people use when searching for information about ezine publishing. I was pleased that my blog CoachEzines.com came up first and second for some terms in Technorati, and in the top 10 for some terms in Google.

But I was disappointed that there were hundreds of articles on the topic of ezines in article directories, and only a few were mine. So I learned that I need to submit more articles about ezines to the article directories in order for people to find my business online.

Doing this research is time consuming...you can't help but get screen sucked for hours. There is a lot of garbage on the Web and a lot of splogs — spam blogs that exist only for generating ad link revenue.

It makes you wonder how anybody searching on Google or Yahoo ever finds anything useful. If you are a professional and want clients to find your website, you have to know what key words your potential clients are using in their searches. What are their problems and how can you solve them? You have to put yourself in the shoes – or rather the brain – of your potential client. What words do you think they would type into Google when they are looking for a solution to their problem?

This takes a lot of time to do, and the end results are beneficial. It is now clear that I need to submit more short articles to the article directories on ezine topics so people can find my websites and blogs more easily.

Here's your tip: use the search engines to discover if you're "findable" on the web. Then create content where needed. You may need a blog with lots of blog posts on your key topics. Or, like me, you may need to submit more short articles to directories.

More reasons to do the search: Find out who your competitors are and what they are up to. Then, model what they do, only do it better.

For more leading edge ezine tips go to

## Searching For Clients? Search Like They Do...

<http://www.cochezines.com>

. You can also subscribe to

Newsletter Nuggets at

<http://www.newsletternuggets.com>

. To learn more about using ezines and other

tools like blogs, go to

<http://www.blogsquad.biz>

. Patsi Krakoff is writer and Internet Marketing expert

with over 7 years experience marketing online.

**search the web faster by getting additional search term provided by the search engine you are using**

**By Sandra Manson**

search the web fast and easy.

Wouldn't it be nice if a search engine makes searching more of the Web easier by returning the best results.

Some of the newer search engines help you to find related topics by displaying related search terms besides of the results of the search term you entered.

One example for a modern search engine like this is lizaard (<http://lizaard.net>). Besides of the search results it prints out the top 30 related search terms on the bottom of each page. If the results to your search term are not totally satisfying you may also click on the 30 related search terms offered by lizaard. By clicking these topics you will find much more information than just using your single search term.

That will guarantee you a successful search!

The additional search terms are permanently updated, because they are generated by the search terms entered by the users. Sorted by popularity they show up on the bottom of each site. This way you will always get the 30 most popular search terms that are in direct relation to your search term. If you are searching for 'china' for example lizaard might offer 'facts about china' or 'the great wall' as related search terms to you.

Instead of filling out the search form for entering a new search term, you can simply add your search term to the URL.

<http://lizaard.net/your search topic>

That will help you save time when calling lizaard in your browser.

Searching For Clients? Search Like They Do...

Head of a web design company

search the web faster by getting additional search term provided by the search engine you are using

TurboScout.com Makes Web Searching 20 Times Faster

Tips And Tricks For Using eBay Search.

True Web Searching Tools For Business "Turf"!

Is a High Search Engine Ranking Important for YOU?

The Classified List

Gate Crash into the Interior Design Industry.

KEKOE'S MULTI-REPLACE

Clickbank Search Engine

Clickbank Automation System



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!**

Searching For Clients? Search Like They Do...

