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Sneaky (But Legal) Places To Insert Keywords For Higher Rankings

By Diane Hughes

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The battle for high search engine rankings rages on! The engines themselves continually make changes which makes our jobs, as Web site owners, much more difficult. But, one thing has always remained the same... Keywords.

Search engines still read text. That text still has to be relevant to the site. Keywords are text and must be placed strategically throughout your site. Those keywords within the text are still the determining factor on how high you go up the search engine ladder.

While many engines now place no relevancy whatsoever on the keyword META tag itself, there are still plenty of places – legal ones – to insert keywords in order to boost your rankings.

Keep this list handy when writing copy for your site pages. It will help you get the biggest bang for your search engine buck.

1. In your URL.

Putting a keyword or keyphrase within your URL (domain name) counts for major points!

2. In your page link names.

Rather than using a link in your navigation bar like "services", add a keyword to that page link. If you are a marketing consultant, you could put "marketingservices" instead.

3. In links throughout the copy.

This uses the same principle as above. Instead of writing a paragraph about your testimonials and linking to a page named "testimonials", create a link to a page named "marketing successes" (or some other powerful keyphrase).

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4. In the "title" and "description" tags.

The title and description tags are still widely read and used by engines. Be sure both are enticing and contain keywords because some engines use them interchangeably.

5. In the copy itself.

The "optimal" copy length for search engine compatibility is between 250 – 350 words. Why? Because that gives you enough room to use the keyphrases repeatedly and still make sense! You should have about a 3% ratio of copy to keywords.

6. In ALT tags.

ALT tags are those little bits of copy that pop up when you hold your mouse over a graphic or picture. Search engines read those – because they consist of text. Use keywords in the descriptions you assign to the images on each page. **WARNING:** Be VERY sure that the description in the ALT tag goes with the image. Otherwise you could be banned for "keyword stuffing."

Last little trick ... get one or two heavyweight keywords or phrases in all 6 places above. It's hard to do, but the results are tremendous!

By taking advantage of these sneaky – but legal – places to insert keywords, you stand a better chance of getting one of those coveted "Top 10" slots on the major engines. You also stand a darn good shot at increasing traffic to your site!

How to succeed with the Search Engines

By Adam Buhler

The Cold Hard Facts.....

One of the most important factors in being successful in your business is to learn how to rank high in the search engines. It has been said that the search engines can account for as much as 95% of all the traffic to your website! If you fail to take advantage of the major engines you could be neglecting almost ALL of your targeted traffic!

I don't know of any business that can afford to throw away that many visitors.

Is your site ready?

There are many factors in which to consider before submitting your website. Have you prepared your website for maximum placement? Each page will need to be submitted separately, and each page will need the following. Page Title Meta Tags Keywords in Header tags ALT Tags on all images Keyword– filled content Keywords as close to the top of each page as possible Keywords in links to

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other pages Keywords in outbound links

[Page Title]

It is crucial to place keywords as close to the beginning of your page title as possible. The search engines will typically display your page title as part of the description that shows up when your website is displayed in search results. Placing keywords towards the top of your page can be extremely beneficial. For example, my website page title is, Affiliate Programs Directory@Smokesoft Inc. This means my website will do well in searches on "affiliate", "affiliate programs" and "affiliate programs directory". Try to create your page title in such a way that you can include as many keywords as possible.

[Meta Tags]

Although the importance of meta tags is fading each day, they are easy to create and for some search engines they are a factor, so you would be wise to include them in your pages. For the search engines that do not take meta tags into consideration they will merely ignore them.

[Keywords in Header tags]

This means to create a separate heading for each page containing the keywords you are targeting for that specific page. For example, the heading for my home page is as follows: Affiliate Programs Directory

Meaning that on my webpage it would appear as:

Affiliate Programs Directory

This will greatly increase your positioning in the rankings. take care to prepare EVERY page with this in mind. [ALT tags on all images]

Another worthwhile little "trick" is to add the ALT attribute to every image on every page of your website. You can effectively place a keyword in each image on your website! Follow this example:

Some search engines will use the text in images when considering keyword relevancy, therefore adding more content in your favor.

[Keyword-filled content]

There is no excuse for not filling your web pages with quality keyword-filled content this is a major factor in how well you will rank in the search engines. The more keywords the search engines locate the higher your site will rank....period.

I've found that one of the best ways to accomplish this is with articles such as this one. Imagine for a moment that I used "search engines" or "keywords" as two of my keywords for a given page, now skim

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through this article and see how many times these two words appear. As you can see this would be a huge asset in determining how well my site places, and this is just one article! If you are incapable of writing your own articles there are many places where you can obtain articles to place on your site from another author. One such place is

[Keywords as close to the top of each page as possible]

This is one of the easiest and most effective ways to increase placement. On each page make sure that the first visible text is a keyword, the search engines LOVE this! If you do not have keywords placed as the first visible text on your page, you may want to consider modifying or redesigning it to allow for this. It is well worth the time and effort and you will most likely see almost immediate improvement in your search engine rankings.

[Keywords in links to other pages]

You should try to insert keywords into your links whenever possible. For instance, if you are targeting the keyword "marketing" on a particular page, create a link to a page on your site and call the page "marketing tactics". The page the link leads to could consist of articles you have written on marketing tips you have discovered. Not only will search engines use the text in a given link to determine what your page is about, but they will also use it in determining the subject of the destination page. If you really want to take it to the next level, try using a keyword filled link as the first visible text on your page. This too will skyrocket your rankings in the search engines.

[Keywords in outbound links]

This concept is identical to that of linking to other pages except you instead will be linking to another site. For example if I were linking to another affiliate promotion site I would place the keyword "affiliate program" somewhere in the link. This is a must! My advice to you is to save this article and refer to each and every step when you setup a webpage. This is by no means all there is to know about search engines however, if you follow these guidelines you will do extremely well.

Good Luck!

Adam Buhler is the owner of Affiliate Programs Directory:

Adam is the author

of the weekly newsletter "Affiliate Secrets". He is offering a free copy of the ebook "Internet Cash Machines" For a limited time to anyone who subscribes at:

How to succeed with the Search Engines

8 Easy Ways to Optimize Your Website

How To Find The Right Google AdSense Keywords So That Your Earnings Skyrocket

Finding Keywords – For Adwords Publishers

Keyword Research Software Reviews

Keyword Coach

Super Charged Linking

SECRET POP UP MAKER

Page Rank Explorer Pro

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Impair Healthy Healing In People Over The Age Of 30!