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THEMES...The Next Evolution of Search Engine Optimization

By John Buchanan

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Themes...many cringe at the mere word, being taken back to a time of term papers and book reports, however, in the field of search engine optimization and search engine positioning, "themes" are beginning to play a CRUCIAL role in the long term success of online businesses.

So what exactly are "themes" and why are they becoming so important?

To understand this we have to look at why the search engines implemented this new indexing technique.

With the incredible growth of the web, the search engines are constantly look for new and better ways to serve up relevant results while still maintaining a manageable database.

They have implemented filters to get rid of duplicate content and invisible text. They have reduced the importance or stopped indexing META tags completely as well as many other tags, and still they have been falling behind.

They have begun counting click-thru's, added link popularity and link quality to their ranking algorithms and much more and still find themselves falling behind.

This has led to the new concept of "themes".

Theme indexing takes into account most of what I previously mentioned, but instead of looking at each page as an individual entity, it takes the "theme" of the entire site into account.

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An engine that incorporates "themes" into its ranking system, looks at the content as well as theme of the page, the overall theme of the site, the link popularity of the site, as well as what other sites are "saying" about that particular site. All these factors put together determine the "theme" of the site and page and thereby the ranking of the page in question. The narrower and more focused the theme of a site, the better the site will rank in regards to a matching search term.

Now trust me, this is an extremely simplified description of themes but my goal here is not to go into the technology behind it but it's

impact on search engine optimization and positioning in general.

More and more search engines are incorporating the use of themes to at least some extent into their ranking systems, and because of this, it is crucial that any webmaster who wants to continue to succeed on the internet understand themes and how to use them to his or her advantage.

Now that we understand a bit about themes, the question becomes how does it affect you and your web site.

Quite simply, it means that we have to reevaluate the way in which we design our sites. The days of the all-purpose site are quickly coming to an end.

Think about it. If you offer a wide range of different products and/or services, when a theme indexing engine visits your site, what will it determine to be the overall theme of your site?

If a visiting engine can't determine a specific theme for your site you will have little or no hope of coming up well for the search terms you are shooting for.

To thrive in this new world of search engine technology, you must be able to describe the content or "theme" of your site in two words and three at the VERY most.

Can you do that? Can you describe the content of your entire site in two words?

If not, you need to begin rethinking the focus of your site. You might consider splitting your site into separate sites. Using the same look and feel for each site, only different domains for the

different categories of your site. In this way, your visitors will still feel as if they are on the same site, but the engines will see different sites, each with their own "theme".

If you can describe the focus of your site in two or three words your already well on your way to having a very themes friendly site.

The next step should be your homepage. The homepage of your site should focus on the overall, two word theme of your site. The same two words you used to describe your site. These should be the focus of your homepage.

All of the subpages on your site, should focus on a narrower version of the same theme you targeted on your homepage using an extension of the same two word description of your site. If your two word description was "computer hardware", then your subpages should focus

on keyphrases such as "ibm computer hardware", "toshiba computer hardware" etc.

The key is to always have the same two word description as part of the focus of your subpages. This keeps the overall theme of the site pure and focused, and easily picked up by a visiting engine.

A good example of an implementation of this would be an electronics store. A smart owner of an online electronics store would give each section of his store its own domain name. This could include a domain specifically for cell phones, another for televisions, another for stereos, etc. In doing this, he could then focus individual pages within each domain on specific types of those devices.

Let's look at an example.

Primary domain – www.daves-electronics-store.com

cell phone domain – www.daves-cell-phones.com

cell phone subpages:

nokia-cell-phones.html

motorola-cell-phones.html

ericsson-cell-phones.html

etc.

stereo domain – www.daves-stereos.com

stereo subpages:

panasonic–stereos.html

aiwa–stereos.html

sony–stereos.html

etc.

televisions domain – www.daves–televisions.com

televisions subpages:

toshiba–televisions.html

big–screen–televisions.html

sony–televisions.html

etc.

As you can see by using the above technique you can focus the overall theme of each web site. The cell phone portion of the site may deal with different types of cell phones on each page, but the overall theme is still "cell phones" because this phrase would be found on each and every page.

When dealing with a themes based engine, focus is key. If all other

things are equal, the site that is most focused around the specific search term, will come up on top.

John Buchanan is the author of the book "The Insider's Guide to Dominating The Search Engines", and publisher of "The Search Engine Bulletin", a FREE monthly newsletter. Visit him at <http://www.se–secrets.com> for more information or to sign up for the newsletter.

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

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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 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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