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

The Art of Website Optimization

By David Bell

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They say "diamonds are a girl's best friend". Just like a flawless diamond in the making, a website demands significant attention to detail in order to stand up and deliver and captivate its target audience.

Ever wondered what components clearly define a website as "professionally" done? It should have a polished look! You don't need to spend thousands of dollars on web design, simply make sure it loads quickly and employs a simple navigation system. Your visitors must feel that the time spent at your site was time well spent! Pay extra close attention to your sales copy. If you have all kinds of questions popping in your head as you read your own sales material, so will your customers. There is a simple approach to creating great sales copy and it works like crazy.

Ask yourself a few simple questions, "What's in it for me?", "How can you fulfill your promise?", "Why should I believe you?", "What if I don't like it?". Write your sales copy to paint a portrait of "yes, I can!" by answering each question; giving a risk free assurance by including a money back guarantee along with a good time factor. Strive to incorporate all of your answers in your sales copy and you'll convert your readers into buyers.

One of the hottest topics on the Internet today is search engine optimization, another critical and important component of a professional website. With recent surveys showing over 40% of all search engine traffic coming from Yahoo Directory, it has never been more important to pay close attention to the selection of your title and description. First and foremost, get a head start on the competition by choosing a keyword rich domain name. It's a clear advantage you may have overlooked in preparing for search engine submission.

Make sure that your title is 5 words or less and includes your most important keywords. Try to limit your site description to 25 words or less. Remember, Yahoo doesn't look at your meta tags like a typical search engine, so make your title and description count! If you are submitting to Yahoo for the first time, make sure to submit to Google, Yahoo's search partner, then Yahoo in a few days. Google creates the description of your site by looking for the first bold word so make sure you optimize your site accordingly.

Every webmaster should analyze their site's keyword count. Your most important keywords should be 5% – 8% of your keyword count. If your percentages are too high, the search engines may consider your site as "spam". If your percentages are too low, your site will never appear in the Top 100 of any

search. Keyword and relevancy optimization can easily move a site from complete obscurity to instant popularity in the search engines overnight. Do it right the first time and I'll see you at the top! It's a painstaking process but website optimization is a necessary step towards securing market position. In an age of instant gratification, ones and zeros, gigabytes and terabytes, the simple virtues of patience and perseverance are seldom nurtured. In developing your website, take time to reflect on your mission, and if you do only one thing well, share your passion with your target audience. Do it for the sheer love of it. Your audience will appreciate your efforts. It's the first step towards creating a website that speaks the language that your visitors want to hear! With the right attention to detail, just like a long lasting relationship, you'll have no fear in the night that your website might desert you.

I hope this helps in your future marketing decisions.

David Bell is Manager, Online Marketing, at <http://www.wspromotion.com/>, a leading Search Engine Optimization services firm and Advertising Agency.

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 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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