

The New WebPosition Gold 3 . . . Definitely Worth the Wait

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By Robin Nobles

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At the special request of my students, I've taken a long look at WebPosition Gold 3 (<http://www.webposition.com>), and I can honestly say I'm amazed at how this software program has matured and developed through the years.

Let's take a tour of the most popular software program in the search engine marketing industry, and let's see "what's new" in WebPosition 3.

The New Interface . . .

When you first open the software, past users of WebPosition will be surprised at the totally new interface. It's clean, simple, and quite appealing. You can still click on New or Open on the top toolbar to start a new project or open an existing one, or you can click on any of the icons on the left-hand side of the screen.

Important: If you experience any problems connecting to the Internet via WebPosition, try adding WebPosition to your accepted programs list in your firewall software. Or, you could try temporarily disabling your firewall to see if it's related to that. If you still have any problems, simply write to help@webposition.com. WebPosition is well known for having a top-notch tech support department.

Wordtracker Keywords . . .

With WebPosition 3, you can now conduct keyword research with Wordtracker right through WebPosition 3! If you don't have a Wordtracker account, you'll be using the free trial version of Wordtracker, which means you'll be researching using the MSN search engine and Keyword Universe. If you have a Wordtracker account, you can enter your Wordtracker username and password by clicking on the Edit menu on the WebPosition toolbar and choosing, "Wordtracker Settings."

Important: Since WebPosition 3 now has the Wordtracker keyword area, if you have a Wordtracker account, should you cancel that account? No! Unless you're going to be happy with the free trial

version of Wordtracker, don't cancel your Wordtracker account. Instead, use the WebPosition 3 interface to pull up your existing Wordtracker account.

Reporter . . .

Though this feature isn't new, my favorite part of WebPosition has always been Reporter, and it still is. This one area is worth the cost of the entire software program.

As search engine marketers, it's important to keep up with your search engine rankings. You need to know which pages are ranking in the top 30 for which keywords.

While it's important for you to know your rankings, remember that you don't need to check your rankings every day or even every week. Once a month or once every other week is sufficient.

Use moderation! Don't check hundreds or thousands of keywords across several domains. Don't hammer the search engines. Remember that you're using their resources when you check rankings. Run ranking reports at night PST.

Page Critic . . .

After creating your pages, you'll want to run them through a software program for some last minute checks.

For example, is the page too long? Too short? Are you overusing your keyword phrase? Underusing it?

WebPosition 3 offers some very helpful suggestions that you may

want to consider.

With WebPosition 3, they've introduced a "Generic Search Engine," which I'm particularly pleased about. Over the last few years, many search engine marketers no longer create engine specific pages, so having a generic choice in Page Critic will be extremely helpful.

Tip to make Page Critic easier to use: When you first begin using Page Critic, you may find it easier to focus on the Page Averages section only. Click on that tab at the top of the Page Critic results. Go through each of the suggestions.

But, if you can't make the change or if it doesn't work for you, move on. Don't spend hours stressing over it. If you want to work with other sections of Page Critic after you get used to the program, you can certainly do so. But by cutting down on the

amount of information you're focusing on in the beginning, you may feel it's not as overwhelming.

Mission Manager . . .

I'm very impressed with this new addition to WebPosition! But first, let me explain what "missions" are.

Every time you work on a project in WebPosition, you're creating a "mission." For example, when you run a ranking report on a particular domain, you're running a Reporter "mission" on that domain.

When you run a page through Page Critic, you're running a Page Critic "mission" on that page.

Mission Manager lets you manage those missions from one central location. I can see where this area will be particularly handy for those people who manage several domains. You can see at a glance which missions are scheduled to be run and at what times.

WebTrends Analytics . . .

This one area of WebPosition is a little confusing, mainly because WebTrends has many different software and Web-based solutions.

However, please don't let the choices stop you from trying WebTrends. Analyzing the traffic to your site is a crucial "next step" to success for your online business, and WebTrends has always been a leader in log analysis solutions.

In the beginning, why not try WebTrends On Demand, which is a Web-based service where you're given a small amount of code to cut and paste to the bottom of each of your Web pages. When you want to check your log files, you can log into their Web site.

It's an easy-to-use, cost effective solution that you'll certainly want to consider. (Trial version:
<http://www.netiq.com/webtrends/products/webtrends/trial.asp>)

Cost Remains the Same . . .

One thing that has really impressed me is that WebPosition has kept the cost of this new version the same, though they certainly could have justified a price increase. Plus, if you have a current version of WebPosition, you can upgrade at a 50% discount. Very fair! (Trial version:
<http://www.webposition.com/order/trial.asp>)

In Conclusion . . .

WebPosition Gold 3 (<http://www.webposition.com>) has once again proven to be the leader in search engine marketing software. This exciting new software program deserves a long look by anyone in the SEO industry.

The New Edition of WebPosition Gold 2 is Finally Here!

By Robin Nobles

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The NEW Edition of WebPosition Gold is Finally Here
. . . And its new features make it better than ever!

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Typical of the professionalism of FirstPlace Software, they've waited to release WebPosition Gold 2 (<http://www.webposition.com>) until all possible bugs could be found and corrected, so it seems like forever that we've been waiting for this release. However,

for those of us "die hard" Gold fans, the wait has been well worth it.

Let's take a quick walk through of the program and discuss my favorite features as well as changes made in each area.

Reporter

By far my favorite feature of Gold, Reporter will now report your rankings across an impressive 85 world-wide search engines and directories.

Some other new and exciting features include:

- * You can now easily mail copies of the report to your clients, even going so far as to ZIP the file.
- * You can automatically upload reports to your Web site.
- * You can conserve disk space by checking an option to delete the actual downloaded page after the reports are generated.
- * You can even filter out non-ranking keywords from the report, so that the report you send to your clients will be even more impressive!
- * "Visibility Statistics" are now included at the top of the Concise Summary Report that will let you know how many top ranking pages you have as well as other valuable statistics. ? Under Options, you're given the choice of being courteous to each engine by waiting a certain period of time between searches.

Page Generator

While reviewing this program, I created a few pages using Page Generator, which is a feature of Gold 2 that helps you build pages.

This portion of Gold has gotten criticism in the past because the engines don't want to see "machine-generated" pages. However, Gold 2's Page Generator doesn't produce anything remotely "machine generated." You have to create the content, design the page, and choose the keywords. You simply create the page from within a form, rather than on a blank HTML page.

After creating one of the pages, I ran it through Page Critic, then submitted it through Inktomi's pay inclusion program. Within a couple of days, I was already seeing top 10 results across many of the engines.

Is the page a "doorway page"? Any page on your entire site is virtually a doorway into your site. Does the page provide value to the Internet, and would it be interesting and valuable to Net users? Yes. Page Generator just made it easier for me to create the page.

Page Critic

Page Critic is designed to look at your pages and offer suggestions in a variety of areas, such as word count, keyword prominence, keyword frequency, and keyword weight. Critic then offers specific suggestions that will help you create a page that is close to the statistical averages of other top ranking pages for that particular search engine. Under General Suggestions, you'll find a running list of news, tips, and suggestions related to the engine.

Here's a neat new feature: Page Critic will now check your link popularity for whichever engine you're working with. Under Settings, check the box that says "Check Link Popularity." You'll then see a section above the General Suggestions that gives your link popularity for your site, and where you can also check the link popularity on competing sites, all from within the program.

Upload Manager

Upload Manager tracks any pages generated by Gold and uploads them, or other pages that may have changed since your last upload. Upload Manager will upload the pages for you, or you can use your own FTP program.

Submitter

To me, Submitter is a great program to use for the international engines or lesser important engines that don't have pay inclusion programs. You can pick and choose which engines to submit to, and if you try to submit too many pages on any one day, the program will quickly remind you to keep you out of trouble.

A neat new feature of this program is its built-in spider for

quickly gathering URLs. The new Import option will spider a Web site and create a list of all the URLs, even if the files do not exist on your hard drive. This feature certainly makes submitting an entire Web site quite easy.

Submitter also allows you to add custom engines that aren't included in Gold 2, so you can keep track of your submissions all in one location.

Traffic Analyzer

HitsLink powers Gold 2's Traffic Analyzer, and it will track statistics such as visitors, search engines, and the keywords being used to find your site. The feature is easy to use – you simply register, and HitsLink generates the code for you to put on any page that you want to track. Stats are provided instantly and in real time.

Scheduler

Program Scheduler to run your reports or submit pages at a time that's convenient for you, like at night during non-working hours.

Did you know there's a brand new book out on how to use WebPosition Gold 2?

Search Engine Optimization with WebPosition Gold 2, written by Brad Konia, is an excellent step-by-step guide in how to use WebPosition Gold 2. The book is now available through Amazon and Barnes & Noble. I had the opportunity to review the book and found it to provide superb information on how to use the program as well as SEO strategies in general.

Brad has also developed a new video tutorial for using Gold 2, which is available as both a download or on CD-ROM. The video is available on Brad's Web site: <http://MarketMySite.com>.

In Conclusion

I really like what FirstPlace has done with this new version of Gold (<http://www.webposition.com>). As in the past, WebPosition Gold will remain one of my favorite and most used programs in my arsenal of search engine marketing software.

For a listing of the new features of WebPosition Gold 2, visit:
<http://www.webposition.com/wpg2upgrade.htm>.

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Robin Nobles, Director of Training, Academy of Web Specialists, has trained several thousand people in her online search engine marketing (<http://www.academywebspecialists.com>) training programs. She also teaches 3-day hands-on search engine marketing workshops in locations across the globe with Search Engine Workshops (<http://www.searchengineworkshops.com>).



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