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Throw Away Your Money on Search Engine Optimization

By Mike Banks Valentine

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Search engine optimization consists of some relatively arcane issues that are not obvious to anyone. That I can be thankful for, I suppose, or I wouldn't continue to be in demand as an SEO specialist. But why do clients throw money out the window with developers who don't understand they are bulldozing down site naming structure and careful page architecture when they do a site redesign?

Today I got a call from a very good client who was excited to have me see his site redesign and sent me off to visit while he was on the phone. I typed in the domain name and watched the page load in my browser. Nice color scheme, interesting scrolling header, clean design, good navigation. "Looks Good," I said, and then my heart sank when I noted that my carefully crafted title tag was missing from the browser title bar.

I clicked to the sitemap and noticed that my naming convention for pages, subdirectories and image files had been discarded like yesterdays trash. I went to the source code and saw that all the javascript we had neatly pulled off page and assigned to independent off-page .js files was back on the page again, along with the CSS styles. Oh, and no description metatags.

I began to groan audibly as I made each of these discoveries, forgetting that my client was on the line. My heart leapt back into my throat as I looked for all the great articles, press releases, additional text content I had conscientiously added and found them missing from the site entirely!

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My client responded to my noises with an exclamation that his new site was "State of the Art!" and "Completely Automated" as he pointed out the cool new functions and slick scripts. "Only one problem," he said, still gushing about the expensive toys, goodies and googaws on his pretty new baby – "We dropped from our first page rankings in the search engines, what happened?"

I won't detail what I said as I exploded in anger at the havoc his developer wreaked upon my lovingly optimized pages, but after I calmed a bit (thank goodness he's a good client and a friend) I detailed the developer's unknowing destruction.

Do you realize that ALL links to previous pages will generate "404 Not Found" errors from links in the search engines until these new pages are crawled? Do you realize that EVERYTHING I did to get top rankings has been destroyed?! Do you understand that ALL the money you gave me to optimize your site will have to be spent AGAIN?

This exchange has happened with several clients over the past few years. Even though I warn each new client that they must take care to avoid exactly this scenario when they have a site redesigned or upgraded. **DON'T CHANGE FILENAMES, DON'T OVERWRITE TITLE TAGS, KEEP JAVASCRIPT & CSS STYLES OFF THE PAGE, ETC.**

This week I had a client call asking why the site changes he had agreed to a month ago had not been completed. I reminded him that he'd asked me to send those changes to his developer so that the changes were in-house rather than giving me server access.

I've got a new excuse to use now. The developer did it, or in this case – didn't do it. This developer saw no need to post my thoroughly researched title tags, based on keyword density of each page, to every one of the site's 300 pages. No matter that I'd spent days researching keywords, adjusting page text and massaging all title tags to match. The developer was busy.

The last straw for me came today though. A client called to find out if we could avoid the extensive rework of his site needed to do the "URL re-writes" that he'd agreed to do in the contract we signed recently. Why? "My programmer tells me it will take him a month to do this without breaking the site scripts." I reminded him that this had been discussed in our meeting last month when the programmer balked at all

the work that would be required of him.

No problem, I said, we can go another route, but it will cost you twice as much for my immediate work and ultimately more than three times as much in your Pay-Per-Click budget FOREVER. You won't rank nearly as well in the organic search listings.

Most of your site will never be indexed by most search engines unless you pay for mass URL inclusion, and that only works for one search engine – Yahoo, since everyone else has stopped the paid inclusion programs. Google doesn't offer paid inclusion. (Google and partners send nearly 70% of search traffic to him and most other sites.)

"Oh!", he exclaimed. "Well, ultimately the programmer will do what he's paid to do, like it or not."

Hmmm. Well I like it. Maybe my best weapon against developers and programmers opposed to SEO requirements will be those PPC budgets and Google's lack of paid inclusion program.

Mike Banks Valentine is SEO for <http://InsuranceDirectory411.com> and <http://Auto-Accident-Lawyer-Directory.com> where he had some of the experiences detailed in the article above. This article is available online at: <http://www.website101.com/arch/archive155.html>

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

Throw Away Your Money on Search Engine Optimization

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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