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Webmaster Tools and Resources

By S. Housley

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With new technologies, algorithms and sources emerging on a daily basis, webmasters are constantly struggling to stay informed. The quality of content on the web and the number of products available to webmasters can seem overwhelming. The goal of creating a site that can be quickly found can be a struggle. Unless webmasters have a well-established brand, a great domain name and a huge marketing budget, it is important that they appear in search engines via specific keywords. With this in mind, we have compiled a list of resources and products that will benefit webmasters in their efforts to be found.

1.) Webmaster Articles & Tutorials –The Internet is rich with resources for webmasters who are developing and optimizing web content. The web hosts a vast variety of web design tutorials and articles. For the novice, sifting through these resources can be daunting and overwhelming.

Site Point – New Articles, Fresh Thinking for Web Developers and Designers – With a vast variety of web design tutorials and articles coupled with a vibrant and well informed community, SitePoint is the natural place to go to grow your online business.

<http://www.sitepoint.com/>

WebProNews – WebProNews is an article portal for Internet and Technology professionals and has thousands of articles on web design and development. The articles are from iEntry's network of expert writers through hundreds of relationships with authors around the world.

<http://www.webpronews.com/>

2.) Webmaster Forums – Not only can participating in various forums and posting your various views and ideas potentially bring new growth and life to your online business, it can help you stay informed about industry news or changes. This is particularly important when working in a new, quickly advancing industry like web design and search engine optimization. The following forums are great places for webmasters to participate and monitor.

Webmaster Tools and Resources

ThreadWatch – ThreadWatch is a nifty tool. The concept of Threadwatch is very simple: finding the signal amongst the noise of internet marketing media takes too much of what we all value most, time. Threadwatch.org cuts through the chatter and produces a clear signal for the time-starved professional Internet marketer. <http://www.threadwatch.org>

Webmaster-Talk – The WebmasterTalk forum covers material related to Web Design, PHP Help, Coding, Hosting, Domain Names, graphic optimization and related webmaster topics. The forum is extremely popular and generally, posts will receive almost instant responses from knowledgeable professionals. Of course, like any forum, there are bound to be opposing views ensuring that all sides of every issue are raised. <http://www.webmaster-talk.com>

3.) Website Submission Tools – According to research more than 90% of Internet traffic is generated by search engines. Submitting your website to all major search engines is the most effective way of promoting your website on the Internet. In order for web surfers to locate your site you must be included in all the major search engines. There are a number of tools available to assist with the submission process.

Internet Business Promoter – Internet Business Promoter is a suite of 10 professional web promotion tools in one software application. All of the tools are designed to assist web developers with all aspects of web site promotion and search engine optimization. We found that IBP's strength was in the website submission options. Once a site is created it must be submitted to search engines and directories. IBP streamlines and simplifies the submission process, saving significant amounts of time. <http://www.axandra.com/ibp>

FreeWebSubmission.com – Free Web Submission is the source for free search engine submission. They provide webmasters and site owners with free manual and auto submission to the highest-rated, free internet search engines and directories. <http://www.freewebsubmission.com/>

AddMe – AddMe is a leading resource for webmasters and small-business owners specialized in website submission and promotion in the search engines. AddMe offers free online website submission to 14 major search engines in exchange for a reciprocal link. AddMe is well known and respected in the industry. <http://www.addme.com/>

Many of the online submissions require an e-mail address. In order to limit excessive unwanted e-mail many webmasters will use a "throw-away" e-mail address that would allow them to initially receive notification that the site is submitted but is ultimately an e-mail account they can discontinue after the submission process. This practice is suggested for anyone using a free service for site submissions.

4.) Online Tools – A number of resource sites are available on the web to assist webmasters. The resources are generally free and contain useful analytical tools.

DigitalPoint – The DigitalPoint site contains a variety of tools specifically for webmasters. The tools are a collection of useful online tools, from a Google AdSense Sandbox that shows which Google AdSense ads will be displayed for any webpage on the Internet, to web ranking tools that track Yahoo's web

rank.

<http://www.digitalpoint.com/tools/>

SEO Survey – Tools to help SEO specialists and webmasters automate some of the important tasks involved in the routine of optimization.

<http://www.socengine.com/seo/tools.html>

5.) Webmaster Software – The aim of many applications is to save time, money or productivity. Webmasters can often use software to replace a task they do manually, freeing up their time to pursue other tasks.

FeedForAll – FeedForAll creates, edits, manages and publishes RSS feeds. As webmasters realize the benefits to RSS, software related to RSS is becoming an instrumental tool in their arsenal.

<http://www.feedforall.com>

TNT Screen Capture – TNT captures everything with only 3 simple capture modes, from application windows to controls, to menus and popup windows. Many integrated unique features like shadow options, transparency, quick scaling and individual shapes make it quick and simple to create stunning screenshots at a mouse-click.

<http://www.ec-software.com/tnt.htm>

6.) Free Content – Free content comes in all shapes and sizes. Understanding who your target customer is and what appeals to them will go a long way in finding content that will increase your site's value.

GoArticles – Providing a fresh stream of content-specific articles is a great way to encourage visitors to return to your website on a regular basis. GoArticles is a directory of quality articles that is searchable based on keywords.

<http://www.goarticles.com>

Small Business Software – Collection of small business and marketing-related articles available for republishing.

Articles – <http://www.small-business-software/free-website-content.htm>

FreeSticky – FreeSticky provides a directory of content available to webmasters free of charge. The available content is a variety of items including syndicated cartoons, games, horoscopes, photographs, forums and articles. The supplemental content is designed to encourage visitors to return to your website.

<http://www.freesticky.com/stickyweb/>

RSS – RSS stands for really simple syndication, RSS feeds generally contain content available for syndication. Meaning that you can often publish content contained in an RSS feeds to provide fresh website content. FeedForAll <http://www.feedforall.com/free-php-script.htm> has a free PHP script available to display RSS feeds. Additional resources to learn more about using RSS as web content can be found at <http://www.rss-specifications.com> and <http://www.rss-syndication.com>

7.) Alerts – Using web alerts is becoming increasingly useful to webmasters interested in tracking their search engine position, trademarked terms, to monitor competitors and stay abreast of online occurrences.

Google Alerts – Google Alerts is a solution for monitoring your professional interests online. Track the entire web for your personalized topics and receive new results by daily e-mail. There are two companies doing this: Google Alerts, <http://www.googlealert.com> and <http://www.google.com/alerts>

PubSub – PubSub is a matching service that instantly notifies you when new content is created that matches your subscription. Using a proprietary Matching Engine, PubSub is able to read millions of

data sources on your behalf and notify you instantly whenever a match is made.

<http://www.pubsub.com>

Tools for Online Tracking Alerts – Article detailing additional tools available for online tracking and alerts.

<http://www.small-business-software.net/tools-for-online-tracking.htm>

8.) Blacklist Checkers – E-mail delivery problems often occur when an IP address or domain is black-listed. The following tools will ensure that your IP address and domain will not have delivery issues.

DNS Stuff – DNSstuff: Free fast, advanced and comprehensive web-based DNS tools, going beyond just ping, tracer/traceroute, WHOIS and DNS lookups.

<http://www.dnsstuff.com/>

SpamNews – spamNEWS is a concise aggregation of vital information relevant to professionals in the anti-spam sector: Up-to-the-minute press coverage and topical editorials about e-mail abuse, related online security matters, legal and political issues, as well as articles on Internet marketing and privacy.

<http://www.spamnews.com/>

9.) Keyword Tools – Keywords to improve search engine placement and ranking. Finding top Internet marketing keywords is critical in the quest to be found. Choosing the right Internet marketing keywords will help your search engine placement and ranking. A little keyword research goes a long way in the search to be found.

WordTracker – WordTracker helps you choose the right Internet marketing keywords that will help your search engine placement and ranking. Use WordTracker for keyword research. Web marketing is all about search engine ranking, and that starts with the proper Internet marketing keywords. Get a free keyword report and web site promotion information!

<http://www.wordtracker.com>

10.) Newsletters – Email newsletters continue to be one of the most important ways to communicate and find information on the Internet. The following e-mail newsletters contain great information for webmasters.

SitePronews – A free newsletter and webmaster resource site for Webmasters focusing on web site promotion, submission, positioning, design and marketing. The newsletters and websites contain articles by noted web experts. The SiteProNews site was the first of more than 12 web sites that focused on niche areas of particular interest to webmasters, marketers, newsletter publishers, authors and entrepreneurs.

<http://www.sitepronews.com/>

iEntry – The iEntry network has a really great collection of useful newsletters. iEntry publishes over 50

targeted e-mail newsletters that cover various aspects of the IT and Business industries.

<http://www.ientry.com/>

Like most of the copious amounts of information on the Internet, it is a matter of sifting through to find relevant, accurate, helpful information. Occasionally we stumble across some little-known gems. As a result, we have compiled these webmaster tools.

Google Webmaster Tool For SEO Experts

By Editor Sg-Web

I just finished watching a video that shared some updates on what's happening at the major search engines lately. Since webmasters are always interested in learning more about search engine optimization (SEO) techniques, I thought it would be good to share a neat trick using Google's webmaster tools.

The first time I heard about Google webmaster tools, it was known as Google sitemaps. That was very little that we can do with it, except upload a sitemap so that a new site can be included in Google's index quicker. After toying with it for a couple of days, I find it a hassle to generate those sitemaps. If a website is destined to grow, that would mean taking up more time submitting those sitemaps. Strapped for time as it is, I figured it would be better to just concentrate on building more content for my websites.

It's still hard for me to refer to Google's new toys with a new name but I guess it's a much more suitable name, now that so many new tools have been added. To begin using the tool, login to the control panel using a valid Google username. If you do not possess one, just sign up at the site google.com/webmasters. After logging in, enter the URL that you would like to obtain more information about. You'll be required to verify that you own the site. To do so, you can either add a META tag or upload a HTML file. Verification is instant and you'll see your verification status as Verified if it's successful.

Upon verification, all kinds of interesting tidbits about your site will be available. The one that interests me most is the page analysis (Statistics > Page Analysis). This allows any webmaster to view information about external links. In other words, Google learns about a website's general theme from external text links. You'll be able to see all the keywords that other people have used in the text links

that link to your site.

Many webmasters have already discovered the "secret" that anchor texts should be used in text links. Anchor texts look something like Anchor texts. There are many ways to obtain keyword targetted external links. One popular way is to submit to web directories.

In many instances, web directories allow webmasters to submit their sites for free. Some web directories become more established and may charge a small fee for a site submission. However, fees are usually one-time payment and are better deals compared to text links that require monthly subscription.

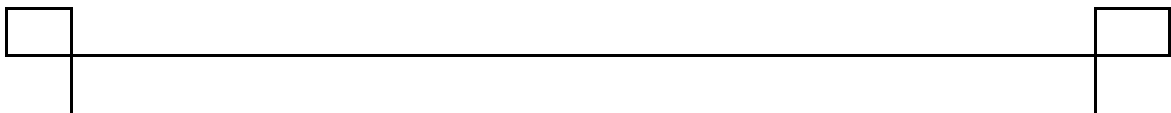
So, take a look around the webmaster community and spot SEO friendly web directories and start submitting some links. Your competitor may be doing exactly the same thing and I don't know about you but I hate to lose. See you at the number 1 spot!

Darren Chow owns a network of quality sites. He also owns a couple of unique web directories.

and



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