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Website Content vs. your Search Engine Rankings

By Brian Basson

This is a one of the most important questions any webmaster should ask him or herself : which keywords, how much, and how to naturally include it in the site's content ? Many people refer to this plainly as keyword density.

Getting back to basics – the search engines spiders websites all over the internet. Many factors will give a site a certain rank on the search engines, including links pointing towards a site, title and description tags, but in the end, one of the most important factors is site content – Isn't this exactly why we search the internet in the first place ? We search for specific information, and relevant information is what we're hoping to get when searching a search engine. The better the content, the higher your website's rankings should be.

It is therefore extremely important to look at your site's content – what, where, when and how ! The trick lies in giving content a natural flow, like when reading a book. Content having an unnatural sound to it will most certainly distract any reader of it. Keyword stuffing has become a huge problem as many searches end up in finding a web page with irrelevant information. Luckily the search engines have started to give attention to this factor, and are penalising web sites adopting this crude method. At the same time, for any web page to draw attention to it (search engines), it is very important that the page contain a fair quantity of keywords and keyword phrases related to the topic / theme of what the page is all about. It is not that easy, but spend some time on this and the search engines will most certainly reward you for your efforts !!

Your site will also become known for it's relevant high quality content, and more and more people will regularly visit it and also link to your website. If in doubt, print out the page and ask a friend or relative to read it. They will surely be able comment on the natural sound of it or not.

Brian is a freelance writer, website marketing expert & webmaster of 3 websites including Rank Advance at <http://www.rankadvance.com>

Link Manipulation

By Anthony Parsons

Link Manipulation by Anthony Parsons

Link popularity is a winning factor in many campaigns to achieve a substantial boost in your rankings, however; with all good can come over-inflated and out of control manipulation (BAD).

The search engines will not be defeated for long. Those who think they can get away with something in the short term will generally come unstuck in the long term. Google recently changed their algorithm (end 2003) which has upset many website owners who relied upon Google results to provide them business. To me, that is ineffective marketing, which ever way you look at it.

Websites who dominated the rankings because of link popularity suddenly became unstuck and are now, nowhere to be seen. Websites with minimal popularity but great content and even those with little content and medium popularity have begun to dominate the rankings for their given terms. Many people blame Google, blame SEO's and anyone else they can blame. These are free rankings that your contending within, which are constantly being manipulated to use every inch from the system structure.

Users are not going to tolerate this for long if they cannot find quality content and products when they search. With this sudden upset and some minor tweaking by Google, the results will eventually steady and those who once dominated will still not be seen.

Many people, especially SEO's and Link Marketeers, get carried away with the websites that their link is going to be displayed upon. Yes, a website with wrong or illegal content and websites that blatantly abuse search engines editorial policies, a definite no no, but everything else is OK.

Another thing that I have found is people getting too wrapped up in what Google wants! It is well documented that Google is currently the major search engine on the Internet. Google is also the major search engine that keeps changing their rules because so many attempt to manipulate them. Remember this, Yahoo was the leader of the pack in 2001. Who next?

What about the other MAJOR Search Engines that deliver the other 50% or so of traffic? This leads people to become choosy with who they will and won't link too. How about this! Link to whom ever you please within the above standards, and advertise your website as much as possible.

Whether your website is on a page with no PR or on a page with a PR10, pages change, link importance changes and every search engine evaluates different aspects to rank websites within their engine. Maintaining a high ranking is like changing your underwear; a daily requirement!

Anthony Parsons has been performing search engine optimization since 1998. In late 2003 I decided to fly solo and opened my own SEO business to service the global community. With my wife being an acknowledged copywriter, anthonyparsons.com as a business will continue stepping forward breaking the boundaries of conventional SEO techniques. Making a winning husband and wife team, we make

SEO affordable for all budgets. <http://search-engine-optimisation.anthonyparsons.com>



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