

What Did We Learn From The Great Search Engine Experiment!

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**What Did We Learn From The Great Search Engine Experiment!**

**By Mike Makler**

Last Week I did a Search Engine Experiment. I wanted to see if I could brand myself as the coolest

guy in the universe. I created a web page that said Mike Makler is the coolest Guy in the Universe. In that Web Page I repeated that Phrase over and over. In less then 24 Hours I was Number 1 in Yahoo for the Phrase coolest Guy in the Universe in Double Quotes. A Few hours later I was no where to be found in Yahoo.

So I then created a few more web pages did a few more blog entries and not only was I back to #1 in Yahoo But I had the top 3 Spots and the 5th Spot in Yahoo as Well. Searching on the same Keyword Phrase in MSN I have the 2nd Spot and 4 total spots on the First Page.

Now if you run the exact same search in Google "coolest Guy in the Universe" don't forget the Double Quotes Not only am I not on the First Page of the Results but I am nowhere in sight on the first 4 or 5 Pages. You will also notice that the entries on the first few pages in Google tend to be very different for The Keyword Phrase the coolest Guy in the Universe. They tend to be more Commercial oriented. RandomHouse, Amazon and the BBC all Appear in the top 5 Results. They all have Google Page Rank values of 8 or 9.

This experiment seems to point to the fact that Google seems to stress Linking and Link Partners over Key Word Density in there search Criteria. An Alternative conclusion might be that Google is slower to index then Yahoo and MSN and Perhaps I just need to be patient. One would be more inclined to believe that 2nd conclusion if some of the other entries from Yahoo and MSN appeared in Google as opposed to those High Page Rank Ones.

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Mike Makler has been Marketing Online Since 2001 – Subscribe to Mike's Newsletter here:

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## **How To Get High Rankings On A Major Search Engine**

**By Steve Pavis**

If you want to have a successful Internet business, you need to have a good understanding of the surfing habits of your readers—and more specifically, how they find information on a major search engine.

Studies show that 85% of users rely on major search engine to find info. The most popular major search engine is the Google search engine. When they look for information on a major search engine, they type certain key words or phrases. You need to find the phrase that will lead them to you.

Almost half of all Internet surfers type several words when they look for information on a major search engine. They have learned that with the millions of websites listed on a major search engine, using key phrases rather than words will narrow down the search of that major search engine.

For example, someone who is researching on scrapbooking on a major search engine will probably key in "scrapbooking clubs", "scrapbooking contests" or even "free scrapbooking fonts". If you want to be on the top results of the major search engine, you need to contain these key phrases.

There are many companies that can give you a list of the most popular queries made on each major search engine. However, bear in mind that you don't want to use a key phrase that is being used by several websites, as that means you will be competing with all of them for good search engine placement.

Do a little research to find out how people will look for information related to your product, and how they would post this question on a major search engine. You should also consider a key word's common misspellings (e.g. scrap booking) as even the best major search engine will see it as a separate topic.

You should also submit your site to more than one major search engine. Studies show that 77% use several major search engine to research.

Plus the different major search engine have unique techniques for indexing sites, so your ranking on one major search engine will be different from your ranking on another major search engine.

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Steve pavis tries to be at

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