

# NET MAN

Business Websites That Work!

## Frequently Asked Questions – Answered!

One of the most common questions we get is about ways of increasing traffic to a Website. There are several components to traffic development, including:

- text/content updating
- visitor interaction
- Search Engine Optimization (SEO)
- BackLink campaigns (Which help to raise your Google *PageRank*)
- Online marketing including Pay-Per-Click advertising (like Google Adwords or similar programs at Yahoo and Overture)
- offline marketing
- “Niche Targeted Online Guerrilla Marketing!” by NET Team Member Hope Atterbury

In this article, I’ll discuss the tactics used in **Search Engine Optimization** (SEO). At NET MAN, we have various types of textual “content management systems” that allow you to edit the text of your pages without fear of causing any HTML code problems. From simple “area-only” editors to WYSIWYG database driven article creation systems, you can be in the driver’s seat when it comes to keeping the information on your site fresh and always-optimized for search engines and site visitors.

So, Search Engine Optimization (and Submission) does appear on the surface to be an ever-changing game. However, we’ve realized that the only ‘changing’ and ‘game’ aspects to search engine optimization are tactics often considered ‘Black Hat’ and subject to punishment, lower rankings and even removal or banning by the search engines. Such techniques (like doorway pages, multiple websites, blog links, very keyword-heavy and/or non-natural language pages) may work briefly right now, but WILL be targeted, causing problems soon. Search engines are in the business of providing relevant results to their users, period. Anything which attempts to circumvent this search engine business purpose will be identified.

To that end, the most important rule of SEO is STILL that “Content IS King.” The plain HTML text used on your Website to talk about your product, service or information is ultimately what the visitor is going to find. No matter what changes come to other optimization methods, your site will always still be about what it is about (unless you change what you do, of course!).

### **So, how to write that text for your site?**

First thing to do is to use a service such as **WordTracker.com** to research the actual number of searches and level of competition on *actual* search phrase data from the search engines. Even the Free Trial at WordTracker is very useful and will give you 96% of the important information that you need. By combining lateral associations and thesaurus/dictionary commonalities to your terms, WordTracker will allow you to see what is actually getting traffic and what has most potential for you. Go use that Free Trial – now! You can get more phrasing by using combinations of phrases inside a phrase.

When you have the top **ten** phrases that you want to optimize for, then you want to make sure that at least five pages (more is better) on your site are each written to have a keyword density above **ten** percent. That means that **for every nine words** of text on a page, there should be **one keyword or keyword phrase** in “natural language” use within that content. Additionally, each page to be picked up and “indexed” or “spidered” by the search engines needs to have **at least** 250 total plain text HTML words on it. Since you know what you do the best, YOU are the best person to write this content. EVEN when NET MAN is hired to do SEO work, we still need you to write the content.

This is the single most important and longest-term aspect to successful site traffic development – identifying keywords and phrases with potential and then using them – it really IS that simple!

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**OK, so you've got relevant keyword dense natural language copy written on at least five pages of your Website – now what?**

Well, for specific search engine optimization tactics, the most popular du jour is of course, **Google.com**. Google is known for having complex, changing algorithms – meaning that your site can appear high, low or not at all in rankings and results – all within the course of a day or two! MSN and Yahoo are much more consistent with their rankings, which relate directly to the textual content of your Website.

**Some of the considerations to rank high on Google** (thanks to Voyager 360) are:

- PageRank of 5/10 or higher
- Good home page with title & description
- Well written TITLE tags (that appear in the top bar of your browser window) for every page. META and ALT tags are less important.
- An H1 tag on every optimized page
- A site map AND custom not-found page with links to all pages of your website
- Can only really distinguish optimization for a maximum of about three phrases on a site

In order to become familiar with Google's PageRank, we suggest that you download and install the Google Toolbar available at **toolbar.google.com**. This will display a green line indicator in your browser window that will show you every site's PageRank at a glance. The toolbar also allows you to search directly from the browser without having to go google.com each time. The toolbar has additional uses, such as blocking pop up windows, and the ability to automatically fill-in text fields on web forms.

As mentioned earlier, the single best way of raising your Google PageRank (once you've got optimized text) is to then secure links TO your Website FROM other Websites which are peripherally relevant to your topic AND which themselves have reasonably high PageRank. This is called a BackLink campaign and takes time to achieve results – though they are very worth it.

What do we mean by “well written” TITLE, META and ALT tags? Well, the *well written* aspect means that these should be ‘close to natural language’, but very highly dense with keywords and key phrases – but in no case should any of them ever be longer than 256 characters. We often use semicolons, ;, to separate phrases in a TITLE tag. The shorter the tag, the more relevance is placed upon each term appearing within it. These tags are ‘behind-the-scenes’ HTML code that is not prominently visible on a web page but is still important. We can put simple editors in specific pages of your site if you'd like the ability to update these tags yourself... or we can train you on a program like Macromedia's DreamWeaver for updating textual content.

An **H1** (Header Level One) **tag** should be the header text showing at the top of every page of your site. Using techniques with *Cascading Style Sheets* (CSS), we can make the H1 tag be somewhat less bulky than it was in old-style plain HTML. We can also use CSS to get the textual content of a page and the H1 tag very close to the beginning of the underlying code – which is considered good placement.

While all of these tactics will help get traffic TO your Website, realize that the **single most important aspect of your Website is the sales presentation** – the experience of the visitor once they arrive. All the traffic in the world won't help if you don't quickly and clearly convey who you are and why using your product or service is a benefit to the site visitor now! As Joan Sotkin says about the direct-marketing-style copy that must be written to have successful closure (we call it conversion) on a Website, “Write benefits oriented copy with a strong call to action.” If your Website isn't making that conversion, the sale, getting people to achieve your site bottom line, we can help! We can do copy-writing and functionality improvements to drive results.

If you have any questions about this article, or any other aspect of your Website, please contact Sam at **NetMan@TheNetCave.com**

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The following set of links and resources are from Larry Chase of WDFM, Web Digest for Marketers

## **Google Sponsored Links** - <http://www.google.com/sponsoredlinks>

This Google search option returns only sponsored link results in response to your search query. Simply type in the keywords or phrases related to your industry or topic and you will be served with a neat list of advertisers that includes a link to each website and their Google AdWords advertising copy. It's an essential stop before running any AdWords advertising.

## **Keyword Ranking Tools**

### **Google Rankings Ultimate SEO Tool** - [http://www.googlerankings.com/ultimate\\_seo\\_tool.php](http://www.googlerankings.com/ultimate_seo_tool.php)

Enter the URL of your website into this no-cost tool to see which words and phrases are used most and to generate a detailed report on keyword density. For example, after entering the URL for the WDFM newsletter home page, we discovered that the word "marketing" had a respectable keyword density of 20%, while the phrase "Larry Chase" had a keyword density of 741%. After generating the report, you can see where you rank in Google for any of the desired words or phrases with the click of a button.

### **McDar Keyword Analysis Tool** - <http://www.mcdar.net/KeywordTool/keywordtool.asp>

This tool reveals how your site ranks at Google for any entered keyword in comparison to other sites. For example, we entered the domain name of the WDFM home page and the phrase "internet marketing." The resulting chart indicates that, at the time of writing, we rank in at #47 for that search phrase, with a PageRank of 6, with 606 pages of our site listed in Google and 356 backlinks pointing to us. The results also handily include the top 10 Google-ranked sites for your search word or phrase. It's fascinating to run a series of keywords through this tool -- for example, WDFM ranks in the #2 spot for the phrase "online marketing."

### **Keyword Brainstorming Tool Google Suggest** - <http://www.google.com/webhp?complete=1=en>

As you type into this search box, Google Suggest guesses what you're typing and offers suggested keywords in real time. Each keyword has the number of Google results listed in parentheses next to it. The more words you type, the more refined the suggestions become. For example, type the words "internet marketing" and at the time of this writing Google Suggests everything from "internet marketing consultant" (5,510,000 results) to "internet marketing strategy" (12,300,000 results) to "internet marketing secrets" (3,000,000 results). Not only will this help you perform better searches, but it also offers glimpses into underdeveloped search phrases that you can capitalize on for your own search engine optimization campaigns.

### **Google Link Development Tool** - [http://www.monstersmallbusiness.com/website\\_promotion\\_tool4.asp](http://www.monstersmallbusiness.com/website_promotion_tool4.asp)

This no-cost tool set is like the Swiss Army knife of Google rank research resources. Here you can check the total number of pages of your URL crawled by Google, the total number of pages in your site listed by Google and the total number of sites linking to you according to Google. The final box on the page -- the Google Link Development Tool -- delivers a list of search engines and sites where you can submit your URL, based upon the keywords or search phrases you enter. To develop the list, it runs the query "intitle:add+url OR intitle:submit+your+site OR intitle:add+your+site" plus your keywords or search terms (in quotes) in Google. Smart.

## **Google Page Rank Tools**

### **SEO Tools Future PageRank** - <http://www.seochat.com/seo-tools/future-pagerank/>

This site has a section on Google optimization. Future PageRank caught our eye! This tool is a

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little piece of nirvana for the PageRank obsessed. It queries Google's various data centers to check for any upcoming changes in PageRank values for a given URL. If queried during a Google update (or "Google Dance," as it is known to insiders), you might get a glimpse of upcoming changes in your chosen URL's PageRank value. If you don't use the Google Toolbar, at this site you will also find a tool that will give you the PageRank of any site, as well as a PageRank Search tool, which queries Google for the keyword or phrase that you have entered but also includes the PageRank of every site on your results list.

**Geographic Search Keyhole** - <http://www.keyhole.com>

Download the no-cost 7-day trial of the Keyhole software, and you will soon have a powerful geographic search tool at your fingertips, which enables you to virtually travel to any place on earth with the help of 3D imaging technology. Simply enter an address or other location information and Keyhole will take you to a digital image of that location on your computer screen. The interactive software then gives you many options, including the ability to zoom in from space-level to street-level, tilt and rotate the view or search for other local information such as hotels, parks, ATMs or subways. Unlike traditional mapping technologies, Keyhole creates a dynamic 3D interface with the help of images collected from satellites and airplanes.

**Google Alerts** - <http://www.google.com/alerts>

At long last, at the time of this writing Google has an alert system in beta development. Google Alerts is tied with their news alert service, which has been around for a while, but now you can also choose to have the latest relevant search results sent to you by email based upon your choice of query or topic. So if you want to get the latest search results for "internet marketing" or your own company (or your competition) simply register your interests and they'll be delivered via email as soon as something new happens.

**Topic Drill Down Browser Google Browser** - <http://www.kasei.com/google/browse>

Rather than starting with a keyword search, this variation of Google lets you browse Google by starting with a URL. Type the URL into the search box (be sure to preface it with the http:// prefix) and you will find sites relating to the URL you have entered. You can click on any site to drill down further into your subject matter, as each click takes you deeper and deeper into layers of sites relating to that specific website. Caution: You may never be seen again if you get too involved with this useful research tool.

**Google Link Popularity Analysis Tool** - [http://www.rustybrick.com/link\\_analysis.php](http://www.rustybrick.com/link_analysis.php)

Find the sites linking to any URL here, complete with their page rank, page titles, anchor text and their incoming links. You can use this information to evaluate their potential as link partners. The Google Link Popularity Analysis Tool only looks at Google links and the pages associated with those links. If you have a Google API, you will receive 100 search results at a time. If you don't you can still use the tool online, but you will receive 10 links at a time. Tip: Analyze the sites of your closest competitors to see who's not linking to you.

**Top 10 Google Tips for Internet Marketers 2.0** - <http://wdfm.com/googletips.htm>

Essential Reading – Click on the link above and Read This Now!

Web Digest For Marketers, 29 John St., #102, New York, NY 10038

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