

WEBSITE MARKETING



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Note: This was written in 2005 -- Up-to-date (2012 book) information is in print here:

<http://www.amazon.com/Mastering-Your-Website-Understanding-Optimization/dp/1475155662/>

An up-to-date weblog and tutorial for serious website marketing professionals.

I will provide you with an up-to-date reference and informational guide to what you need to do in order to create, or modify an existing strategy targeting the Internet and doing business on it. At some points within this document I may cover material which is already known to you. In the event that this happens, please skip ahead, but it is necessary for me to examine even the smallest detail to meet the requirements of a large audience. Search engines are detrimental to your Internet ventures profitability, so we will go into them in great detail.



---Reader: "What a really useful site you have. I am stunned that someone has gone to all that trouble to help others. I have learned a great deal as a result of reading your advice."

Website Marketing with Search Engines

Just about every major search engine has basically 3 parts. The first is the spider, otherwise called a robot. The spider visits a web page, reads it, then follows links to other pages within the site. This is what it means when someone refers to a site being "spidered" or "crawled." The spider returns to the site on a regular basis, such as every month or two, to look for changes and updates. (If a site is updated often and is well marketed, this will happen much more often, sometimes even every day)



Everything the spider finds goes into the second part of a search engine, the index. The index, sometimes called the database, is like a giant library containing a copy of every web page that the spider finds. If a web page is different or appears to have changes, then the site will be re-indexed and this "book" is updated with new information.

Sometimes it can take a while for new pages or changes that the spider finds to be added to the index. Thus, a web page may have been "spidered" but not yet "indexed." Until the new information is indexed, it is not available to those searching with the search engine.

The third, and most sophisticated part of a search engine is the ranking software (sometimes referred to as the algo or algorithm). This is the program that sifts through the millions of pages recorded in the index to find matches to a search and rank them in order of what it believes is most relevant. All search engines have the basic parts described above, but there are differences in how these parts are tuned. That is why the same search on different search engines often produces different results.

---Reader: "I've think I've said before, I've always avidly read what you've written and admired what you done. To get your seal of approval means a lot!!"

Understanding Search Engine Algorithms

Search technology has evolved in many ways within the past few years. The technology involved has transformed from a simple mathematical science to what seems like an artificial intelligence.

Just a few years ago the algorithms involved in comprehending a web page consisted of a simple process of examining meta tags (HTML code) and counting the words on a web page (Keyword Density). Today, this process has evolved into a sophisticated comprehension of a web site and everything which surrounds it.



Count, spell, define, measure and more.

A sophisticated search engine like [Google](#), can interpret a web sites overall theme while defining contents, checking spelling, calculating relevance, measuring pagerank, translating languages, identifying it's owner, tracing its geographic origin, and plenty more all within the fraction of a second. In this document we will explore in detail some of the many processes that a search engine uses to comprehend a web site.

---- Reader: Thank you for the banner and great placement on your forum, I will put links up for you on great sites for years to come. I will help you a lot. Your a great guy to work with.

Website Marketing - Google Toolbar

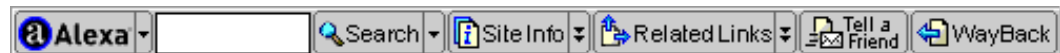
If you have not done so already, I suggest you download and install the Google Toolbar. This is extremely important in finding information on [pagerank](#) and other important factors concerning Google, it's cache (last viewing) of your site, and directory information.

The Google Toolbar is free and can be downloaded here: <http://toolbar.google.com>



Website Research - Alexa Toolbar

The Alexa Toolbar seems to be a great tool for website related data such as site stats, user reviews, owner contact information, related links and archived copies via "[The Wayback Machine](#)" (Internet Archive).



Alexa tracks and collects users web browsing activity when they download and install the toolbar. The results it gives are based much on the data collected by millions of users. The toolbar itself is how Alexa estimates data on websites around the Internet. For those that do not already know, Alexa is an extremely popular website which reports popularity on other websites around the web. Some professionals doubt the accuracy of Alexa's reports considering the information is only gathered by users who actually have the toolbar software installed on their PC and that Alexa cannot gather information from those who do not. In any event, Alexa is still the worlds commonly excepted method for measuring a websites traffic when the sites real stats are not available. The Alexa toolbar search feature is powered by Google.

The Alexa Toolbar is free and can be downloaded here: <http://download.alexa.com> Try Alexa stats here: www.alexa.com

SEO Search Engine Optimization / SEM Search Engine Marketing - The SEO Toolbar

[SEO Incorporated](#), has released a serious add-on to the search engine marketing field with their [SEO Toolbar](#) software. This first of its kind software enables a webmaster to simplify and enhance the difficulty of the everyday tasks of the serious marketing professional.

With one click of the "Get Data" button on the far right side of the toolbar, you are returned results of backlink data in multiple major search engines and directories. Secondly, enjoy the ability to do multiple keyword searches in multiple engines within one browser by using the search feature at left and selecting the target engine. It's truly an amazing add-on to the field itself.

For more information on this toolbar, it's features, and how to download and start using it, visit <http://www.seoinc.com/toolbar/>

---- Reader: I had a chance to check out the info on the link that you sent me, I am very impressed! Thanks for the help with getting this new site up and going.

Just to rap up on toolbars, I personally use both the SEO TOOLBAR and the GOOGLE TOOLBAR - I suggest using both.

Toolbar Disclosures

Be sure to take a look at any toolbar downloads privacy policy as they all are capable of transferring data to the software originators. Particularly, Google and Alexa both use this data to either advance their search technology and/or build statistical information on search queries, traffic and more detailed information.

I believe this is being used now more than ever to rank web pages. There is currently no proof of how they are using it, but many professionals now believe that sophisticated engines like Google will record how many times a website is bookmarked to a users favorites, saved as a users homepage, and/or how long a user actually stays on a website. The probability of this is high, and it's purpose is nothing short of amazing. Google knows that the more time spent on a website, the more likely that it is an asset, and should be ranked accordingly. The same applies to a site saved as a homepage or marked as a favorite site. It's got to be good, or these actions would not be taken.

Algorithm Hypothesis

Take a good look at this below. Although there is said to be many thousand possible characteristics that Google examines when scoring or ranking a webpage, these are the more popular or easily understood factors which effect a score. Everything else is either a story in itself or a mathematical equation not easily understood. On another note, I have discussed the algorithms with many individuals over the years and it is suspected and heavily believed that Google algorithms are built, as crazy as it may sound, by retired military encryptionists with past security clearance. The new algorithms are thought and meant to be uncrackable. By creating an algorithm almost impossible to identify to begin with, Google engineers will pull out an important piece of the puzzle and apply the algorithm to 95% of their search index keeping even the smartest of search engine professionals stumped as the algorithm with never be completely consistent leaving doubt in it's audience.

40% Link Popularity - Links from other sites - Link and surrounding text analysis - Link IP Analysis

15% Site Seniority - Domain Name Age and Internet Archive Data Analysis

10% Title <TITLE>Keyword Phrase - The Keyword Use</TITLE>

8% URL & File - http://www.keyword.com - http://keyword.keyword.com - http://www.keyword.com/keyword.html

8% Heading Text - <H1>Keyword Phrase</H1> - <H2>Secondary Keyword Phrase</H2> varies with .css usage

4% Body Text - Actual page text containing your most important keyword.

5% Images - ALT text (hover over text) - File name

5% On-Page Link Analysis - Link URL and file names - Link title & text (if text link) - Link ALT text (if image link)

5% Website/Document Structure & Validation - CSS Validation

4% Meta Tags - Full Description Tag and first 2 words in Keywords Tag.

Total Algorithm Score: **100%**

Google is King

Here are some quick facts on its industry position:

Google is now widely recognized as the world's largest and most sophisticated search engine. An easy-to-use free service that usually returns relevant results in a fraction of a second.

Google indexes more than 880 million images.

Google receives over 250 million searches per day.

Google searches more than 8 billion web pages.

Google attracts more than 82 million unique visitors per month.

Google offers its results in 35 languages and 50 percent of its traffic comes from outside the U.S.

Google has 1900+ employees with more than 60 PhDs on staff.



Google Hits Record Revenue Levels

Google reported record revenues of \$805.9 million for the quarter ended Sept. 30, 2004, up 105 percent year over year. Google recorded revenues of \$1 billion for the fourth quarter of 2004 and the company also released figures for the full year of 2004. Revenues for that period were \$3.2 billion, resulting in net income of \$399 million, or \$2.07 a share.

It seems clear that the aggressive marketer should focus most of his or her attention on Google.

---- Reader: WOW John, My Adsense revenue is way up...three times in fact after I applied your suggestion. Thanks Brother for the added moolah...lol

Online Web Directories



Submit your site to directories like (Yahoo.com, DMOZ.org, SearchenNetworks.com, UncoverTheNet.com, Business.com).

Submitting and getting listed in **ODP AKA DMOZ is very important**. DMOZ - The Open Directory Project, is an important part of website marketing, don't skip it. DMOZ editors are extremely selective of the sites which are included. It often takes up to a year or more to actually have your site reviewed and/or added to the DMOZ directory. DMOZ feeds the Google directory with information on what seems to be a

monthly basis. Around each month, a DMOZ dump is performed. This updates the directory and send any new listings to Google and other sources which use DMOZ data. The ONLY way to get your site listed in the Google directory is to be accepted into DMOZ.

Additionally, by inclusion into DMOZ.org, you will automatically be included in many search engines exclusive directories such as:

[AOL](#) | [Lycos](#) | [HotBot](#) | [Teoma](#) | [Inktomi](#) | [Altavista](#) | [Netscape](#) | [Ask Jeeves](#) | [Yahoo](#) | [MSN](#)

Find a more detailed list of directories that are important to submit to at www.directorysource.info

Directories are a great way to get links pointing to your website from the internet. Many of these directories are scooped up and/or copied which creates an ever growing source of inbound links and pays for itself many times over. Get listed in as many quality directories as you can.



Read each directory and/or search engines guide lines (TOS - Terms of Service) and follow them strictly before submitting. This will ensure your site is not denied and or penalized for any reason. Having your website penalized by a major search engine like Google could have an irreversible effect on your marketing efforts.

Keyword Density

Keyword density (the amount of times a keyword is found on page) seems to be a thing of the past. In recent years there were many opinions of how keyword density should be incorporated into each websites individual pages. Generally, the opinions always conflicted each other from one professional to the next. Although these hypotesis did always seem to have one thing in common; they always ranged consistently somewhere between 5 - 15%. Testing for keyword density results went on for years and never finalized anywhere since the search engines seem to all use different algorithms targeting keyword density and changed the characteristics of their requirements often.

Today, keyword density is nowhere near as important as it used to be. I personally have seen many times a site ranking in the top of the search engines for a keyword or keyword phrase not even found on the website. This was obviously because of the heavy number of inbound links to the page with the anchor text in the URL. Let me give you a quick example of this.

Anchor Text vs Keyword Density

A search would be conducted for "computers" and one of the first website results on Google would be the Apple Computers website. Upon inspection, the website never even had the word computers on the homepage. As you see to your right in the image, the site is heavily designed in graphics and there is near no text at all on this page. This was obviously happening because the site had gained so many thousands of inbound links pointing to it similar to this: "[Apple Computers](#)", that is ranked very well on Google based on the fact of "Anchor Text" alone.



Anchor text is the actual word in the hyperlink which is believed to count heavily towards ranking a site based on an individual keyword or keyword phrase. It only makes sense that people will link to a site with the most relevant words which describe the location. In this example, many thousands of people would link to the Apple.com website and write "Apple Computers". This created a highly targeted keyword phrase in combination with importance acquired by gaining so many inbound links also counting as pagerank. Because of these factors, the site is easily able to obtain key placement on the Google search engine.

In the past, many site owners would find websites that rank high in the search engines and believe that if they copied their source code or HTML, and replicated what a competitor had done on their site, that they would enjoy premium search engine rankings as well. Some webmasters probably still try this in an attempt to rank their site when they do not understand exactly what is involved.

Don't try to clone pages, tags, or descriptions of other sites that rank high. There are usually unseen reasons like these above which results in why a site might rank well in any search engine. Each situation is different and unique in its own way. Concentrate on building it right from the bottom up, and you will succeed.

Using PDF documents for website marketing

It is unconfirmed but suspected that having additional file formats on your website could be beneficial to your sites importance. This is for reasons that are not exactly obvious but as we go over the idea, you'll begin to see what I need. There are a few main factors and or reasons why a search engine should show a webpage on a search request. They are:

- 1- Relivance
- 2- Importance
- 3- Value

A website should have something to offer the user for it to be worth looking at. In most cases, many sites may fit the bill when a user searches the Internet for information. Additional file formats could be a way to explain, beg, or plead with a search engine to express the fact that their is a wealth of information on your pages in many different formats and/or choices. Having a PDF document on your webpage to be downloaded could be just what it takes to put you past your competition. Think of it like this. Adobe.com is a extremely important website.



- 1 - Because there are hundreds of people around the world linking to it.
- 2 - There is a wealth of downloadable information and or software available at the site which people download each and everyday.

Use this possibility and probability as an advantage to show the engines you have something to offer. It could very well be a contributing factor in making a site appear that it has multiple features and/or products available for the user. If you have one or a few, than great, your ahead of the game. If you do not have any, than it just may be one more thing that you do not have to offer, and why take the risk that you don't. Be ahead of the game and have one just in case.

Page Rank & Website Marketing

PageRank™ What is it? And why do we need it?

The heart of software, technology, and algorithm is PageRank™, a system for ranking web pages developed by their founders Larry Page and Sergey Brin at Stanford University. While they have dozens of engineers working to improve every aspect of Google on a daily basis, PageRank continues to provide the basis for all of their web search tools.



PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."

Important, high-quality sites receive a higher PageRank, which Google remembers each time it conducts a search. Of course, important pages mean nothing to you if they don't match your query. So, Google combines PageRank with sophisticated text-matching techniques to find pages that are both important and relevant to your search. Google goes far beyond the number of times a term appears on a page and examines all aspects of the page's content (and the content of the pages linking to it) to determine if it's a good match for your query.



Google Founders Larry Page (right) and Sergey Brin (left)



Pagerank is an important factor in how your website is measured by link popularity in the eyes of the Google algorithm. At one time Pagerank played one of many important factors in your sites visibility in search engine listings. It has been suggested that there could be hundreds if not thousands of different criteria's responsible for the actual results from the technology behind search engine algorithms. Today, it mainly represents a sites overall link popularity and/or measure of importance.

The best way to currently view your pagerank is either through the Google toolbar or the Google directory. By using the Google directory, you can be sure that you're viewing the most up-to-date information of PR.

Pages with a PR6 or higher, in most cases, get re-indexed every 24 hours. The higher the PR the more often the site is crawled and indexed by Google. Frequent updates also play a role in this, so you'll want to keep your sites updates (fresh). Many webmasters and site owners have begun to use RSS and/or XML to do this.


RSS (Really Simple Syndication) XML


Search engines value a website that is updated often. The more often a site is updated, the more often they will return to find new information and the more important to them your site will become. Creating new and fresh relevant content for your website can often be a tedious task and one which your company may not have the time to apply. Using an RSS or XML feed, you can create this new content automatically without the worry of actually doing anything.


To display RSS on your website, you will need three things:

- 1 - A feed of information that is updated via rss/xml.
- 2 - A piece of software to turn the feed into HTML on your webpages.
- A - A web server that runs the .php programming language.


An excellent resource and piece of software to do so can be found and downloaded free here: [CARP RSS TO HTML CONVERTER](#)

 **Google Directory Listings**

 [Skip Eichert Web Associates](http://www.skipichert.com/) - <http://www.skipichert.com/>
Offers website optimizing, linking strategy, subn

 [Searchen Networks Inc.](http://www.searchen.com/) - <http://www.searchen.com/>
Provides design, hosting services, search optimi

 [SEO Company](http://www.seocompany.ca/) - <http://www.seocompany.ca/>
Offering articles, internet based tools and optimi

 [Svmetri](http://www.svmetri.com/) - <http://www.svmetri.com/>

The above piece of software will install carp on your server/website. You will then find a feed of information to display on your site and Carp will do the rest. Your pages can be updated as much as you like, even every 15 minutes. Carp is very easy to install and usually can be done within about 4 minutes. There are detailed instructions provided with the software after download.

Not all websites currently provide RSS, but it is growing rapidly in popularity and many, including [Yahoo News](#), [New York Times](#) and [CNN](#) do provide it.



Freshbot and Deepbot

Freshbot: Google's indexing robots that crawl the web searching and indexing new "fresh" content. These search engine robots or programs will quickly search the web for new information only. Generally, these robots will quickly check your file modification dates and if they are not newly updated, it will skip your pages. (All web documents, just as documents on your computer or desktop have a last modified date. When you update a file, its last modified date will update to the current date and time. Google will look for updated before crawling to save resources.)

Update your pages often so when freshbot does come to your site, it sees that it has been recently updated indicating a quality, often managed reference... Make sure you actually change something in the visible body of the page. Just updating the modify date or file size isn't going to do it. You have to actually make an on-page change for it to be viewed as updated information. I suggest adding rich, quality content. This backs up the idea of running RSS which we just discussed above.

Deepbot: Google's indexing robots that crawl the web searching "deep" within all websites following all links and attempting to index ALL data found within a website. Deepbot will attempt to crawl deep within a website through all files and folders. Example: Deepbot will go much deeper through folders and files indexing everything it finds: www.yourwebsite.com/deep/deeper/deepest/index.html

To know when freshbot and deepbot visit your site use either your server statistics or view google's cache (last viewing) of your website. When viewing the Google cache, the date of Google's last visit is displayed at the top of the page... If you have never viewed your "Google page cache, go to google.com and find your website, or any other for that matter. Click on the "Cache Link" in the search results next to a listing.

Google is currently using many many bots, but generally you'll see something like Googlebot/2.1 (+<http://www.google.com/bot.html>) in your web statistics.

web·mas·ter - definition:

A person whose occupation is designing, developing, marketing, or maintaining websites.



Importance of H1 and H2 tags when targeting website marketing

H1 tags matter. Put an H1 tag in your body at the very top of the page. You can alter the way h1 displays text with CSS. H2 tag is "cared" when the crawler doesn't find the H1 tag. Currently there has been some skeptics to whether or not the H tags still have weight, but they do!

Robots.txt - Adding a Robots file.

A robots file is checked before a search engine crawls a website. This file is where you are able to disallow certain documents or directories from getting crawled and/or indexed. If you don't have one, it really doesn't matter too much, but a well designed and sophisticated site should really have one. Generally, a robots file is only important if you wish to ban or call certain areas of your site "off limits". If a search engine requests the robots file and it is not there - it will crawl and index the entire site anyway.



If you really put some thought into it, NOT having a robots file will tell a search engine one of two things. Either the webmaster/designer behind the site is unaware of the files usage and purpose - or - the site owner doesn't care much at all about robots, what they do or how often they visit. So, as you can see, it's importance and usage varies greatly depending on what type of message your trying to relay to the spiders.

Place the robots.txt in your root on your server. A robots.txt file is a simple notepad document renamed robots.txt You need to put this in robots.txt file if you want everything to be crawled in your root:

```
User-agent: *  
Disallow:
```

Keeping in mind: A "robots.txt" file is the first place to look when trying to discover exactly what a web site owner wants hidden. What's to stop something or someone from scouring for robots.txt information.

Hiding Javascript

Javascript can sometimes take up valuable space in your HTML and may be better off placed elsewhere in an external file. Search engines are known to index 100k of content and this could be an issue if your javascript source code is very large. In this case instead of having a search engine attempt to index a large script like the below example:

```
<script language="JavaScript">  
  
<!--  
  
var priceWin  
  
function ShowPriceList(){  
  
if (priceWin == null || priceWin.closed)  
  
{  
  
priceWin = window.open('http://www.yourwebsite.com/CompareOurPrices.asp', '',  
'menubar=no,status=no,scrollbars=yes,resizable=800,width=800,height=600,toolbar=no,location=no,directories=no');  
  
}  
  
priceWin.focus()  
  
}  
  
var AutoRenew  
  
function ShowAutoRenew()  
  
{
```



```
if (AutoRenew == null || AutoRenew.closed)
{
priceWin = window.open('http://www.yourwebsite.com/AutoRenewPopup.asp', 'AutoRenew',
'menubar=no,status=no,scrollbars=yes,resizable=550,width=550,height=300,toolbar=no,location=no,directories=no');
}
priceWin.focus()
}
var DomainLocking
function ShowDomainLocking()
{
if (DomainLocking == null || DomainLocking.closed)
{
priceWin = window.open('http://www.yourwebsite.com/LockingPopup.asp', 'Locking',
'menubar=no,status=no,scrollbars=yes,resizable=550,width=550,height=570,toolbar=no,location=no,directories=no');
}
priceWin.focus()
}
//--></script>
```



You would be much better off placing the javascript in a file called /javascript.js and in your HTML you'll simply have a string like this:



```
<script src="http://www.yourwebsite.com/javascript.js"></script>
```

This will save valuable space in your HTML especially if your best content is high on the page but there is large javascripts before the content. Search engines have been said to assign more weight to "top" content or readable text that is higher on a page and less weight to content that is lower. This would make sense since you would assume that higher text is read first and lower text may never be seen.

Website Validation

I hear this question all too often, so we should go into it a bit here.

"Does Website Validation Matter"?

Website validation is used to decipher a proper coded page from a page that uses invalid coding techniques to the particular version of code being used. In other words, if your using a code from a different version of HTML then described in your DOC TYPE, then you will be displaying invalid code, AKA a non-validated page.

Currently there are hundreds of thousands of major websites and search portals on the Internet that ARE listed in search results that do not validate. Examples are major sites like www.ebay.com - Ebay does not validate. Another major site that does not validate is Yahoo.com.

Search engines love new, unique, valuable information. Valuable information is valuable information no matter how you look at it. A search engine will not sacrifice data solely based on validation. Would an engine return a site that does validate over one that does not? I'm sure it would. BUT, keep in mind that those two sites would have to be extremely similar for it to choose the validating site IF it would even do so, which I'm not even sure.

So, does a strong website marketing plan include making sure your pages validate via www.w3.org? I'd say **yes**, but if you have trouble getting them to validate, I wouldn't worry too much about any consequences.

*** I'd like to add a little more detail on this validation topic as I suspect it has grown more important in the recent months. High Rankings are getting harder and harder to come by these days. The search engines are getting stricter each day and website validation has grown more important on the list of must haves. As the index shifts with what seems to be major changes back and forth, we never know for sure what changes are taking place and when we may see a new algorithm.

But taking the chance at an invalid document being the culprit in your sales or traffic plunge just isn't worth it in my book. So when it comes time to taking a serious look at your sites performance, visit the free validation tool at the www.w3.org website and make sure your pages validate. At the very least, you homepages should validate. If they don't, then follow the step by step process in getting them to validate. It could be the make it or break it difference in a first page listing.

[HTML VALIDATOR](#) - checks documents like HTML and XHTML for conformance to W3C Recommendations and other standards.

[CSS VALIDATOR](#) - checks Cascading Style Sheets (CSS)

Images

Images are very important. Make sure that your site's logo contains your keyword phrase in both its ALT text and image file name (keywordphrase.jpg). The same convention can be followed for other images in the website. For example, if your website is about antique cars, and your logo contains a big photo of an antique car, then using an image called top_logo.jpg would do absolutely nothing for the search engines. In this case the logo SHOULD be called antique.jpg or antique-car.jpg.



Add keywords in Title Attributes

The title attribute that you can add to link tags (eg [SEOChat](http://www.seochat.com)) has effects on

search engine optimization. But Google will not use them at all for images unless the image forms part of a link. (You can link them to an anchor)

So remember,

Title Attribute for links: title="keyword"

Alt Tags for images: alt="keyword"

Be sure to accurately describe the target page in your alt or title.... DO NOT just stuff it in anyway. If you need that alt or title to be something specific - than build a page for it. Otherwise, your risking the entire project and not following ethical seo.

HTML BASICS

- 1 - Get rid of the js in the code and put it in an external file
- 2 - Use css instead of font tags
- 3 - Change the link buttons into text links
- 4 - Make sure to have a site map page
- 5 - At the bottom of each page use menus as text links
- 6 - Make sure the home page code is not bigger than 100 K

Have a personalized 404 error page

I notice alot of webmasters forget the importance of a custom 404 error page. For one reason, I myself had forgotten to add them for some time. It's simply a loss of traffic. If for some reason a user is returned a 404 error page, and it's not a custom page, you can almost guarantee that they're gone for good. Nobody wants to see that infamous white PAGE NOT FOUND, and a click to the back button should be the result in about 0.76 seconds. On the other hand, if they are returned a custom 404 error page that explains that the page is not available but has a prominent link to the home page, about 30% of them will probably click through to the home page hoping to find something relevant.



The page cannot be displayed

Custom 404 pages are extremely easy to create. If your home page is named default.html or index.html, you can copy it and rename it 404.shtml and there you go. (It's the same thing as a notepad document, it just has HTML in it) Upload it to your server, modify it a bit to a ooops page "custom 404", and your done.



404.shtml

Make sure you modify it a bit. You don't want it to be viewed as a duplicate page. Just make it a bit different with a link back to your main page or any other destination and your all set.

Frames

This is something many users of frames don't know. They keep asking how come Googlebot visits but their pages are not indexed. They need to have their links inside noframes. If you can use a sitemap file and point the bots to that file (either within a special 'bots frame' or a link in the noframes section to your sitemap

Framesets are very difficult for spiders to understand. Google does a good job of following the "src" links. For [Google](#) in particular you can use either relative (top.html) OR absolute (http://www.aaa.com/top.html)

No Frames Tags

```
<frameset rows="200,*">
<frame name="header" scrolling="no" noresize target="main" src="page1.htm">
<frame name="main" src="page2.htm" target="_self">
```

```
<noframes>
```

```
<body>
```

```
<p>Anything you want the search engine to be able to read, needs to be in this area of the document.</p>
```

```
<p>When you are formatting the data, don't just stuff it in the noframes area. You should properly format it just as you would if it was viewable in the users browser. You should do this for the following reasons:
```

```
<li>If someone isn't able to view frames, they will see a plain readable document.
```

```
<li>The search engines will treat it as a correctly written alternative to the framed page.
```

```
<li>The search engines wont consider it as carelessly stuffed to maximize keyword relevance.
```

```
</body>
```

```
</noframes>
```

```
</frameset>
```

Domain Names

Domain names are the beginning of presenting your business on the Internet, but a name isn't just a name. There are many factors that should be considered when you decide to purchase a domain name.

First, and most obvious, is the fact of how memorable is the domain? How marketable is the name off-line as well as on. Having a good domain name will enable you to stay in the minds of your expected prospects. You should never have a domain name that could be confusingly similar with something else. A good domain name will be short, and easy to remember. Not only that, but your name should have your most important keywords within it as well because Google definitely boosts ranking of sites where the search term is included in the domain.

Lets go into a bit of detail on why you should be registering a domain name with your most important keywords, atleast, from a search engines perspective.

Most importantly: A domain name can play a serious role in search engine rankings. When conducting a search based on keywords, in most cases you will take notice that when searching for products and or services on the Internet, the top ranking sites, in most cases, have their keywords in the domain name. Lets look at an example on the popular search engine Google.com

The image to your right is a snapshot of a search ran on Google.com for the keywords "Las Vegas". You'll notice that listings 1,2, and 3 all have domain names that contain the words "Vegas" or "Las Vegas" within them. This brings these sites to the top of the search engine in a few different ways. Lets talk about it...

1 - The search engines are extremely intelligent. They know that nine times out of ten, if a domain name contains keywords or dictionary words, it's a very good probability that the site will be about those keywords.

2 - In combination with other factors like meta tags, descriptions, page content, and more which we will go into great detail on further ahead, also plays a very big role in the sites keyword density and overall search engine rankings.

3 - These sites, nine times out of ten, will gain natural inbound links pointing to them with their essential keywords within them. Using an example like the retailer RadioShack, inbound links pointing to their site with the words RadioShack in the anchor text is not going to help them with their keyword density for electronics if thousands of people link to them using the words "RadioShack". In this example, these web properties can't loose because whether everyone links to them using "Las Vegas" or the URL www.lasvegas.com, either way, they are still gaining the right inbound links without even asking.

Domain Names with Dashes

Domain names with dashes -s seem to do well. Although I wouldn't recommend using more than one dash, I have seen names with multiple dashes rank very well in search, I believe this will be filtered out in the near future if it's not starting to happen already. Keep the dashes and url's as short as possible.

<http://domain.com> is not the same as www.domain.com - Although Google seems to be making it a priority to get this straightened out, it is still causing some problems with pagerank here and there.

.com's seem to rank significantly better than any other DOT extension asside from .edu and .gov

Thinking about selling that old domain name? DON'T DO IT!

Domain name age plays a major roll in search. A domain names "age" builds what I like to call: "Site Seniority".

A domain name you purchased long ago will rank much better than a domain name bought just yesterday. The logic behind this is quite simple. Let's compare it to a new neighbor moving in next door to your home. At first, you may not feel comfortable with them or "trust them" at all. But after months with no incident, you warm up to them a bit until the point where you feel they are not a threat to you or your family. The same thing happens in search. A brand new domain name is quite like the new kid on the block, or the "new neighbor". It takes a bit of time to be trusted. It takes some time to rank well with the others.

This is often called "the sandbox" effect. Some sites see exceptions to the sandbox. I suspect content, origination of inbound links, and frequency of additions and updates play a role.

Meta Tags & Website Marketing

Write a Killer Description. Keep the description under 150 characters

[Map of Las Vegas, NV](#)



[Google Maps](#) - [Yahoo! Maps](#) - [MapQuest](#)

[Las Vegas, Las Vegas Hotels and Las Vegas Shows, Tr](#)

[Las Vegas, Vegas, Las Vegas Hotels, Las Vegas Shows, Tr Vegas Packages at VEGAS.com.](#)

[www.vegas.com/](#) - 64k - Nov 11, 2005 - [Cached](#) - [Similar page:](#)

[Maps](#) - [Vegas Tours](#) - [Dinner Reservations](#) - [Attractions](#)

[More results from www.vegas.com >](#)

[LasVegas.com - The Premier Source for Hotels, Sho](#)

[Get great deals on hotel reservations, shows and tours in Las Vegas you need for rooms, shows, tours, nightlife, dining, shopping, ..](#)

[www.lasvegas.com/](#) - 54k - Nov 11, 2005 - [Cached](#) - [Similar pa](#)

[Las Vegas Sun](#)

[The Las Vegas SUN newspaper online brings you the latest local classifieds, jobs, sports, photos, video and more.](#)

[www.lasvegassun.com/](#) - 36k - Nov 11, 2005 - [Cached](#) - [Simila](#)

Always list your most relevant keywords FIRST.

Try to make alternatives and capture the plural AND singular with the keywords... (e.g. hotel and hotels)

Use different meta tags in all your documents. Each page should have meta tags that accurately describe that particular page while still keeping the entire sites theme.

Body Text, Creating Content

Page content is important for not only visitors to your site, but to search engines as well. Often times a website is created in either flash imagery, photoshop templates, and/or other miscellaneous software which is mostly pleasing to the eye or ear of the human, yet not so important for a search engine. It is important for your pages to contain what I consider a bare minimum of 300 words or more, the more the better. If you do not have a sufficient amount of text, your likely to not have a sufficient amount of traffic, under normal circumstances but from revisiting our Apple example earlier in this document, there are some exceptions.

Flash

Until somewhat recently, it was commonly recommended to use Flash Animation as little a possible in a website due to the search engines inability to comprehend and index the contents of an .swf file (Macromedia Flash File). The update is as follows: Google can currently read, comprehend, index, and serve flash files in search engine results. Newer versions of Macromedia Flash Software actually enable you to set titles and descriptions within these movie files. To date, I have only seen this for myself in the current version of Flash Professional somewhere within the document properties tab.

Page Cache

Cache is the snapshot that a search engine takes of a page as they crawl the web. Checking your page cache will tell you how often a search engine visits your site. If your sites file is not modified since it's last visit, there is a possibility that it will not be re-cached. A search engine will sometimes skip over a website if it's documents do not have a recent modify date. They do this to save time and resources. If a search engine like Google visited your site on January 1st and comes back on January 10th and your file still has a modify date of December 15th, it will probably skip it as it knows it did not change since last cache. This is why updating your pages is important. The search engine knows exactly how old they are. A deep crawl will usually happen regardless of the modify date.



Website Marketing No No's

- Hidden text or links
- Misleading or repeated words
- Cloaked page
- Deceptive redirects
- Doorway pages
- Duplicate site or pages



17 Meta Tags

Here's the basic layout of meta tags and what they do:

```
<META NAME="TITLE" CONTENT="This is what appears at the top of all browsers.">
```



<META NAME="DESCRIPTION" CONTENT="This is where you put the description of your site. Put some vital keywords here, but keep the description under 1,000 characters.">

<META NAME="KEYWORDS" CONTENT="This is where you list all of the keywords that pertain to your site. Make sure you,put,a,comma,after,each,keyword, and don't repeat any keywords. Use plurals and conjunctions here and on your pages.">

***** META TAGS BELOW HERE DON'T REALLY SEEM TO MAKE ANY DIFFERENCE *****

<META NAME="OWNER" CONTENT="Put your email address in this spot.">

<META NAME="AUTHOR" CONTENT="Put your name or your company name here.">

<META HTTP-EQUIV="EXPIRES" CONTENT=""> (Leave this blank to tell the spider not to remove your listing after x amount of time.)

<META HTTP-EQUIV="CHARSET" CONTENT="ISO-8859-1"> (This one is not needed and can be removed)

<META HTTP-EQUIV="CONTENT-LANGUAGE" CONTENT="English"> (Tells the spider what language your site is.)

<META HTTP-EQUIV="VW96.OBJECT TYPE" CONTENT="Document"> (You have many choices here, but the default is document.)

<META NAME="RATING" CONTENT="General"> (You should rate your site...especially if you have adult or PG content.)

<META NAME="ROBOTS" CONTENT="index,follow"> (This tells the spider to follow links on your site and list other pages.)

<META NAME="REVISIT-AFTER" CONTENT="4 weeks"> (This tells the spider to re-visit your site in x amount of time.)

<meta NAME="DC.Title" CONTENT="Art, Toys, Download, News">

<meta NAME="DC.Creator" CONTENT="Art, Toys, Download, News">

<meta NAME="DC.Subject" CONTENT="Art, Toys, Download, News">

<meta NAME="DC.Description" CONTENT="Art, Toys, Download, News">

<meta NAME="DC.Language" SCHEME="RFC1766" CONTENT="EN">

Keywords

This tag is important for some but not all search engines. The most popular and powerful search engines actually skip right over this tag since it is usually abused and "stuffed" with inappropriate keywords. I recommend you use it anyway. Many engines still use it. I believe it is still used to decipher your site and authors intentions to be accurate and/or well designed and described. When listing keywords in your meta keywords tag, be sure that you use only keywords that are actually in your sites body text. Do not put a keyword in you meta tag if the keyword is not visible on the webpage, in your title, or in your description. When writing your keywords metatag, also be sure to include your most important keywords first.

Although this tag is sometimes abused, even a stuffed tag will have it's most relevant keywords first since it's just human nature to add the ones that are most relevant and in mind, while stuffed words would take a bit of thinking to come up with.



More on Inbound Links and Anchor Text

Clearly, the optimal link to your site will contain your main keyword phrase.

Lets say you have a website that sells car insurance online. When you solicit links, and fail to give guidance as to what the link should contain as far as anchor text, you will commonly get something along the lines of "Smiths Insurance LTD" as the link text. This is great if you want to be found with your company name and can compensate for the extremely broad term "insurance." It is, however, far from the ideal.

The ideal would be something like "Cheap Car Insurance" or "New York Car Insurance".

There is also evidence, although not conclusive, that the title attribute can add a ranking boost. So lets take the example above and show you the html code for it.

```
<a title="Car Insurance" href="http://www.smithsinsurance.com">New York Car Insurance</a>
```

In the case of the very first example:

`Cheap Car Insurance`

If you do not specify the html code to be used upon successfully soliciting a link, you will very likely just end up with the following:

`Smiths Insurance LTD`

Or worse,

`http://www.smithsinsurance.com`

(Note: This is why all those domains with keywords in their domain tend to do well.)

Clearly, this is not specifying the exact link text and code can lead to a waste of a good link text opportunity.

The solution, therefore, is to provide a webmaster who has agreed to link to you with the exact html code. This has two main advantages. First, the webmaster will be grateful, as all he/she has to do is copy and paste the code in his/her site. Second, you also get the text link that does your site the most good.

Why Reciprocal Links Don't Work:

Links to your website are very important. The more links you have pointing to your website, the more important a search engine assumes your site is. A search engine can read - but it cannot comprehend. It can only consider how many other people like your site and use that to rank you. It's like anything else in life. If you know a guy and he has only one friend, he may or may not be a nice guy. On the other hand, if you know a guy that has hundreds of friends, the chance that he is a bad guy is not at all likely. You would assume a guy having hundreds of friends can be trusted a lot more than a guy having only one. Well a search engine assumes that a site with a lot of links must be a good one.

There is one exception to this (search engine algo) rule . **Reciprocal Links**

Reciprocal links are not classified the same. A reciprocal link is when a website links to another website only to return the favor (link exchange).

Example: Reciprocal Link:

WEBSITE A links to WEBSITE B, and then to return the favor WEBSITE B links to WEBSITE A.

That is considered a reciprocal link exchange. This will get you nowhere in the long run. Search engines know that this is a webmasters link exchange to attempt to boost traffic and link popularity.

Example: Quality Link:

WEBSITE A has an article about "widgets" and links to WEBSITE B (widgets.com) which details even more about widgets.

The screenshot shows a web page with a user profile section on the right and a navigation menu at the bottom. The profile section includes a photo of a man, the text "User: clasione", "Rating: WebPro Member", "Joined: 06.05.04", "Location: New York", and "Website: searchen.com". Below the profile is a "View Profile" link. The navigation menu has three items: "Corporate Info", "Site Map", and "Support". Below the menu is a logo for "WebProNews" and text stating "The WebProNews network includes WebProWorld, Jayde and WebProWire." There is also a logo for "Ask Jeeves" in the bottom right corner of the screenshot.



WEBSITE B (widgets.com) doesn't link back.

WEBSITE A's link to WEBSITE B is a **quality outbound link**.

WEBSITE B's link from WEBSITE A is a **quality inbound link**.

Search engines love quality links. They will send you to the information that it thinks your looking for, and just incase it's not enough, the search engine knows that there is a quality link there that will provide you with more.

New Information on Links from other sites:

It has come to my attention that the major search engine "Google" may no longer be giving value to websites that are linked to from pages named links.asp, links.php, links.html or links.htm. Furthermore, inbound links pointing to your website from areas near and/or around the header, footer, in close proximity to text like ads, advertisers, links, sponsors, etc., are not nearly as valuable as links within a pages body, if even of value at all. - This should be taken into serious consideration when swapping or buying links with or from other webmasters.

IP addresses and Links

An IP address is the location of a computer or web server on the Internet. It is usually a set of 4 digits, known as octets. The third octet is called the C-Class IP address.

In this example of an IP address:
214.95.164.91

164 is the C-Class IP address.

Webmasters or marketing companies often set up multiple websites with similar content and link them together to achieve higher-rankings in the search engines by falsely inflating their link popularity. Such sites are known as 'Mirror Sites'.



If you're setting up multiple websites using the same web hosting provider, chances are your websites will be on the same IP address or atleast the same C-class IP address. It is important not to have several sites linking to each other that reside on the same C-Class IP address. This is an important factor for anyone concentrating on text link marketing, or more importantly - paying someone to do so.

Stopwords and Poison Words

Stopwords are common words that search engines filter out. Common words are words like: the, is, and, or, website, homepage, or email. By nuking them, they save some engines disk space and clutter.

Words that have no true meaning when used by themselves seem to be the only words that are not used to filter pages.

Poison words, are words that are known to decrease your pages rankings if a search engine finds them in the title, description or in the url. They don't kill, they just bury pages in rankings.

What are some new poison words?

Bookmarks, Links, Resources, Directory, Search Engine, Forum, BBS, in their singular and plural forms were, at one time, known to be poison

words (robot skipped words) but this is no longer the case. It could return at any moment, but at this time they are being considered. I felt it was worth at least a mention.

Robots Commands and Meta Tags

<META NAME="robots" CONTENT="noindex"> Googlebot will retrieve the document, but it will not index the document.

<META NAME="robots" CONTENT="nofollow"> Googlebot will not follow any links that are present on the page to other documents.

<META NAME="robots" CONTENT="noarchive"> Google maintains a cache of all the documents that we fetch, to permit our users to access the content that we indexed (in the event that the original host of the content is inaccessible, or the content has changed). If you do not wish us to archive a document from your site, you can place this tag in the head of the document, and Google will not provide an archive copy for the document.

More robots.txt info: <http://www.robotstxt.org/wc/exclusion.html>



SERPs Definition: Search Engine Results Pages

Google Descriptions

When it comes to describing your site, Google assembles what is known as a snippet description to display in their search results. Sometimes it's a good description - one that prompts potential visitors to click on your link. Other times, it isn't.

Where is Google pulling the snippet description?

Currently Google is pulling the snippet from any one or combination of the following areas:

- META description tag
- First ALT text found on the page.
- First text found on the page
- Additional heading tags on the page.
- Additional body text found on the page.
- Additional ALT text on the page.
- Navigation bar on the left-hand side of the page
- Copyright information at the bottom of the page.
- Wherever the keyword phrase is found.
- DMOZ / Google directory category description.

Yahoo! Descriptions

Yahoo descriptions seem to be more based on meta data. Although, sites that are listed in the Yahoo! directory are returned with the descriptions from their directory listings. Some webmasters and site owners have actually avoided submitting their sites to Yahoo to prevent alterations to the title within Yahoo's search engine results. In my opinion, a listing in the Yahoo directory is far more important than having the ability to predict and/or control your sites appearance. I haven't proven many times over that a listing in the Yahoo directory will increase your sites serps position in Yahoo search results pages.

Google indexes FLASH and Comprehends Javascript.

As you know, a Flash movie as the index page of a site has always been a major problem with search engine optimization. There's simply no

content for the search engines to index.

Google has always been the first to index different types of content and is now able to read and comprehend Flash and Javascript.

File formats that Google claims to index:

Recently the search engine expanded the number of nonstandard file types it can index, further opening up a previously hidden trove of Internet-based content, commonly referred to as the "Invisible Web." The 12 main file types currently searched by Google (in addition to standard Web-formatted documents in HTML) are:

- Adobe Portable Document Format (pdf)
- Adobe PostScript (ps)
- Lotus 1-2-3 (wk1, wk2, wk3, wk4, wk5, wki, wks, wku)
- Lotus WordPro (lwp)
- MacWrite (mw)
- Macromedia Flash (swf)
- Microsoft Excel (xls)
- Microsoft PowerPoint (ppt)
- Microsoft Word (doc)
- Microsoft Works (wks, wps, wdb)
- Microsoft Write (wri)
- Rich Text Format (rtf)
- Text (ans, txt)

Search Engine Radio

Tune in to Search Engine Radio for the latest on Search

Search Engine Radio is the only Internet talk radio show 100% dedicated to Search. From the best strategies for optimizing your site, to the best software tips for tracking pay-per-click campaigns, to the latest news about Google, tune in to www.SEORadio.com to keep up on everything about Search. Search Engine Radio is on every Tuesday at 9 AM Pacific / 12 Noon Eastern time.

Link Popularity and the Future

The future of link popularity is at serious question these days... With the majority of seo and website marketing professionals scrambling to gather inbound links to their website, some are talking that link popularity could soon be phased out of the ever-changing algorithms used by top search engines like Google, Yahoo! and new and fiercely anticipated MSN search.



But if this, the most sophisticated measure of importance is in fact phased out, what would be the overlying factor of on and/or off page optimization? Most say that the traditional belief that "content is king" will return to the seo roundtable. I myself believe that extreme amounts of time and effort should be exhausted at creating new, fresh, ever-changing and increasing content to ones project(s). I feel confident that content should be a major target for any professional serious about pushing their pages to the top of the search industry.

Pay Per Click Programs Paid Search Listings PPC_

Although I'm a strong believer in "Natural Search" I tend not to discuss Pay Per Click programs or otherwise known as PPC, but this wouldn't be much of a tutorial on website marketing if we do not discuss them in some detail.



PPC programs enable a webmaster to get guaranteed search listings in the major search engines, problem is, you've got to pay for each click that is generated from each program. Generally, for a not too popular keyword or keyphrase you'll pay anywhere from .10 cents to .60 cents per click. It can get more expensive as you go along, depending on your keyword(s) or keyphrase(s) ofcourse.

How it works:

An advertiser picks their most valuable keywords and signs up with a program like [Google's Adwords](#) or [Overtures Site Match](#). Then you choose how much you're willing to pay each and every time someone clicks on your selected ads generated by your selected targeted keywords or keyphrases. The program companies will display your listing in sponsored area's of search results on major search engines. Every time a user clicks on your link, your account is charged the appropriate fee. This can get quite expensive, especially if your keywords are competitive.

Highly competitive keywords can be as much as \$1.00 - \$17.00 per click. It sounds unbelievable, but some companies and advertisers are actually paying out large CPC's (Cost Per Click) for top keywords.



In my experience, web and Internet related services seem to be the highest paying CPC's with finance, real estate and mortgage companies not far behind.

Google Inc., a major player in the pay per click industry, has reported in their third quarter earnings report for 2004, that they generated to the tune of \$35,000.00 an hour with their click program named "[Google Adwords](#)".



In the example image to the left the two listings that are displayed in the upper left area in light blue are "sponsored listings" within the Google Adwords program. These are listings that advertisers are willing to Pay Per Click to have listed at the top of the search engines.

The other listing in the normal white area underneath the sponsored listings is a "natural search result". These listings are free since they are relevant to the users search query, which in this example was "website marketing".

A correctly designed website that focuses on search engine marketing does not need to run PPC campaigns as the site is listed well in search engines naturally. In a highly competitive market, natural search engine listings at or near the top of the search engines is nearly impossible without having the edge which you are receiving right now by reading this document.

Pay per click campaigns are guaranteed. There is no guessing whether or not your site will be visited. You pay for targeted traffic and that is what you receive, but it can get quite expensive. For an example, If your keyword is generally a low CPC somewhere around .20 cents per click, generating 100 clicks per day would cost you around \$20.00 a day, leaving you at a moderate \$620.00 per month. If your keywords or keyphrases are a bit more competitive, and cost a CPC of around .60 cents, you'll pay somewhere around the tune of \$60.00 per day or around \$1860.00 per month. A bit more expensive, as you can see. That's estimating around 100 clicks per day.

Lets talk about how you can make CPC or Cost Per Click work for you

When you run ads on a pay-per-click model, it is very important that these ads are keyword written perfectly. A better written ad can often times out perform an ad written by an inexperienced marketer or novice PPC user.

Each pay-per-click ad runs on a set of characteristics.

- 1 - Maximum Cost Per Click
- 2 - Desired Keywords
- 3 - Keyword Relevance

Some advertisers running their own campaigns forget or simply just do not realize, that keyword relevance does play a role in pay-per-click ads. The possibility for a competitors ad to run more frequently or even higher in the results pages then yours is likely even if you are willing to pay a higher Click through Rate (CTR) for each ad.

How does this happen?

This happens by designing a better strategy when creating the actual ads, their landing pages, and how they are written. Each time a page is loaded where ads are set to appear, search engines will automatically decipher what a page is about in order to display relative ads. The ads with the best relevance along with the higher click through rate will run first, the others will follow. An ad for an advertiser willing to pay .50 per click may appear more often then your ad, even though you are willing to pay \$1.00 and are targeting the same keywords. This happens simply because the competitors ad contains a better set of keywords and/or their landing page is setup for a specific keyword verses a home page targeting many different keywords.

Each ad campaign should be diversified in such a way that each individual ad targets an individual page, based on an individual keyword.

Correctly writing your ads can save you money by creating a more likely conversion of seeker to buyer while ensuring your ads are seen by the most possible consumers at the best rates possible.


Correctly writing your ads with experienced keyword research could cost your company allot less!

In this example we'll look at an ad that is written just about as good as it could possible be written. In this example, you'll notice that the keyword phrase which is "Hosting" is a part of each and every area of the ad. The word hosting is found in:

- 1 - The title of the ad.
- 2 - The description of the ad.
- 3 - The URL of the ad.

This ad, more than likely will out perform its competitors based on a more relevant, targeted, and properly organized keyword strategy.

On Page Text Links VS. Images and Mouseovers

These days, everyone wants to have a "flashy website" with active images and mouseovers, but we cannot ignore the importance of on-page textual links. Text links are extremely important for describing a target page when it comes to search engines, especially when on your own site pointing to inner pages. If the word "more" was an important keyword in your industry, this button:  would be nowhere near as important as the text link: [more](#)

Sponsored Links

[Cheap Web Hosting](#)
Unix, PHP, MySQL, Perl, cPanel
Instant Setup, Free Domain Name!
www.luxurywebhost.com

[Best 10 Web Hosting Chart](#)
Reviews of Top 10 Web Hosting Fi
Rated by Experienced Web Master
www.thehostingchart.com

[Web Hosting \\$4.95](#)
5000 MB of Space, 100's of feature
Extremely Fast & Award Winning!
www.ace-host.net



If you must have images and buttons as links on your site, be sure to include text links somewhere on your pages. This is a good reason you will find many websites that have links on the footer area when it doesn't appear that they are even necessary. For example, look at this image to your right. This is a snapshot of RackSpace's website, a very popular web hosting company. They have decided to use footer links for some of the different types of hosting services they provide.

As you can see in this additional image, they have a mouseover right at the top of their homepage with these exact services within it to be selected by a user, but they have also chosen to include these hypertext links in the footer for search engine relevance and guidance. In rare occurrences, without these footer links, the search engines may not even see links to those services at all since the links are hidden within a javascript or mouseover script. Also for this image to the right, just to clarify, the red area which details "hosting solutions" is static and always there. When hovering over this red area with your mouse, a mouseover effect takes place and pulls down the following javascript menu which details the three underlying services of hosting.



Google Sandbox

An extremely impressive hypothesis was made on Google's sandbox issue and I find it an extreme possibility. "The Sandbox" is a phrase used often by website marketers to indicate a site is new, infantile, or young, hence "Still in the Sandbox". A website that is in "The Sandbox" has week search engine rankings from what is believed to be a sandbox filter. This filter is believed to keep sites that are older and have what I like to call "site seniority" ranked higher than sites that are new. For a very long time, I had not heard or thought of one solid possibility to how Google would conduct such a sophisticated measure as sites come and go often based on either expiring domains and/or transfers of domain name ownership.

The Hypothesis:

The internet archive, also known as "[The Way Back Machine](#)", is an archive copy of each internet website on the web. Using this service you can check archived copies of how sites looked in the past, selecting month to month and year to year. For some unknown reason, it only displays records online from about 7-9 months prior to the current date, despite it crawls many websites weekly. The archive will go back many years, but does not show you any results for the most recent copies of the site.



This could possibly be the hidden link behind the Google sandbox algorithm.

Google could query www.archive.org to check for the sites age. If there is no archived copy of the site, it's sandboxed. If there is a copy of the website then it compares it to the first recorded date for the domain name in the whois records. If the date for the domain name is any newer than around the time of the first archived copy, that would indicate there was a ownership transfer somewhere in between. If the date is similar, then the site is a veteran, and has been online since the first archive copy, however long that might be.



HTML Verses PHP ASP, etc. programming generated pages

ASP ([Active Server Pages](#)) PHP ([Hypertext Preprocessor](#)) HTML ([Hypertext Markup Language](#))

Why HTML written pages are better.

HTML (Hypertext Markup Language) is a standardized language of computer code, imbedded in the source behind all Web documents, containing the textual content, images, links to other documents, and formatting instructions for display on the screen. When you view a Web

page, you are looking at the product of this code working behind the scenes in conjunction with your web browser (Internet explorer, Netscape, etc.). Browsers are programmed to interpret HTML for display.

HTML is almost always generated by a human. PHP, ASP, and other scripting languages are a form of HTML, but are generated on the server side and can be created on the fly by a database. A website created and written in a programming language can be set up to literally run by itself, and search engines know this. Since a search engine values updated, and fresh content, they always check for modifications to web documents in order to see how new the information is.



So what does this tell us?

If a search engine finds a page written in HTML to be modified and updated every day, then it's pretty safe to assume that there is an actual human behind this site updating the site frequently.

If a search engine finds a page written in some form of programming language updated everyday, it needs to be analyzed with stricter guidelines to evaluate whether this was a server side modification to the file, or if there was actually new content generated by a user. This is not always easy to determine.

Lets get into a deep example of how this might work and in what cases would it even matter.

We will use an Automotive Classifieds site for the example.



Site A is written in PHP with daily updates. (server side)

Site B is written in HTML with daily updates.

Site A runs a classified ad for 90 days. The database is programmed to run an classified ad for a vehicle with a duration of 90 days and in the event that it does not sell, the program should reset the sale for another 90 days. In this example we will use a "Blue 1955 Model T Ford" as the example item. Everytime the search engine goes to site A it can tell that there is a "Blue 1955 Model T Ford" listed for sale and that the page is different because the length of time the item has been listed is different. The time and date of the classifieds expire time is generated by the database, so the page really is different everytime the engine visits, but that really isn't a valuable difference.

Site B runs a classified ad for 90 days. Everytime the search engine goes to site B it can tell that there is a "Blue 1955 Model T Ford" listed for sale and that the page is different because there has been on-page modifications made.

OK - Lets judge their value now.

165 days later someone finally queries the engine for a "Blue 1955 Model T Ford". Which site should the search engine return to the end user searching for a "Blue 1955 Model T Ford"?

Site A has the item, fresh content (server side).

Site B has the item, fresh content (manual updates HTML).

The search engine, when faced with this choice, will return the HTML page before it returns the PHP generated page for one simple reason. Human involvement. The PHP site could easily not be aware that the "1955 Model T Ford" has been sold and is simply, as programmed to do, resetting the ad and running the sale over and over again every 90 days. The HTML site is constantly updated by a human, which is generally more reliable for the specific information on the site.

Site B HTML gets the visitor.

What have we learned? HTML -----> Better

Search engines value human involvement when ranking web pages.

There are rare instances where HTML can be generated on the fly using a module and rule-based rewriting engine (based on a regular-expression parser) to rewrite requested URLs on the fly. This is called a [MOD-REWRITE](#). It supports an unlimited number of rules and an unlimited number of attached rule conditions for each rule to provide a really flexible and powerful URL manipulation mechanism. The URL manipulations can depend on various tests, for instance server variables, environment variables, HTTP headers, time stamps and even external database lookups in various formats can be used to achieve a really granular URL matching.

This module operates on the full URLs (including the path-info part) both in per-server context (httpd.conf) and per-directory context (.htaccess) and can even generate query-string parts on result. The rewritten result can lead to internal sub-processing, external request redirection or even to an internal proxy throughput.

But all this functionality and flexibility has its drawback: complexity. Because of this complexity it is rarely used by anyone other than sophisticated and advanced professionals.

An Update to Pagerank

With some new results of pagerank , comes a new hypotheses of it's calculation methods. Now, I don't have any way to back this up, but there has been plenty of scattered reports of pagerank migrating through pages in an unusual manner, not to mention my own observations and confusions. In fact - it seems to me that pagerank is being calculated with some new and interesting methods. One of which seem to be content. Could Google now rank webpages and pagerank based on content and creation or modification date (whether it is fresh or old)? Somehow or another it seems that this could be what's happening.

Many site owners are reporting a higher page rank on inner pages of their websites. It also seems to be that on most of my sites, the content is the winner of pagerank - even if it lies a sub folder or two deep from the main page - it's getting a higher PR then the leading pages.... Any index pages leading to pages with content seem to be a lesser pagerank than the actual content pages. Very strange and new concept - ofcourse this will have to be looked at much further - but I can't see any other explanation for this right now.....

New MSN Search Engine

The New MSN Search Engine has launched it's newest and most anticipated upgrade and it's getting great reviews from all types of Internet marketing professionals around the world. The new technology which MSN is using to index the web, has been built to combat with major search players like Google and Yahoo. This creates an interesting arsenal behind what was/is the biggest software developer in the world.



Released sometime around January 19th early AM, was MSN's new collection of indexed Internet data which was previously only viewable on a testing site called [MSN Beta](#). These new search results were released into the major MSN portal located at www.msn.com

The new search results seem to target a much more seo friendly ranking system with much of the results pending on common practices of relevant content, meta tags (especially title tags), and anchor text. Large websites with extensive content also seem to do very well on the new MSN, which really makes perfect sense. Reports have been made in many marketing forums and communities that log file data and statistics in most cases are yielding a possible 30% increase in traffic from the new engine. If you haven't noticed it yet, take a trip by and try your most important keywords and compare your results between the NEW 3 major data sources that are [Google MSN](#) and [Yahoo!](#)

The battle for a bigger and better search continues.

Search - The Final Frontier

With the world of marketing in the middle of a complete 180 degree turnaround, having your business on the internet is no-longer a "coffee cup" discussion, but rather a good starting point for your next meeting at the office.

Companies and business owners that in the past looked at a computer as nothing then a device their child may spend countless hours playing asteroids on, are beginning to see the writing on the wall. And that writing on the wall in what would compare to a tremendous red permanent marker, screams "Search".

The ability to get "targeted traffic" or at least serve a "targeted audience" with advertisements is becoming more cost effective than any other form of marketing today, including television, which I believe is an industry that's "shaking in their boots" as I write this. Targeted traffic can and will, in most cases, equal a tremendous return on investment for any advertiser offering a worth-while service or product.

A combination of an impressive web site and the ability to dominate search can easily be the make it or break it force behind which business model moves forward and which one falls behind. Either way, if priority isn't put in the right places, with the right people, you just might lose your balance.

With Google Inc. reporting record revenues of \$1.032 billion for the quarter ended December 31, 2004 (<http://investor.google.com/releases/20050201.html>) and the "buzz" on Microsoft having a 300 Million dollar promotional budget for their new release of MSN Search, I think it's safe to say that search isn't going anywhere anytime soon.

What will we see in the coming months? Major changes to the ways these engines filter spam.

Each and everyday thousands of new web sites enter the online market. If I were to guess how many of these were legitimate businesses verses how many are targeting Google's colossal AdSense revenue program, I'd have to say it's about a 50-50 in comparison. It seems that their are entire networks flooding the internet with sites reaching for any piece of the pie they can get their hands on.

The word is out to even the general public on Google's heart of it's software named "Pagerank" and how generating inbound links will increase your "link popularity". These networks, some sophisticated and some not, are targeting as many inbound links they can possibly attract in the shortest amount of time. With this brings a new mission for search engine crawlers (indexing).

Search engines must now identify what's creative and what it not. They must also find a way to identify what's dynamically driven or in other words, running itself, which would lead to a possibly out of date or invaluable page to return to a user conducting a search on their engine. Identifying consistent human involvement in a web site, I suspect, will become and important criteria of an engines algorithm. After all, the more efficient the search, the more likely they'll return for another.

How this could be done?

Well, as Google has been the pioneer in search above the top engines for what feels like forever, but in all actuality is just a few years, signs that Google will once again play the offensive field while competitors get buried in a game of cat and mouse are evident.

As reported on eWeek recently (<http://www.eWeek.com/article2/0,1759,1758511,00.asp>) Google becomes an official registrar. This means big business for Google handling spammers with multiple domains. Google to combat companies that are creating "networks" of sites and completely manipulating their search algorithms.



Recently hosting your web sites on separate IP blocks has been the hottest thing since sliced bread for spammers. Spammers, (shady webmasters) would just go out and register multiple domains targeting their industry, hosting them for \$5 bucks a month on some inexpensive plans like those at GoDaddy Software, a major domain registrar and web hosting company (cheapest plans are about \$3 month) and build complete sites with links all over them to their network of sites in efforts to build link popularity. These sites are, in most cases, built by copying data from popular and reputable online directories such as the Google directory, which is fed by a long time leader DMOZ.org, and then running huge email marketing campaigns to request other webmasters to return a link to the target site.

As some might suspect that Google is interested in being a domain-name registrar in an effort to add this service to its list of roles, I believe, that as I have come to expect, and respect I might add, that this plays a small role in the true motives behind the agreement and contract between Google and the Internet Corporation for Assigned Names and Numbers, the nonprofit body that oversees the Domain Name System.

Being an official domain registrar, these networks of sites that are built on an already outdated backbone, can now be identified by not only their IP address, but by owner, which will be much more difficult for companies to diversify. This is an aggressive move by Google to conquer a growing issue, that once again, they will evolve and find solution to.

Search Engine Strategies, Just Weeks Away in New York City February 28th - March 3rd 2005. More info is available at: <http://www.jupiterevents.com/sew/winter05/registration.html>



Yahoo! & MSN Crawl Further than Search Leader Google

I have recently taken notice that while search leader Google only crawls roughly 100k of a web document, the increasingly popular MSN and Yahoo search giants are crawling and indexing an aggressive 226k. This is very interesting news as it is the first known and factual instance I have noticed in any engine being superior to Google.

I first noticed this as I recently became a member of the Search Engine Marketing Professional Organization otherwise known as [SEMPO](#). My company is now listed on the Sempo website in the member directory, not that Google will take notice because they can't seem to index enough of the document to find my listing which is a little more than half way down the page. Yahoo and MSN had no problem indexing the entire document which is 226K.

This has brought me to this conclusion, which I will be investigating further, to find out what could be their file size limit. Nevertheless, as it stands today, Yahoo and MSN indexes will contain more retrievable data.

"The Over SEO Filter" The following is not fact but I believe it to be accurate.

New Google SEO Filter Hypothesis ----->

If site meta title = exact domain name - and - 95% all inbound anchor text = exact title - then filter & shuffle.....

I'm seeing alot of websites that are being effected that should NOT be as hard to find when searching for the exact name of the website.... hence - their over seo filter.... title, domain name, and url + heavy link popularity and anchor match....

March 18, 2005

Forget Building links.... Build BIG links.....

Times are always changing and the number of links to your web site is the next thing on the slaughter board.

Just like everything else, when the world finds out and manipulates something, it becomes obsolete... We see it over and over again and the time has come where the engines need to value much more than how many links you have - but they need to value where these links are coming from extensively and much research will be addressed in this...

I say for now - if your serious about building a future on the web, you'd better start building some "BIG" links, and what I mean by "BIG" is serious value sites...

You're going to need to stop focusing on how many links you can get, and start focusing on where you can get them from....

Basically the idea of all this stems from the industry and what search engines must do to rank webpages. Almost every webmaster across the net is learning that building inbound links to your website is a major part of search engine optimization. This is resulting in massive amounts of link exchange requests, along with major marketing campaigns targeting web directories and text link advertising.

For the search engines to maintain the quality and integrity we have come to expect, they have no choice but to re-create the value assigned to a website and how it is established.

Links from high quality heavy traffic news websites are a good example of where you would want to aquire a link. Search engines professionals and the creators of the algorithms know that these types of links arent exactly easy to aquire and generally lead to some other interesting information.

If your in a small niche market, you'll want to target top properties in that industry and get links from those sites. I don't care what you have to do to get them.... You could spend 8 hours buying 200 links, or eight days acuirng 1 real "BIG" link, and be much better off.

People always try to build links wherever they can, but these days - if it takes you 3 weeks with emails back and forth and back and forth to aquire 1 very strong relitive link,

You better start doing it!

The screenshot shows an MSN search results page. At the top, there are navigation links for 'Web', 'Desktop', 'News', 'Images', 'Local (BETA)', and 'Encarta'. A search bar contains the text 'professional website marketing' with a 'Search' button and a 'Near Me' button. Below the search bar, there are links for '+Search Builder', 'Settings', 'Help', and 'Español'. The MSN logo is in the top right corner. The main heading is 'Web Results' followed by '5,149,643 possible results'. Below this, it says 'Page 1 of 5,149,653 results containing professional website marketing (0.26 seconds)'. There are three sponsored sites listed in a green box: '100% Online Marketing Degrees - www.degrees-online.us', 'Free Search Engine Marketing Report - www.ezrankings.com', and 'Web Site Marketing Service - Free Quotes - www.buyerzone.com'. Below the sponsored sites, there is a red text overlay that says 'searchen.com #1'. The main search results include 'Website Marketing - Professional Website Marketing' with a snippet about local and regional services, and 'Freelance Works, Professional Website Marketing And Software ...' with a snippet about software promotions. On the right side, there are two more sponsored sites: 'Yep, We Offer Professional Web Solutions' and 'Professional Web Site Marketing'.

Deep Linking - What are they and why they are important?

So what is a "deep link"? A deep link is a link that points somewhere within your website, but not to the home page. Deep links are important for many reasons. Let me give you an example of why a deep link is important. Say you run a website about auto parts and installation of such. If you have a page about how to install a gas filter the page may be named this: myautoparts.com/install-filter.html. This page could be a detailed instruction sheet with step by step instructions on how to install a filter. If this page is a good and valuable resource, people will want to link to it. They will probably be linking to you from a page about your target market, auto parts or car repair, both would be excellent inbound links which would point deep into your site. This would translate to a search engine that their is valuable information to be found on your website.

Lets take another example. The website Adobe.com has hundreds and thousands of links pointing to it because of the tremendous value their software provides the computer industry. Thousands of these links are deep links pointing to the download software pages like this: <http://www.adobe.com/products/acrobat/readstep2.html> - Look how deep that inbound link goes. This tells a search engine that not only is the site itself important, but two folders deep within this site, is content that people find useful and important. Not only that, but in a discussion on pagerank and how it is distributed throughout the entire site, this will deliver much needed pagerank to inner pages within your website. Pagerank will flow deep within the site and then eventually be returned to the homepage (as long as these deep pages all link pack to the homepage).

There is an endless amount of good to creating deep links to your website. The better and more useful your content, the more likely you are to create deeplinks naturally. If your site has no deeplinks, you should start finding ways to best acquire them.

The entire idea of trustrank is built on the fact that some sites should be considered "trusted" sites and will add value to your pages when they include links to your website. A good example of what would be a trusted site, in my opinion, would be www.yahoo.com, www.dmoz.org, www.suntimes.com, www.cnn.com, www.about.com, etc.

These types of major sites that are very established and have been online for a long period of time should without question be sites that would qualify for Google's "Trust Rank" algorithm weight. So if you had a link on a page of a "trusted site", this would increase your search engine rankings and pagerank.

Now, since your page has a link on a "trusted" site, your page aswell should now hold a bit of that "trustrank" which it has the ability to assign to another site. The amount of trustrank you will have will be much less than the main site which is where you got it from to begin with, but you should still get a small amount of it.

If you acquire lots of links from trusted sites, your site should be a trusted.

This trustrank process is to help Google eliminate websites from top search rankings if they are not holding any trustrank. If a website has thousands of inbound links from worthless directories or link farms, but holds no trusted link spots, then Google will sandbox your site.

The screenshot shows a Yahoo! search results page for the query "professional website marketing". The page features the Yahoo! logo, navigation links (Web, Images, Video, Directory, Local, News, Shopping), and a search bar with the query entered. Below the search bar, there are links for "My Web BETA", "Subscriptions (New)", "Shortcuts", "Advanced Search", and "Preferences". The search results section displays "Results 1 - 10 of about 41,200,000 for professional website marketing - 0.20 sec. (About this page)". A large red text overlay reads "41,200,000 possible results" with an arrow pointing to the result count. The results are categorized into "SPONSOR RESULTS" and "Search Results". The "SPONSOR RESULTS" section includes two entries: "100% Online Marketing Degrees" from www.degrees-online.us and "Free Search Engine Marketing Report" from www.ezrankings.com. The "Search Results" section includes three entries: "1. Website Marketing Strategies & Internet Marketing | Professional, Ethical Website Marketing in Chicago, Illinois" from www.hyperformancemedia.com, "2. Searchen Networks" from www.searchen.com, and "3. Freesticky - Professional Website Marketing Strategies". A red text overlay "searchen.com #2" is positioned above the second search result. The right sidebar contains two "SPONSOR RESULTS" entries: "Web Site Marketing Service - Free Quotes" from www.buyerzone.com and "Yep, We Offer Professional Web Solutions" from www.3verb.com. The bottom of the sidebar shows "Professional Web Site Marketing" from www.advmediaproductions.com and "Expert Internet Website Marketing" from an unknown source.

Monetize Your Website With Google AdSense

Google AdSense is a program that can give you advertising revenue from each page on your website with a minimal investment in time and no additional resources.

AdSense delivers relevant text and image ads that are precisely targeted to your site and your site content. And when you add a Google search box to your site, AdSense delivers relevant text ads that are targeted to the Google search results pages generated by your visitors' search request.

You can maximize your revenue potential by displaying Google ads on your website. Google puts relevant CPC (cost-per-click) and CPM (cost per thousand impressions) ads through the same auction, and lets them compete against one another. The auction takes place instantaneously, and, when it's over, AdSense automatically displays the text or image ad(s) that will generate the maximum revenue for a page -- and the maximum revenue for you.

Becoming an AdSense publisher is simple. All it takes is a single online application. Once you're approved, AdSense takes only minutes to set-up. Just copy and paste a block of HTML and targeted ads start showing up on your website.

With Google's extensive advertiser base, they have ads for all categories of businesses and for practically all types of content, no matter how broad or specialized. And since Google provides the ads, you have no advertiser relationships to maintain.

The AdSense program represents advertisers ranging from large global brands to small and local companies. Ads are also targeted by geography, so global businesses can display local advertising with no additional effort. And you can use AdSense in many languages.

AdSense can deliver relevant ads because Google understands the meaning of a web page. They've refined their technology, and it keeps getting smarter all the time. For example, words can have several different meanings, depending on context. Google technology grasps these distinctions, so you get more targeted ads.

Place a Google search box on your site, and you can start monetizing the results from web searches. Not only does this keep your users on your website longer—since they can search from where they are—it takes just minutes to implement. And you pay nothing to participate.

Google's ad review process ensures that the ads you serve are not only family-friendly, but also comply with their strict editorial guidelines. They combine sensitive language filters, your input, and a team of linguists with good hard common sense to automatically filter out ads that may be inappropriate for your content. What's more, you can block competitive ads and choose your own default ads. It's your show from start to finish.

You can customize the appearance of ads, choosing from a wide range of colors and templates. Ditto with your search results page. Your reports are customizable, too. Flexible reporting tools let you group your pages in any way you want so you can view your results by URL, domain, ad type, category and more to learn where your earnings are coming from.

You can run Google ads on all or just some of your pages, using AdSense strategically to complement your direct sales team. You'll pay nothing, spend little time on set-up, and have no maintenance worries. You can use AdSense for a day, a month or for however long it pleases you to make a profit - it's your choice.

rel="nofollow" - A Link Building Devil

The nofollow tag does what the name implies - it tells the search engines to ignore a specific link. I would like to go over the rel="nofollow" command as it is most important to the advertiser.

There are many steps a webmaster will take to prevent Google Pagerank from leaving their site and filling yours. The following information will assist you in preventing your link purchases from working against you.

Generally it has always been suspected that a site's pagerank value can be effected by it's own link structure and how it links out to other sites.

Example:

Site A has a pagerank of 5, consists of 10 webpages total, and has no outbound links.

Site B also has a pagerank of 5, consists of 10 webpages total, but it has 2 outbound links on each page.

Now in this example, it is very much believed that site A's pagerank will maintain it's pagerank 5 through all 10 pages of the site (each page of the website is a pagerank 5), yet site B's pagerank may "drain" into the outbound link target. This would most likely leave site B with a pagerank 5 homepage and a pagerank 4 on it's inner pages since some of its pagerank was assigned to the outbound target sites.

Again, site A had no outbound links so pagerank stayed within the entire site evenly, but site B had outbound links on each page, which lowered its own overall pagerank level. This is based on the belief that a website must account for the pagerank it receives and if it links out to lots of sources, that it is in-a-way, helping or boosting the other sites by assigning pagerank to it.

Getting to the point and use of the nofollow command, some webmasters will use this tag to prevent their pagerank from being assigned to your website.

If you are doing any text link marketing, or link purchases, you will want to be on the lookout for this tag.

How it works

It's very easy to both use this command and spot it. The normal link code for a hyperlink is this: `your site`

A link using the nofollow command looks like this: `your site`

You're simply adding `rel="nofollow"` to it. This nofollow command tells search engines that this link should not be followed and no pagerank or value should be assigned to it's target.

This command was originally created to combat spam on blogs or otherwise known as weblogs. Considering the fact that blogs are widely used and free, people would spam blogs with text links to increase their search engine rankings. Now most blog software automatically assigns the nofollow command to all comments posted which cuts down on spam as users know there is no longer a benefit. The nofollow command is also growing quickly in popularity and is also being used on some message boards and forums and I suspect that it's use will only continue to grow.

This nofollow command is known to be obeyed by all major search engines. If you're buying links, you'll want to make sure this tag is not being used on your links as it would be detrimental to your efforts.

Spotting the nofollow tag within your favorites bar - Only for Internet Explorer Users

Here is all you need to do:

Using Internet Explorer, bookmark any website.

Drag that new favorite to your links toolbar. (Make sure you have your "links" toolbar turned on)

Right click on that favorite in your toolbar and select properties. Change the URL to the following:

```
javascript:var a=document.getElementsByTagName('a');function nfc (){for(var i=0;i<a.length;i++){if(a[i].rel.toLowerCase() == 'nofollow')  
{a[i].style.backgroundColor='#f00';a [i].style.border='2px solid #000';a[i].style.color='#fff';}}nfc ();
```

Apply your changes and ignore any warnings.

Rename the link to NoFollow

Now when you are on a page hosting your link, just click on your new NoFollow bookmark on your toolbar. If the nofollow attribute is used on your link it will be highlighted in RED

Here is a page that uses the nofollow tag on one of its links: <http://da.wikipedia.org/wiki/Wikipedia:ionation> – go to it and click your NoFollow bookmark. You should see one link highlighted in red because it has the nofollow attribute.

If you use IE, give this a try, it works great and saves you the time of checking your linking partner's source code for the nofollow tag manually.

Search Engine Marketing Tools:

[Search Engine Spider Simulator](#)

This search engine spider simulator provides you with a report on aspects of the page that are used to determine how highly in a search engine the page is ranked, and also gives some general usability feedback.

[Backlink Anchor Text Analysis](#)

This tools help you determine the backlinks of your website and link text used by your backlinks to Link to your website.

[Check Google Ranking on Multiple Data Centers](#)

Enter a url and then enter a search term or keyword phrase across multiple datacenters.

[Keyword Selector Tool](#)

Number of searches done each month by keyword.

[301 Redirect Tutorial](#)

Giving search engine spiders direction with a 301 redirect.

[Auto-Generated Domain Name Appraisal](#)

Free domain name appraisal service.

[Copyscape](#)

Finds copies of your content on the web to help prevent plagiarism and copyright infringement.

[Free Web Site Content](#)

Primarily a source of free and low cost content that anyone can use to increase the appeal, usefulness, and traffic of their website.

[Getty Images](#)

Large searchable collection of rights-managed or royalty-free images and films, as well as custom image services.

[Google Fight](#)

Compare the number of results for two competing keywords.

[Google Rankings](#)

Check your search engine placement and page ranking in Google™

[HTML Tidy Tool](#)

Cleans up coding errors, especially useful for deeply nested ones.

[InterNIC Website](#)

Website has been established to provide the public with information regarding Internet domain name registration services.

[IP Address Properties](#)

Immediately displays your current IP address and browser type and version.

[Javascript Tutorials](#)

Large collection of JavaScript source code. JavaScript tutorials with example code. Reference material for JavaScript.

[Link Popularity Checker](#)

Provides a benchmarking report to show where the submitted URL stands in comparies to competitors and other major online players.

[MSN Rankings Checker](#)

Use this tool to find your position in MSN quickly and easily. If your familiar with "Googlerankings" then you will know how to use this tool.

[PHP Quick Reference Guide](#)

Provides a list of all the documented PHP functions.

[Script School](#)

Offers tips and programming courses for webmasters using php, perl and various scripting codes.

[Se-Tools](#)

An arsenal of tools for search engine submission, keyword research and optimization.

[Search Engine Optimization Tools](#)

SEO Tools to assist you in configuring your website(s) for optional Search Engine Optimization within the different search engines.

[SEO News and Tips](#)

Get all the latest scoop on search engine optimization, including news, tips, and theories.

[Status Codes Checker](#)

Checks your server to make sure the proper HTTP Status Codes are being returned in server headers.

[US Online Copyright Office](#)

The Digital Millennium Copyright Act, signed into law in 1998, amended the copyright law to provide limitations for liability relating to material online.

[World Wide Web Consortium](#)

Specifications, guidelines, software, and tools to promote the Internet's evolution and ensure its interoperability.

[Yahoo! Backdoor](#)

Submits your website to any section of the Yahoo directory for free. It's a long shot, but at least it's a shot.

[Yahoo Rank Checker](#)

Use this tool to find your position in yahoo quickly and easily. If your familiar with "Googlerankings" then you will know how to use this tool.

Remember.... Anything is Possible

Sergey Brin (photo right), who was once reluctant to leave his college studies, remembers speaking with his academic adviser, who told him, "Look, if this [Google](#) thing pans out, then great. If not, you can return to graduate school and finish your thesis." He chuckled and said, "Yeah, OK, why not? I'll just give it a try."

Join me for website marketing discussion, help, and tutorials using this link:

www.searchen.com/forum/index.php

Submit your site to the Searchen Networks search engine and increase your link popularity, pagerank and traffic! <http://www.searchennetworks.com/search/search.php?advanced=1>

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