



SEO & Marketing Tips

Search Engine Optimization & Internet Marketing Tips

Part 3

1. Who is your "target audience"?

When you write your website content, who are you focusing it on?

Have the search engines ever purchased anything from you? Forget the search engines! Focus on your customers! When you write content, write valuable content focused on your customers. Focus on one topic (keyword phrase) only. Your keyword-containing tags should include that one topic (keyword phrase) only. Everything on the page should be focused on that one topic. Prove to the search engine that your page is about that topic. The page will then be very relevant for the topic. But it will be valuable for the customers.

Don't ever create a page just for the search engines. The search engines aren't and won't ever be your customers. Keep your true customers in mind, and give THEM true value throughout your site and in your content.

Some of the most interesting content will have more appeal if it speaks to your audience in terms like: you can, you might, you will, yours, your and you're INSTEAD of we, ours, we're, we will, we can, etc.

This is extremely important when working on sales related copy.

2. Learn CSS (Cascading Style Sheets), or even better find someone you can count on that knows it. Here's a very cool CSS tutorial that won't cost you a dime: <http://www.w3schools.com/css/default.asp>

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And remember to drop a line about that you were referenced from me to get a discount as our current client.

3. Place a robots.txt file on every domain.

The first thing a spider looks for when it hits your website is a robots.txt file. If it's looking for that file, put it on your site! Robot Manager Pro is an excellent tool for creating robots.txt files as well as monitoring spider traffic. Download a free copy at <http://www.website managementtools.com/robot.html>.

4. Include a link to your site map on every page of your website.

Many search engine robots look for your sitemap in order to crawl the entire website. If you include a link to your sitemap on each page, you are giving the robots easy access to crawl your entire site, regardless of which page they come in on.

5. All links should follow to the same page.

<http://site.com>, <http://www.site.com> and <http://www.site.com/index> are three different pages for search engines. So be sure that all your links are pointing to the same page (better if it includes www)

6. Make your title attractive.

Choose your most important keyword phrase. Search it in Google and carefully study the top 10 results. Which is the best written title? Which is the most captivating? Which grabs the reader by the throat and makes him or her want to click on the link? Is it the #1 ranked result? Not necessarily, is it? Is it your listing?

If it's not your listing, and especially if you're having problems with click throughs with this keyword phrase, how can you change your title to make it more intriguing and designed to pull in traffic? We're talking about click throughs here. You can often beat the top ranked sites if you have a more appealing and captivating title.

Make a list of title changes, being sure to include your keyword phrase in the title. Set it aside and don't look at it for two days. Then, bring it out again and study the list again. Begin culling down the list. Get others' opinions. Try a new title, and see if your click through rate will improve.

7. Are your links visible to a search engine spider?

A lot of Content and Links displayed on a webpage may not actually be visible to the Search Engines, eg. flash based content, content generated through javascript, content displayed as images etc.

Try this tool which Simulates a Search Engine by displaying the contents of a webpage exactly how a Search Engine would see it:

<http://www.webconfs.com/search-engine-spider-simulator.php>

8. Did you know that you can get some small relevancy benefit by using your keyword in **BOLD instead of using it in STRONG?**

9. Do NOT change your current links anchor text.

Links with permanent anchor text which is not changed have much more value for search engines unlike links which changed text.

10. Building genuine SEO skills that will impact your online sales.

A beautiful website with no traffic or visibility can't survive in the business world. But a high ranking website that gets tons of traffic, but where no-one is compelled to make a purchase or take action, won't work for you either. Think "visibility PLUS a solid call to action."



It is important to think about what search engine marketing means. It is a fascinating topic, but it takes in much more than just the process of "optimization" alone. Search engine marketing is actually the process of optimization plus effective marketing. You need both of these elements for your website to be successful and to effectively make sales and convert that new traffic.

Here's the thing to understand. Highly relevant pages that are easily found in top search results also need to be absolutely engaging and have a legitimate value to the visitor. They need to compel a response from the visitor - and this is where you can truly begin making money and increasing your sales. Visibility for "quality content" combined with the skill to compel your visitor to "take action" is what will make a nice pay check and make you happy.

Remember to include strong calls to action to compel a response from the reader into each page and leave nothing to guess work.

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We would appreciate if you drop a line about that you were referenced from Neenco, Inc. [Effective Link Popularity Services](#).

Sincerely,
Neenco Inc.
Yaroslav Korchagin
Project Manager, SEO Consultant & Internet Marketing Specialist
sales@forumlinkbuilding.com