

Notes by Jay Mock

Best Of The Web! Authority sites and Necessary Content

What is an B.O.W. Site? Yahoo, Dmoz, TV Guide...etc...Page rank 8 or higher

Your website is in constant need of more fresh content; that's a given. The search engines tend to **reward websites that update often**, and have **large numbers of web pages**. **Adding fresh content to your site can also help** develop your site into the much sought after "authority site" status.

A major problem faced by many webmasters, as they search **for ways to add new content to their sites, is where to find it**. While most website owners are aware of the need to upload additional web pages to their sites, **writing that content is often a difficult task**.

To become an authority site requires strong content in your site's area of expertise. Gaining that cherished authority site status also **requires many additional theme related incoming links**. Usually, natural links and strong content go hand in hand.

The dilemma is creating that content in the first place. Here's some help for those seeking authority site status, but are at a loss for words.

What is an authority site?

Building an authority site is a goal that website owners should try to achieve. An authority site is a large site that is recognized by the search engines as being the **most important for its keywords**. Authority sites are built on large numbers of content pages and **large numbers of incoming links**. While that would appear to be obvious, there are several steps that are required to achieve authority site status.

1. All **authority sites, which can almost always be found in the top ten search results for their most important keywords, contain large numbers of pages of content.** With the larger sites, like amazon.com, for example, the total of indexed pages may run into the thousands. For highly competitive keywords, your site will need to add literally hundreds of new content pages, to gain that coveted authority site status. **For less competitive keyword searches, obviously not as many pages will be required.**

2. **Authority sites are built on content and links.** These two features are **equally important** and are closely entwined with one another. To get those **important incoming links, to as many internal pages as possible,** there needs to **be powerful content** to attract them. By adding content, you will draw links like a magnet. Be certain to have a good **internal linking structure,** complete with **site map and strong anchor text,** as your site will need every page working hard. In fact, as your site grows ever larger, you might want to consider **multiple site maps (example <http://www.medical-supplies-equipment-company.com>),** with one for each major category of content on your site. Multiple site maps are a sign to the search engines that your site is indeed a large one.

3. **Authority sites are not afraid to link exchange with competitors.**

While that would appear on the surface to be counterintuitive, it is part of becoming an authority. The search engines will recognize the importance of your site, if it has incoming links from other top ten search result sites. Those linking sites

may indeed be your competitors. **While you might not want to advertise your competition's business on your home page,** a good resources or directory (avoid labeling any pages as **links.htm** label them **Resources.htm** and **put only on home page**) page will suffice for the exchange.

4. Authority site linking procedures are beyond the scope of this class, however. What is of concern here is the addition of those all important extra content pages. **Links will be turned naturally toward your various content pages, if you have strong content.** Both links and content are needed to build an authority site. Your site needs **freshly updated content** to provide **food for the hungry Internet search engine spiders.** As these constantly traveling computer robots find your site, they are hunting for new material to chew upon. That means new content.

The question then arises for the webmaster, about where to find **ideas for additional content pages**, to feed those hungry search engine spiders. If you are having problems finding suitable ideas, to add fresh content to your site, you are certainly not alone. The

Problem of content creation has baffled many a website owner.

A good way to start searching for fresh content ideas is to examine your own site very carefully. Look over every page and its most important keyword subject matter. You may see where some sub-pages can be created by expanding upon the information you already have. (**Medical supplies**) Use wordtracker.com & goodkeywords.com

For example, if you have a Medical site, you can **provide articles on medical conditions**. Each of those topics can be further subdivided into more pages of equipment and supplies in each location. **As your pages of information multiply, so do your number of important keyword phrases**. There are simply more ways that searchers can find and enter your specific website. (**Example medical supplies**) (**Adult Diapers** link from fetish site)

Your competitors' websites are also bountiful sources of additional content ideas. They may have entire sections of their websites devoted to topics, in your area of business that you have not even considered. Because of that oversight, your competitors are gaining valuable new search engine traffic, in keywords that your site does not include. As you add new pages of content from expanding upon subject matter from your own site, and from competitors' sites, your number of pages will increase. Sites with a larger number of pages will generally rank higher in the search engine results.

While that is not a hard and fast rule, and many exceptions may be found, it is still a good idea to have more pages on your website. If nothing else, each new page provides additional new keyword phrase entry points. That means more visitor traffic for you and your business.

If you have written any newsletters, where you have maintained the reprint rights, be certain to archive them as additional content. Make certain that the archived pages are properly title tagged and have good anchor text links from your site map and back to the home page. Since the articles are already written, they can provide extra search engine content, at no extra work and no charge to you.

USENET (www.forteinc.com , **google groups**, or use **outlook express**) & Your company press releases and press kits also provide very pertinent and powerful content. Press releases are directly related to your business, and provide strong keyword rich content. Be sure to archive them and post on usenet, not only for the media, but for the search engine robots to index. Be sure to include the archived press releases in your site map, and provide them with strong anchor text as well.

If you add **photographs to your site**, they provide strong visitor oriented content. People like to look at pictures of products being bought. (Not to be confused with website look and feel) Photos can often be enough to tip the balance, toward having **a link pointed toward your site**, especially if you are in a **visually important industry like MEDICAL SUPPLIES, travel, clothing, or baby gifts**. Mark all of photos with good search engine **readable alt tags**, to ensure their indexing. The search engines also include special photo indexes. You want to be included in them, as they will definitely help your site status. **Google Image Directory & Froogle**.

Start a weblog or forum on your site. While not previously written, the constantly updated business blog will provide regular **and fresh content** as often as every

day. There are many powerful blogging tools available that allow you to post easily to your blog, and have the posts appear right on your own website.

Don't use a blog simply to advertise your current products. The blog should be used to attract regular traffic by providing, for example, industry news, product reviews, or new product and technology development. Natural incoming links will soon follow

The blogging software will automatically archive your previous posts, where there the search engines can actively index them. The regular addition of new blog posts will also bring a steady flow of return visitors to your site.

An obvious source of additional content is to employ a professional copywriter. At first glance, the concept may seem like an extra business expense that might be avoided. A more careful examination would reveal a different picture. A professional copywriter can provide strongly worded copy for your site. The resulting articles will be well written and have your keywords, and their alternatives, within the additional pages. A well written article can include a strongly keyword loaded page, **without being difficult to**

read. Since the **Yahoo search engine prefers heavier keyword saturation**, good writing is essential to take advantage of that search engine bias. **Google is less heavy keyword saturation**

Additional copy, available free of charge to webmasters, is available at many article exchanges on the Internet (Do search on Google For “article exchange”). By simply including a link back to the author's website, and a short biography of the writer, ready made content can added to your site. The main drawback of this policy is the potential of it duplicating your competitors' content. **(Use Image Maps for return link)**

To add **fresh content pages to your website**, you will need to use every possible avenue available to you. Content can be self written by you or your staff. It can also be provided by hiring the services of a **professional copywriter**.

Don't overlook such obvious page increasing techniques as adding visitor friendly photographs, and utilizing cutting edge features like a forum or weblog.

Be sure your site has **strong internal and external linking plans in place**. **Site maps** are important too. As your site increases in size, **multiple site maps** will add to your website authority status. Finally, remember to grow your content to create an BOW site.

"Proper use of **anchor text**, can help you show the relevancy of your web pages to key search engines to help rank for desired keywords."

Anchor text is extremely important to rankings, especially in Google. I've seen some evidence in Yahoo, but not to the extent that Google rankings can be influenced.

Anchor Text Best Practices

How to make anchor text to work well for you:

1. Important link positioning directory- sitemap structure.

2. Exact anchors that best support the content on the link to page. It's great to use tons of links where the anchor text suggest importance to "web design" however if the page is specific to "web development" then the use of "web design" link anchors will be less effective.

3. The use of **"broad" has the benefit of aiding "broadly"** e.g. using links to a website about **"college degrees"** where the link indicates "degrees" has the benefit of gaining **associate degrees, bachelor degrees, masters degrees**, as well as the specific subject matter for the degree itself link **computer science degrees**. A link anchor however about "masters degrees" dilutes the value to other degrees e.g. bachelor degrees - so it is a game of tradeoffs.

5. Avoid "stop words" such as and, with, by, from etc.

6. Benefit Of Two Listings. Internal site linking structure has a significant impact of supporting and propagating weight, relevancy, and PageRank to similar topical pages... e.g. Google's indented secondary results for a specific query helps show this. **If you are listed (ranked) with only a single results (Do a search on google for "XXL SCRUB PANTS"= 2 listings)** listing - your internal linking structure is likely the cause, and fixing this can help improve overall results. "In terms of anchor text being found on relevant vs. irrelevant sites I have seen **proof supporting the claim that relevant websites will yield a better return in the natural rankings.**" If you've got links on a page that's more relevant to your site you're more likely to get foot traffic in that way rather than if you've got your text links up on unrelated/irrelevant sites.

Remember to focus on those within your site as well as those your link partners use to mention you. **Anchor text is an important way of showing the search engines**, as well as your visitors, just what they're getting when they land on the page. And, for now, it's a powerful way to raise your ranking for particular terms.

1. Do what's best for the user.

2. Make it easily understood by the user.
3. Don't try to hide your intentions.
4. Be honest about the anchor text. What it says is what you should get.

5. **Navigation maps** (the text-links at the bottom of each page) Nav Maps are a great place to put keyword enriched anchor text. These text-links tend to be found at the bottom of each page in a site. An important note is that these links **WILL** be used by site visitors and **MUST** be created and phrased with live-visitors and SE Spiders in mind.

6. Links on the INDEX page

The INDEX page of a site is the most powerful page on your site. Again, all work on the INDEX page **MUST** consider live-visitors before SE Spiders. When keyword-enriching text on the INDEX page, there ways to **link into internal pages by using a directory structure**. This is a good thing as it pushes spider traffic while associating the keyword (anchortext) with (**HELPS TARGET MARKETING**)ie **XXXL SCRUB PANTS, XXL SCRUB PANTS, TALL SCRUB PANTS...ETC...**the specific page linked to. An important consideration is that the INDEX page often has a higher page rank than internal pages.

7. Links on Internal Pages

Links on internal pages are important to search engine rankings. Nevertheless, each internal page is terribly important in building link structure and helps the customer find information.

8. External Links external links pointing to internal pages.

Viral Marketing

The speed at which a cold gets passed around is bad, but the faster word of mouth about your website travels, the better.

Viral Marketing: Letting Others Help You

What viral marketing means is getting other people to help market your website and your products for you. If you provide the right idea, it will spread all over the Internet, faster than the common cold.

Because interesting and fun ideas are highly probable to be sent from one person to another, you and your business should catch the viral marketing fever. The great thing about it is **the low cost**, which may in fact be zero cost, and the fact that

Other people are sharing your marketing workload. You are, in fact, **utilizing other peoples' Internet resources, including their websites, blogs, and e-mails, to do your marketing for you.**

Viral marketing seeks to spread the message of your website or product, from person to person, in the same way as cold or flu virus. One person catches the viral marketing concept, and then passes it along to one or many other people. In fact, viral marketing messages have been known to spread around the entire world, in less than a day.

Many companies, both large and small, have used viral marketing, which is simply good old fashioned word of mouth, in many new and creative ways.

Perhaps the single most famous case of viral marketing is that of Microsoft's Hotmail e-mail system. By simply placing a link, at the bottom of the Hotmail based e-mail, many people signed up for the free service. Since e-mail is such a ubiquitous use of the Internet, the idea literally flew around the world. As a viral marketing campaign, Hotmail was a tremendous success.

Permission based e-mail has proven to be one of the most effective methods of viral marketing transfer.

Businesses and traditional website owners can put the muscle of viral marketing to work for themselves too. All that is required for a powerful viral marketing system is the right message and the people to spread it for you.

People will happily relay your marketing message for you, if you satisfy their basic human needs. Those personal motivations may include **being popular, being part of the in group, or simply wanting to get things that are offered free of charge.** A strong viral marketing tool will tap into those human emotions.

Viral Marketing - How Do I Start My Own Viral Marketing Program?

To start your own viral marketing campaign, you need to **reach out to your website readers and your business customers.** You must **provide them with an idea** they will want to share with everyone they know. That desire on the part of your customers, to spread the word even without asking them, is at the heart of viral marketing.

Viral marketing is based on word of mouth. To achieve that favorable and much sought after free advertising, it is essential to provide a reason for it. Give them a good reason to send your word to their personal networks. The viral **message must be simple** and have **widespread appeal.** It must also be easy to send, to many other potential viral senders, ***without complicated instructions.*** **If it is too hard to forward,** it will stall out on you.

Third Party Referrals: Scratch Each Others Back: Network with like minded people. Example of using email with your network partners. Articles published in newspapers other websites, and magazine articles. **Textmextogo.com Published by**
www.click2houston.com

In an e-mail viral campaign, the message can be as simple as suggesting the recipients forward the e-mail, to as many friends and associates as possible. Creating a link to the company website within the e-mail, will draw added traffic. As new potential customers receive the viral e-mail, many will click on the link to the business website. While some visitors will not stay long, others will search around the site, and read your company's message.

On your website, be sure to place a button that instantly recommends the website to friends. (Smiple Mailto: tag) Simplicity counts for much here. Don't make it hard or an unpleasant task. Make it fun and make it desirable to pass the site along.

Offer something free of charge. People like to get what they perceive to be something of value for nothing. Give it to them. **Nothing will start a viral campaign faster than giving out free items.** People will not only collect their own gifts, but advise all of their friends to cash in as well. Since you want more visitors to your website, your free offer will bring them to your site in droves. **FREE E-BOOK SOFTWARE DOWNLOAD FROM <http://natata.hn3.net/>** TEXMEXTOGO COMPILE RECIEPES, Samples just pay for shipping .How to set up prelit Christmas trees., Tbfinc weight loss give away ebook with every purchase, How to buy used medical equipment, How to make money on E-bay etc....

Be sure that your server is large enough to handle the added traffic influx. Sure, you might not get that many more visitors, but you never know. Should a large traffic volume to your website be the result of your viral marketing efforts, make certain

you have the **bandwidth scalable to accept it**. There could be nothing worse than to find your website can't take the visitor traffic, without crashing on you.

If you write Internet articles for other websites or e-mail newsletters, offering the **free reprint rights to everyone** will help spread the word. Freely available articles **with a link back to your website**, may be picked up by hundreds of websites, and will result in an enormous increase in visitor traffic. People who read the article, will often refer it to their

friends, either by forwarding the newsletter or recommending the website. People who maintain weblogs, better known as blogs, are heavy users of viral marketing devices. In blog terminology, they are called "memes". Usually appearing in the form of online quizzes and questionnaires, the blog memes spread rapidly from blog to blog. Because of

the powerful and generous linking practices of bloggers, the viral marketing tools send traffic back to the referring blog.

Form an affiliate program that offers affiliates a strong reason to send traffic to your site. By offering **free samples or e-books**, the affiliate viral marketing program will gain you many new visitors. The word of your giveaways will spread rapidly over the Internet.

Most people in this class understand viral marketing and most have a close network of ten to twelve people, with many people having far larger networks, to whom they regularly forward website URLs and e-mails. Those numbers can cause your viral campaign to multiply exponentially, in a hurry. **The use of other peoples' Internet resources, along with your own website, forum, and e-mail, can create an explosion of website traffic.**

Beginning a viral marketing program, by offering a free item or service (Johnny Jackow www.businesscheck.org) may not pay off immediately. In viral marketing, which is what offline marketers might consider word of mouth or creating a buzz, a longer term view is the best position to take. The idea is to develop a relationship with your viral marketers so they become your volunteer marketing force. That relationship won't happen overnight, but will have tremendously long term benefits for everyone involved.

To reach what amounts to an unlimited number of potential clients and customers, at a very low to no cost to you, a viral marketing campaign is just what the doctor ordered. Putting the power of the Internet resources of others to work for you will pay huge dividends in the future.

By using e-mail links and referrals, a viral message can be sent from person to person at almost the speed of light. The word can be spread around the world in literally the blink of an eye. Traffic can be brought into your website the same day. Those visitors may not be immediate customers or clients, however. Like anything else in business, developing a strong customer base will take much longer.

The people who assist your viral marketing efforts will benefit as well. They can be part of something fun and exciting, or they may simply be wanting to get something

for free. In any case, any good viral system should have a solid personal benefit for the sender.

Protect Against Invaders by SPAM-Proofing Your Website

SPAMbots and Spybots from finding email addresses on your website.

Despite recent improvement in tools and programs in the battle against SPAM, most of us cannot escape the menace that plagues most of our inboxes on a regular basis. Each day most of us probably receive more SPAM than actual real email, and with Spammers getting more and more creative in their ways to circumvent traditional anti-SPAM tactics, it's vital webmasters empower themselves with some anti-SPAM tactics for their own websites.

Ways to SPAM-proof your website against malicious SPAM robots that inevitably collect your email to be sold by the thousands to Spammers worldwide, whether it be for using your information inappropriately, or simply for no-good reasons. These tactics are so effective that within a month of implementing them, you should see a dramatic drop in the amount of SPAM that makes it through to your website email addresses, not to mention a decrease in bandwidth.

How to Stop SPAMbots Dead in Their Tracks

1. Using image-maps

let's examine the ways that they find your email in the first place.

1. Mailto: Links - these are common links placed in the HTML code of a website, offering a potential visitor the ability to send an email to the webmaster of the site. A visitor clicks on the email link and it opens an email client with the To: field already

filled in with the address specified in the code. These links are the prime target of SPAMbots harvesting your email address, and simple use of JavaScript can cut down on email harvesters hitting your inbox with SPAM