



Secrets of Achieving High Rankings in the Search Engines

What must you do to achieve rankings and deliver traffic to your web site?



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Top Secrets

- **Find keywords that have traffic**
- **Build your site around those keywords**
- **Place your keywords properly on your site**
 - Title tag
 - Headers on the page
 - Proper density in page content
 - Anchor text in links



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Top Secrets

- **Link your site adequately**
 - Links from other sites with rank
 - Directory listings
 - Internal link structure
 - Adopt techniques that create new links
 - Press releases
 - Article publication
 - Blogs
 - eBay listings
 - Froogle listings



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Top Secrets

- **Google site map**
- **Newsletters**
- **Create new content continuously**



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Keywords

- Review your business concept to identify phrases clients might seek
- Use Wordtracker to research phrase traffic
- Identify groupings of phrases around business concepts



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Keyword placement

- **Title is the single most important placement**
- **Utilize within text content**
- **Anchor text adds emphasis**
- **“Alt” tags should be used for less competitive phrases**



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Linking your site

- **Directories are important**
- **High ranking sites within your area of business**
 - Suppliers
 - Customers
 - Related products or services



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Internal Linking

- **Links within a site count**
- **Links make pages findable**
- **Links add emphasis to pages (anchor text)**
- **Links redirect page rank value**



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Creating Links

- Reciprocal links
- Press releases
- Articles
- Blogs
- RSS
- eBay
- Froogle
- Usenet



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Other Activities

- **Google Sitemap**
- **Newsletters**
- **Continue to add meaningful content!**



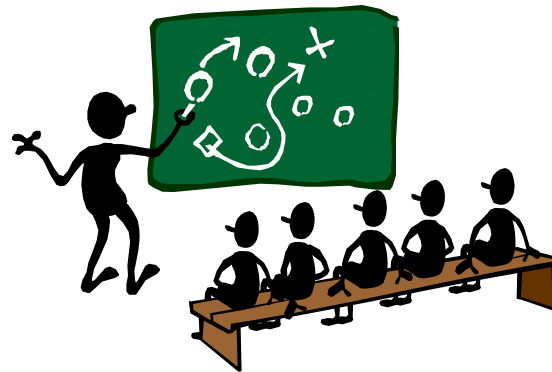
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END OF PRESENTATION

- Time for your questions?



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End of Presentation

Questions?

**Don't forget to complete your class
evaluation form and turn it in at the back
of the class!**

**We need to clear the room promptly at
9:00 p.m. so the staff can go home.
Thanks for your cooperation.**



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