

The Problem With Attributes

1. Attributes and product based websites
 - a. Full on all attributes on every product.
 - b. Example of attributes <http://www.easyrack.org/gauge-steel-shelf-closed-shelving-units-p-188.html>
2. Attributes and application based products that can not have a starting price revealed. Example: <http://www.rlldesign.com/parking-lot-lighting-t-37.html>
 - a. Tennis court lighting
 - b. Parking lot lighting
 - c. Stadium Lighting (baseball, football, soccer, basketball, arena, golf)
 - d. Pallet Racking
 - e. Landscaping Services
3. Hybrid "ProApp" products+application based site that avoids attributes but retains a price point. <http://www.visionmasters.com/seriescg-p-234.html>

Sign off google when checking your ranking

Make sure the Key Phrases Apply To Your Site:

Safety Gates? Do they apply & is there a better Phrase? Check [Google KWT](#) (baby, stairs etc.) is associated with safety gates.

Security Gates is a better Phrase, Why? More relevant to your site than safety gates.

NEW Google [Search-based Keyword Tool](#) provides keyword ideas:

1. Based on actual Google search queries
2. Matched to specific pages of your site or competitors website
3. Provides you with how much PPC would cost for that term.

What is the Search-based Keyword Tool?

The **Search-based Keyword Tool** generates keyword and landing page ideas highly relevant and specific to your competitors or your website. In doing so, the tool helps you identify additional key phrase opportunities that aren't currently being used in your seo campaign.

Based on the URLs, the Search-based Keyword Tool displays a list of relevant user queries that have occurred on Google with some frequency over the **past year**; these suggestions can be found under the **Keywords** tab, in the **New keywords related to (site)** section. In the **Keywords related to your search** section, you can see a broad list of keyword ideas that are also relevant, but aren't necessarily based on your site.

The keywords are also organized by category. Click any category to expand and view its subcategories. If applicable, you'll also see the keywords organized by brand names.

[Search-based Keyword Tool](#)

Type in your url: <http://www.rlldesign.com> then you competitor's website www.lightinguniverse.com

Type in key words: commercial lighting, parking lot lighting, tennis court lighting

Results of first three results returned:

1. "[Parking lot lighting](#)" #5 no tweaking needed
2. Search results for "[commercial lighting](#)" #8 ranking

3. Search results for “[tennis court lighting](#)” #15 ranking, home page ranking need to adjust title on home page and point links to this page <http://www.rlldesign.com/tennis-court-lighting-t-46.html> this is the page that should be ranking.

4. Search Results for “commercial outdoor lighting”

<http://www.google.com/search?q=commercial+outdoor+lighting&hl=en&start=20&sa=N>

How to move page up in rankings.

1. Check word density ratio with Microsoft word
2. Check title
3. Check back links

5. Search Results for “commercial lighting fixtures”

<http://www.google.com/search?q=commercial+lighting+fixtures&hl=en&start=10&sa=N>

Search Based Keyword Tool also allows you to identify your competitor's key phrases on website or a specific page.

- Type in competitors url to search entire site.
- Type in specific page on competitors site to search that page.

Yes. You can specify the URL of the specific page you'd like to see results for. Here's how:

1. Select your website from the drop-down menu.
2. Click the **Find keywords** button.
3. At the top of the results page, next to the field labeled **Word or phrase**, click **+ More filters**.
4. In the **URL contains** field, enter the part of the URL of the specific page. For example, if your site is www.example.com, but you'd like results only for the page www.example.com?cat=1234, type in **cat=1234**.
5. Click the **Find keywords** button.

Scissor or Folding Security Gates? Use Google Keyword Tool To Find Out

<https://adwords.google.com/select/KeywordToolExternal> Search for “

security gates

folding gates

scissor gates

Looking at number of pages returned can be an indicator of the more powerful term

Results 1 - 10 of about **1,980,000** for **folding security gates**.

Results 1 - 10 of about **135,000** for **scissor security gates**.

Last class in January easyrack was ranking #14 on the term “scissor security gates” from statistics (what can be done to get front page ranking?) Tweaked Page

<http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=GGIH,GGIH:2007-02,GGIH:en&q=scissor+security+gates>

How to get page to rank on 1st or 2nd page for “folding security gates”. Rank #21 Last January's class now number #14. Only “tweeking” that was done was isnae submissions that pointed links to this page <http://www.easyrack.org/folding-door-security-gates-a-509.html> . This alone raised ranking from 21 to 14 adjusting title should take page to first page.

<http://www.google.com/search?hl=en&safe=off&rls=GGIH,GGIH:2007-02,GGIH:en&pwst=1&q=folding+security+gates&start=20&sa=N>

Duplicate Content

Google is much more forgiving of duplicate content if a site has authority status. It generally wants one copy per search result. But this is not always true.

There's no problem if you feature quotes or very occasionally copy and post entire articles. Problems start when a **site is a duplicate version of scraped content** from around the web or when most pages are duplicate content. This is true even on search results. Many good sites rank with duplicate articles, but make up for it by having lots of original content.

Reliable tests have been conducted to see which search engine spots the source and gives credit to the original creator of the article. Believe it or not, **Live Search was best at this**. I think Google is more concerned about keeping out sites that are entirely duplicates but do a relative good job of giving the source credit for their articles.

Old sites with many trusted links can get away with spam links. Old sites in general can get away with much more crap than the newer ones, especially if the old sites are big corporations actively spending dough on AdWords.

If a site is **new** and only has **spam links** it will be stuck in the “low trust hole” for a long time. If the site has a healthy “good links to bad links ratio,” then spam links won't affect it as much. The system uses a negative computation where 1 quality link may be discounted with a specific number of spam links (for example 100).

Google says that competitors can't hurt your rankings, which is not entirely true. Many people can prove otherwise with spam links and other techniques. If you know what you're doing, according to some, you can bump down competitors. I have never seen it, but I have heard some people say they do it.

Its interesting that corporations that spend millions on AdWords are allowed to engage in a lot of black hat practices.

Exact Title Tags Throughout Pages

These can discourage spiders from spidering an entire website, it's the fastest way to get your site included in the supplemental index.

The supplemental index is a backup index where Google puts all the “crap.” It serves results from the supplemental index only when there are not enough results in the main index.

Make sure you have unique title tags targeting different keywords throughout your website. Duplicate titles also miss a lot of long tail keywords, which send a lot of traffic.

Location of link on page

Footer links tend to have less value than purely editorial links within content. Blogrolls may be devalued a bit as well. We've covered Microsoft research in this area, so it's a good guess that search engines take link position as a cue. This is even truer in the anti-paid-link web economy, where Google is doing everything to detect paid links.

It also depends on the authority of the site linking out.

One-Way Links and Reciprocals

One-way links are more valuable than reciprocals. One-way links indicate a vote, while reciprocals hint at manipulation. Focus on one-way links as your strategy.

Reciprocals were abused in the past, so search engines places far less weight on them. I think it's okay to exchange links with good partners and very related sites, but on a limited scale.