

## Microsoft Search Born Again As "Bing".

If you are not seeing MSN search results in your stats its because MSN is now [www.bing.com](http://www.bing.com)

---

### Email Scam:

Good Day,

Am Bill Washington i want to know whether you carry(Waste Receptacles ) in stock for sale.If you do so kindly email me with the sizes and the price ranges on that so that i will know the quantity to offer and also i want to know if you accept credit card as form of payment.Awaiting for your prompt reply.

Regard

Bill Washington(Owner)

---

### PCI Compliance (Beth Explanation PCI)

The Payment Card Industry (PCI), including MasterCard and Visa, require banks, online merchants and Member Service Providers (MSPs) to protect cardholder information by adhering to a set of security standards. The Payment Card Industry security standard (PCI) includes MasterCard's Site Data Protection (SDP) program and Visa's Cardholder Information Security Program (CISP).

#### CHALLENGE:

Beginning June 30, 2005, MasterCard and Visa will require all online merchants to complete a quarterly network scan and annual compliance questionnaire. All merchants and service providers with external-facing IP addresses must comply.

Failure to comply with these security standards may result in fines, restrictions or permanent expulsion from card acceptance programs.

Note: Visa will accept network scans performed by partners that are certified by the MasterCard SDP program.

The requirements outlined by the payment card industry require online merchants and service providers to complete two security evaluation steps:

1. [Complete the Payment Card Industry Self-Assessment questionnaire](#)
2. Use a Network Assessment Scanning Tool, like the one offered by third party vendors, to measure and eliminate security threats associated with electronic commerce.

### PCI Is Another Reason For Application Based Websites

No need for digital id and authorize.net type monthly bill, and no online credit card processing, You will have a virtual terminal.

---

### How Does Labeling your blog work?

<http://www.easyrack.org/blog/>

---

### Selecting The Right Keywords.

Uniforms:

"Uniforms" is to general of a search term. (Could mean, army uniform, police uniform, work uniform, waitress uniform, nurse uniform etc...

---

### Naming and optimizing images:

Name images keyword phrase and it will be picked up in google image directory.

Jay's\_notes\_090708.doc

[http://www.google.com/search?hl=en&rlz=1T4GGIH\\_enUS307US307&q=parking+lot+lights&aq=f&oq=&aqi=g10](http://www.google.com/search?hl=en&rlz=1T4GGIH_enUS307US307&q=parking+lot+lights&aq=f&oq=&aqi=g10) . look at pictures listed under 3<sup>rd</sup> listing. And has a link back to the site  
[http://www.google.com/imgres?imgurl=http://easyrack.org/images/parking\\_lot\\_light\\_kits.jpg&imgrefurl=http://www.easyrack.org/parking-light-poles-a-207.html&h=360&w=300&sz=6&tbnid=A7xbDPRMByKq3M:&tbnh=121&tbnw=101&prev=/images%3Fq%3Dparking%2Blot%2Blights&hl=en&usq=\\_kF1Qduy18GK-VF1qWu8AYvky24M=&ei=QzJOSqv2MlzWtgOZs8SqDQ&sa=X&oi=image\\_result&resnum=5&ct=image](http://www.google.com/imgres?imgurl=http://easyrack.org/images/parking_lot_light_kits.jpg&imgrefurl=http://www.easyrack.org/parking-light-poles-a-207.html&h=360&w=300&sz=6&tbnid=A7xbDPRMByKq3M:&tbnh=121&tbnw=101&prev=/images%3Fq%3Dparking%2Blot%2Blights&hl=en&usq=_kF1Qduy18GK-VF1qWu8AYvky24M=&ei=QzJOSqv2MlzWtgOZs8SqDQ&sa=X&oi=image_result&resnum=5&ct=image)

---

### **Misspellings “recepticals”**

[http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GGIH\\_enUS307US307&q=trash+recepticals+](http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GGIH_enUS307US307&q=trash+recepticals+)

### **Typo Generator**

<http://tools.seobook.com/spelling/keywords-typos.cgi>

---

## **Optimizing For Local Search**

### **Add Or Update Your Local Listing In Google “How To” Video**

<http://www.churchwebdeveloper.com/2008/take-control-of-your-churchs-google-map-listing/>

### **Phone Number**

Google is that only search engine where numbers with local area codes show up and it is crucial for you to have a local area code on your website.

### **Make Sure City Keywords Are In The <Title> tag.**

<http://www.cosmetic-dentistry-center.com/dental-pediatric-space-maintainers-a-329.html>

### **More Ways to Optimize for Local Search - Third Party Website Reviews**

On Site's like Craig's list or digital point forums companies offer review writing services. They do a number of site that allow reviews like [yahoo local](#) and [google business local](#)

### **Location of review for google;**

[Write a review](#) [more info »](#)

Search engines definitely count the number of third party reviews in algorithm computation, and the more the better. The bottom line is, search engines are using all possible cues to help them determine the quality of a listing. Reviews on third party websites is a perfect example of such a cue.

In many businesses, sites rank locally without any reviews on the search engine platform or other platforms. In other industries with tons of reviews like hotels and restaurants, search engines may use the number of third party reviews as an indicator.

The key is to calibrate. If you're in industry where your competitors have tons of reviews on both the search engines and third party sites, chances are you'll need some too.

### **Keyword in Business Listing Description**

Having the right keyword in your business listing description definitely helps. It can hurt if you do outright keyword stuffing, but a sensible, natural amount only reinforces the relevance of the listing, so why not put a couple of keywords in there?

Jay's\_notes\_090708.doc

## Category of a Business Listing

This can hurt more than help. If you're in a wrong category, say adios to business listings, so it's crucial you place yourself in the right one. If you do not, search engines will use yellow pages and local directories to categorize you, and those can be wrong. Many search engines also allow the creation of your own categories, so if you can't find a suitable one for the keywords create your own.

Just look at where most of your competition is. If they are in A category, it makes sense to put yourself in A as well instead of a distant Z. Many SEOs say that the wrong category is the biggest negative factor in local SEO that can keep the listing right out of SERPs.

## List Of Directories Listed By Page Rank

- [Business.com](http://business.com) <http://business.com> • IP: 65.216.115.171 • Added: Feb 02, 06 • [Details](#) • [Report](#)  
Paid, yearly
- PR6 [Masterseek](http://masterseek.com) <http://masterseek.com> • IP: 77.247.69.115 • Added: Feb 07, 06 • [Details](#) • [Report](#)  
Business-to-business search engine and directory
- PR6 [fibre2fashion.com](http://fibre2fashion.com) <http://fibre2fashion.com> • IP: 203.88.139.247 • Added: Oct 05,  
07 • [Details](#) • [Report](#)  
Garment-Textile-Fashion industries
- PR6 [executivelibrary.com](http://executivelibrary.com) <http://executivelibrary.com> • IP: 66.129.79.75 • Added: Apr 03,  
09 • [Details](#) • [Report](#)  
Business sites.
- PR6 [moversdirectory.com](http://moversdirectory.com) <http://moversdirectory.com> • IP: 75.125.145.131 • Added: Apr 05,  
09 • [Details](#) • [Report](#)  
Moving companies
- PR5 [PR.com](http://pr.com) <http://pr.com> • IP: 216.66.47.82 • Added: Feb 07, 06 • [Details](#) • [Report](#)  
Do not provide direct links.
- PR5 [bttradespace.com](http://bttradespace.com) <http://bttradespace.com> • IP: 92.52.64.196 • Added: Sep 28,  
07 • [Details](#) • [Report](#)
- PR5 [blueboomerang.com](http://blueboomerang.com) <http://blueboomerang.com> • IP: 89.234.41.192 • Added: Apr 04,  
09 • [Details](#) • [Report](#)
- PR5 [www.maxtrader.eu](http://www.maxtrader.eu) <http://maxtrader.eu> • IP: 94.152.133.165 • Added: Dec 11,  
06 • [Details](#) • [Report](#)
- PR5 [aidandtrade.com](http://aidandtrade.com) <http://aidandtrade.com> • IP: 67.15.79.6 • Added: Dec 17, 08 • [Details](#) • [Report](#)  
Dropshippers and wholesale dropship products - Paid
- PR5 [gotranslators.com](http://gotranslators.com) <http://gotranslators.com> • IP: 89.17.210.195 • Added: Apr 05,  
09 • [Details](#) • [Report](#)  
Translators
- PR5 [thomex.com](http://thomex.com) <http://thomex.com> • IP: 66.148.68.56 • Added: Apr 04, 09 • [Details](#) • [Report](#)
- PR4 [ebusiness-directory.com](http://ebusiness-directory.com) <http://ebusiness-directory.com> • IP: 72.9.154.89 • Added: Feb 05,  
06 • [Details](#) • [Report](#)  
Paid
- PR4 [wholesale-canada.com](http://wholesale-canada.com) <http://wholesale-canada.com> • IP: 92.52.66.17 • Added: Apr 04,  
09 • [Details](#) • [Report](#)  
Canadian Wholesale Directory
- PR4 [volta.net](http://volta.net) <http://volta.net> • IP: 74.54.131.114 • Added: Feb 18, 06 • [Details](#) • [Report](#)  
Paid
- PR4 [spanish-english.org](http://spanish-english.org) <http://spanish-english.org> • IP: 86.109.104.13 • Added: Feb 18,  
06 • [Details](#) • [Report](#)  
Paid
- PR4 [gympieonline.com](http://gympieonline.com) <http://gympieonline.com> • IP: 64.131.76.175 • Added: Jun 18,  
09 • [Details](#) • [Report](#)

PR4[agdeal.com](http://agdeal.com) <http://agdeal.com> • IP: 66.185.8.38 • Added: Jun 18, 09 • [Details](#) • [Report](#)  
**A Search Engine. Equipment for farmers and ranchers.**

PR4[ranchlinks.com](http://ranchlinks.com) <http://ranchlinks.com> • IP: 74.81.88.58 • Added: Jun 18, 09 • [Details](#) • [Report](#)  
**Ranch and livestock links**

PR4[agcentral.com](http://agcentral.com) <http://agcentral.com> • IP: 69.72.180.46 • Added: Jun 18, 09 • [Details](#) • [Report](#)  
**A search engine. No submission process available?**

PR4[security-companies.eu](http://security-companies.eu) <http://security-companies.eu> • IP: 78.46.105.147 • Added: Jun 18, 09 • [Details](#) • [Report](#)  
**Security companies**

PR4[neobinaries.com](http://neobinaries.com) <http://neobinaries.com> • IP: 174.129.202.11 • Added: Jun 18, 09 • [Details](#) • [Report](#)  
**Job Portal for web-based applications and services.**

PR4[addto.com](http://addto.com) <http://addto.com> • IP: 64.40.154.4 • Added: May 15, 08 • [Details](#) • [Report](#)  
**Ecommerce Directory**

PR4[asmallbusinessdirectory.com](http://asmallbusinessdirectory.com) <http://asmallbusinessdirectory.com> • IP: 69.46.230.40 • Added: Jan 16, 09 • [Details](#) • [Report](#)

PR4[effortlesshr.com](http://effortlesshr.com/human-resources-hr-business-link-directory/) <http://effortlesshr.com/human-resources-hr-business-link-directory/> • Added: Jun 16, 09 • [Details](#) • [Report](#)  
**Business, Technology, HR**

PR4[english-spanish-translator.org](http://www.english-spanish-translator.org/translator-pages/) <http://www.english-spanish-translator.org/translator-pages/> • Added: May 12, 09 • [Details](#) • [Report](#)  
**Translation, Spanish translators.**

PR4[bizahead.com](http://bizahead.com) <http://bizahead.com> • IP: 74.55.98.82 • Added: Jun 18, 09 • [Details](#) • [Report](#)

PR4[thebusinessplace.com](http://thebusinessplace.com) <http://thebusinessplace.com> • IP: 72.55.168.91 • Added: Jun 18, 09 • [Details](#) • [Report](#)  
**Businesses and franchises For Sale**

### Multiple Businesses at the Same Address

I wouldn't recommend putting more than two businesses at the same address; in fact, keep it to one if possible to safeguard yourself against unexpected surprises in the future. Who knows what can hit search engineers in the head?

### Product and Topic Related Keywords in the Domain & Listing Title

This is an important factor. In fact, if you own a keyword-rich domain that includes city + product/service, coupled with a keyword-rich company name that includes city + product/service, you have a 25% higher chance of getting the **authoritative listing** than the site using a generic, unrelated name and web address.

### What Is A Authoritative Site Listing?

[http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GGIH\\_enUS307US307&q=rll+commercial+lighting](http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GGIH_enUS307US307&q=rll+commercial+lighting)

### How To Become A Authoritative Site

Some of my evidence shows the following factors determine a authority listing.

- 1) You domain name or business name used in links pointing to your website. Also the same term being using inside the content of the web pages.
- 2) The Domain name is been used as an anchor text while linking.

3) Your Domain name or Business name has links from local directories and sites like the ones listed above.

4) The term people searches and the destination pages has a strong relevancy.

5) A search Query which has been searched for several times to reach that destination.

6) Links from higher Page rank web pages.

The bottom-line is relevancy and links of your web pages and anchor text of your business.

This method is abused by the spammers, but if you have the best of intentions, it can really go a long way.

#### **Some of the most important factors to local search engine optimization:**

- Inbound links – still matters a LOT as with regular SEO.
- City Keywords in Anchor Text – if other sites point to you with “Houston club,” chances are you have a club in Houston.
- Validation of the Business – validate your business listing on map services ie google maps etc. It tells search engines you’re very real and improves trust.,
- Customer Reviews – consider doing fake reviews if you have to (don’t do it from your office, same IP or an account of which search engines are aware).
- Always claim your listing as the business owner.
- Keywords in Title – keep location and product/service keywords in the local business listing title.
- Address and Phone Number – obvious.
- Categorization – list the business in a proper category.

Some Things Remain The Same!

<http://www.kfx2.com/blog/2009/06/seo-laying-the-bricks-of-success/>

The basic principles of SEO have not changed at all, really. It is just that there are a lot of new tricks for accomplishing the same old tasks. What I’m getting at here is that more than anything, SEO is about hard work. It is important not to get too focused on the “tricks” and not enough on the straight up “labor” involved

My first SEO mentor, Jay Mock, told me several years ago that he truly believed if someone started a Web site, and did not know how to do anything but add content; and added a page of content every single day and interlinked them; in 2-3 years time he would be kicking everyone’s rear for the key phrases he was writing about. “Content is king.” This is as true now as it was 10 years ago