Microsoft new search engine "Bing" is delivering very good results
on content written for google.
http://www.easyrack.org/webstats/monthly/2009/09/01/index.html

http://www.easyrack.org/webstats/monthly/2009/09/01/searchservers.html
"Bing" is delivering 20% of easy racks traffic as compared to only 8% in April 2009.

Strategies To Increase Rankings In Google:

Keyword that was searched for was "commercial dog poop bags" (blog page rank # 20 on
9-18-9-09)
Strategies to get this term ranked higher.
1. Re-optimize blog page for desired term ie… "commercial dog poop bags'
2. After Re-optimizing blog page point external links to desired page thru INSARE
   submittal service or submit manually.
3. Write individual page on "commercial dog poop bags" to control word density,
   html title tag & number of words on the page.
4.

SEO Tool That Is A Must Have!
If you do any SEO this is a must-have toolbar. It does not offer anything you could not
get without it, but it offers everything in one place, one click away, and this is its power.
It gathers search engine optimization and search marketing data from the best tools on
the web and makes it extremely accessible.

To get SEO toolbar you will need Firefox. Get firefox here .

Download SEO toolbar here and restart Firefox. Now you're good to go.

What would happen if you put together many of the best parts of Rank Checker, SEO
for Firefox, the best keyword research tools across the web, a feed reader (pre-
populated with many SEO feeds), a ton of competitive research tools, the ability to
compare up to 5 competing sites against each other, easy data export, and boatloads of
other features into 1 handy Firefox extension? Well, you would have the SEO Toolbar.

The Only SEO Toolbar You Will Need

The power of SEO Toolbar comes from combining all of the best SEO tools into one.
There is really nothing new or original that SEO Toolbar offers. It simply arranges all
must-use SEO tools into one convenient place.

Whenever you visit a page/site, SEO Toolbar automatically gathers/sends data to
various services so you can access it in a click. If you have example.com open, than
this is the domain on which SEO Toolbar is working. Data gathering is performed in the
background and is very convenient.

On the top left side of the toolbar, the information button lets you know instantly basic SEO information about the website such as:

- Page PR
- Site PR
- Site Age
- Google Cache Date - useful in identifying the importance of the domain apart from linkage data, since good domains are crawled frequently.
- Google Indexed Pages
- Yahoo Indexed Pages
- Yahoo Site Links
- Yahoo site links: edu, gov, mil, ac.uk
- Link count from Majestic SEO (a tool that has its own spider and keeps its own index of the web).
- Directory listing: DMOZ, Yahoo and BotW.
- Compete.com Traffic Data
- Alexa Traffic Data (Not Reliable)
- SEM Rush Traffic Data
- Delicious Links
- Digg Links
- Twitter

This information is very useful in analyzing the competition and potential link partners. You can also click on each piece of information and review details in a new window. For example, if you want a detailed snapshot of Yahoo Site Links, simply click on the link count and SEO Toolbar will open Yahoo search with the following command: linkdomain:example.com -site: example.com. If you want detailed WHOIS info, click on the Site Age option and you will be directed to the appropriate page.

- Next in the line up of available features comes separate buttons that show Yahoo Linkdomain Count | Yahoo Pagelink Count | DMOZ Directory Listings | Yahoo Directory Listings | Best Of the Web Listings.
- **Google Search Based Keyword Tool** is a new tool from Google that shows keyword suggestions based on website content and titles. Google gets keyword suggestions from actual search results and also shows search count.
- **Google Trends for Websites** is another newly-released tool from Google. Google Trends for Websites shows the traffic value of a website, geo location of its visitors, keywords that send it traffic and similar sites that people visited. Websites must exceed a minimum number of visitors per month in order to be featured in this tool.

There are also WHOIS and IP search links.

Rank Checker

SEO Toolbar comes with Rank Checker.

Rank Checker is another toolbar tool that lets you check rankings on Google, Yahoo and Live Search. To use the tool, specify search engines that you want to check (i.e. Google.ca, Google.co.uk, Yahoo England, etc), input the domain name along with all the keywords you want to check, and Rank Checker will give the results.

Results are not always accurate. Sometime they are off by 2 - 5 listings, and in some cases more. I prefer checking everything manually, but if you have several website to track, then this tool can be helpful.

SEO X Ray

Next in the feature toolset is SEO X Ray. This tool is useful if you want to look at page titles, meta description tags and meta keywords without going to the source code. SEO X Ray also shows the external link count from Yahoo Site Explorer, internal link count to the page from Yahoo Site Explorer and total number of links to the page (Site Explorer again). You can also click on the link count to view detailed linkage data in Site Explorer.

SEO X Ray also shows the outbound link count (useful if you're thinking about getting a link from the page).

The Ultimate Search

SEO Toolbar has the ultimate search box that lets you search 16 tools from one spot. Simply select the tool you would like to use from the dropdown, type in your query, and press enter. SEO Toolbar will open a new window with the appropriate search results.

Here are the tools you can search:

- SEO Book Keyword Tool
- Google Search Based Keyword Tool
- Adwords Traffic Estimator
- Google Adwords Keyword Tool
- Google Trends
- Google Insights
- Google Suggest
- Yahoo
- Wordtracker Free Keyword Tool
- Wordtracker Keyword Questions
- Keyword Discovery Tool
- Quintura

You can also search SEObook tools such as the KW Density tool, KW list generator, KW list cleaner and KW typo generator.
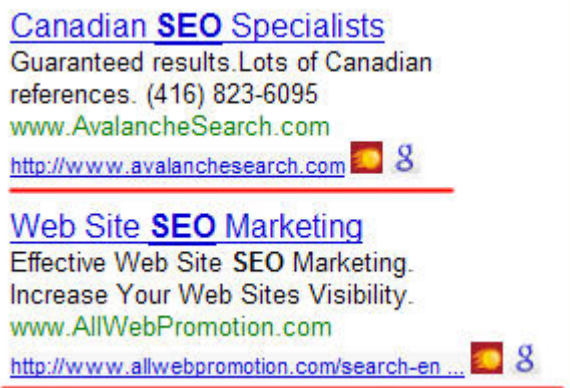
Other Features

Other useful features include the ability to highlight keywords on the page, highlight **nofollow** links and compare websites.

SEOtoolbar has a built-in RSS feed reader so you can browse major search and SEO publications. I personally use Bloglines, but you may find this helpful.

Click on AdWords Without Charging an Advertiser and Giving Money to Google

The SEO Toolbar has a VERY controversial feature built into it. Once you install the toolbar, go to Google and search using any keywords; you will be able to see links on AdWords that lead directly to the advertiser's landing page. If you click on the links you will bypass AdWords:

Does Google let SEO tool bar get away with this? After all, it is messing directly with Google's bread and butter. Only SEO professionals use this toolbar, but if it gains enough popularity, Google may have to step in. My guess is that, even if Google has to take action, it can adjust some code and make advertisers pay even if users click on a direct link with the SEO Toolbar enabled. Or Google will find some way to block it.