Search Engine Updates:

Yahoo! now seems to be banning cross linked websites from its natural results listings. A simple example of cross linking is building a website selling widgets using all static html pages on your hosting server, then building another web site on the same server with a different domain name selling those same widgets but using a PHP- or ASP-based website, and then linking the sites to each other.

Yahoo! is using KEYWORD META TAG to match against the content of your body. Since they are using it to match, it IS surmised that having keywords there that do not match body content will earn a demerit of sorts in Yahoo!'s relevancy factoring.

Another interesting development that was discovered is Yahoo! now seems to be banning cross linked websites from its natural results listings. A simple example of cross linking is building a website selling widgets using all static html pages on your hosting server, then building another web site on the same server with a different domain name selling those same widgets but using a PHP- or ASP-based website, and then linking the sites to each other.

Google also completed a back link update which lowered Page Rank on many websites. There has also been a significant slowdown from Google in indexing websites and returning those results in the natural search listings otherwise known as organic results. What once took around thirty (30) days is now stretched to close to sixty (90) to hundred eighty (180) days for websites new to the Internet life. MSN & Yahoo up to 9 months to a 1 year.

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Link Fraud:

http://www.canadianprescriptionservice.com/ (/homefooter.htm)

Results On "Parking Lot Lights" & "Parking Lot Lighting"

New Block Of Key Phrases

Security Lights, Security Lighting, security light, security light, outdoor security lights, security light, outdoor security lighting, motion security lights, motion security lighting

Keyword: **SECURITY LIGHT** URL Pattern: www.residential-landscape-lighting-design.com

Check Google **Position 63**. Online outdoor lighting, light fixtures, landscape lighting

Full url: http://www.residential-landscape-lighting-design.com/

Keyword: **SECURITY LIGHTS** URL Pattern: www.residential-landscape-lighting-design.com

Check Google **Position 9**. outdoor security lighting system, residential lighting fixtures ...

Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **Security Lighting** URL Pattern: www.residential-landscape-lighting-design.com

Check Google **Position 18**. outdoor security lighting system, residential lighting fixtures ...

Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **outdoor security lights** URL Pattern: www.residential-landscape-lighting-design.com

Check Google **Position 1**. outdoor security lighting system, residential lighting fixtures ...

Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **outdoor security lighting** URL Pattern: www.residential-landscape-lighting-design.com

Check Google™ **Position 3**. outdoor security lighting system, residential lighting fixtures ...

Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **motion security lights URL Pattern**: www.residential-landscape-lighting-design.com
Check Google™ **Position 12. outdoor security lighting system, residential lighting fixtures ...**
Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **motion security light** URL Pattern: www.residential-landscape-lighting-design.com
Check Google™ **Position 13. Security Light Fixtures, Outdoor Wall Pack Lights**
Full url: http://www.residential-landscape-lighting-design.com/store/PPF/Category_ID/46/products.asp

Keyword: **motion security lighting** URL Pattern: www.residential-landscape-lighting-design.com
Check Google™ **Position 16. outdoor security lighting system, residential lighting fixtures ...**
Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **outdoor security light** URL Pattern: www.residential-landscape-lighting-design.com
Check Google™ **Position 3. outdoor security lighting system, residential lighting fixtures ...**
Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting.htm

Keyword: **motion security lighting** URL Pattern: www.residential-landscape-lighting-design.com
Check Google™ **Position 18. outdoor security lighting system, residential lighting fixtures ...**
Full url: http://www.residential-landscape-lighting-design.com/Outdoor_security_lighting

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 Free Search engine submission tools http://www.emailpromotions.net/articles/article31.htm

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 Post Your Way to Work at Home Success

 Did you know that posting in Discussion Forums is a wonderful way to make a name for yourself and increase the chances of your success? Well, if you didn't know, you do now! It's true! If you productively spend some time in online business forums each week you may find it quite profitable. When I say "productively" I mean NOT aimlessly posting to any topic you can find just for the sake of typing. You should actually offer useful advice and information for people as well as answering questions that others have. You will also learn a lot of useful tips to help your business from other people's posts.

Here is a small list of some of the great reasons to post in forums:

1) Exposure to your website or productIn most forums you can put a small information box such as an advertisement below each of your posts. This is a great way to tell people about yourself and your business. You will also gain a link back to your website to help with your ranking in search engines.

2) Making a name for yourselfIf you consistently offer useful advice and answers to questions people will begin to notice it. Soon enough you be seen as an "expert" in your field. Needless to say, this is very good for your business.

3) Learning   A lot of people frequently post in discussion forums. Many of them have been in online business for a long time and know quite a bit about it. You can gain vast amounts of knowledge by reading other peoples posts. Or you can simply ask a question and you are sure to get it answered many times over.

4) Meeting other people Having a home based internet business can get lonely at times. The people in discussion forums can be a bit like your "co-workers" at a traditional job. You might even make some great life-long friends.

5) Entertainment Often there are quite interesting topics and replies for you to read. Every now and then someone stirs things up in a forum and it can be pretty exciting to read the responses.

Well, that is just a taste of why it is great to post in forums. Of course, there are more reasons and you may even have some personal reasons of your own.

Now lets look at some ways to get more out of them so you aren't wasting your precious time:

1) It is best to post to forums that get a lot of traffic. There are many forums out there but quite a few of them hardly get any visitors. You can get a general idea of how much traffic they get just by looking at how many posts they get each day. If it seems to be getting a lot of posts everyday then it probably gets quite a bit of traffic all the time.

2) Stay away from forums that aren't moderated or that let you post just about anything you want. These types of forums are generally full of blatant advertising and spam. Don't waste your time with them! You won't really get anything useful from these forums. Also, DO NOT blatantly advertise or spam posts. It will ruin your reputation and could get you banned from forums.

3) Restrict your time in forums by setting up some sort of schedule or time limit for visiting them. You can sometime lose track of time reading and responding to topics. Obviously you need some time for other business tasks so you don't want to use it all up in forums. Trust me they can get very addicting so this is an important step.

4) Do not post just for your own benefit. It is important to offer useful advice and information to others. By offering valuable comments you will get people to notice you more thus increasing the chances that they will do business with you.

5) Take full advantage of the signature paragraph that most forums let you set-up. This is where you do get to do a little advertising. Tell about yourself and/or your business. Provide a link to your website or product so people can get to it easily. Your link will also help with your search engine popularity and ranking.

6) Be respectful and polite to others on the discussion forums. Even if you don't totally agree with someone it is best not to attack them. People will notice if you are rude and obnoxious. It is better for you to just keep your unnecessary comments to yourself.

You should regularly visit quite a few discussion forums. I have found that they are fun to read and post in and can be very rewarding. Some are better than others but all can be beneficial when used properly. You just need to find the forums that fit what you are looking for. Become a "regular" there and you will be rewarded.

Here are some of the best business forums, in no particular order:

Open Forums (don't require registration):

http://www.ablake.net/forum/

http://www.howtocorp.com/forum/

http://www.network54.com/Hide/Forum/184615

http://www.homebusiness-websites.com/cgi-bin/index.cgi

http://www.ozemedia.com/cgi-bin/webbbs/webbbs_config.pl

http://www.network54.com/Hide/Forum/11488

http://www.williecrawford.com/cgi-bin/index.cgi

http://www.friendsinbusiness.com/board1/index.cgi

The below websites have forums that require you to register before you post but it only takes a couple minutes and doesn't cost anything. At the website simply click where it says "forum" or "discussion" to find them:

http://www.wilsonweb.com/

http://www.infoprofitstalk.com/

http://www.siteownersforums.com/

http://www.associateprograms.com/

http://www.webproworld.com/

http://www.workathomenetwork.com/discussionboards.htm

http://www.mom101.com

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Tips on Getting your site accurately placed within the dmoz & yahoo Directory.

 Because dmoz is staffed by volunteer editors, it can often take a while to get your web site included. Here are a few tips to speed things up.

1. Find a category WITH an Editor

First of all, when you reach the category in which you would like to include your web site, scroll to the bottom of the page and find out if it has an 'Editor's' name or handle.... Should you find a text line which says "Volunteer to edit this category," it means the category you have selected has no direct Editor. Thus, it could take even longer to get your site listed. Find a category WITH an Editor to improve your chances.

 2. On the very bottom of each category page you can read the date the last time a page was updated. Very important tip. If it says August 2001, pretty good chance no one is going to be updating that page quickly. Find one with a recent date. It shows someone has actively been updating that category.

I found my category but it has no Editor, now What?

3. Go back to the top of the page and select the next best category or backstroke to the main sub category. All dmoz main categories have 'Meta Editors' which are in charge of several (if not hundreds) of sub categories. Submitting to the general category often gets the Meta Editor to pass it along the line. Bet you didn't know dmoz editors could do that. They often pass or redirect submissions along to each other. I happen to be a dmoz editor and I find my 'inbox' always has several new entries from other Editors of similar categories.

Still no luck, now what?

4. Did you know you are allowed two (yes two) listings within dmoz? The first is subject specific. The second is Geographic. Drill down through the "Regions" portion of the index to find an appropriate category. e.g. business/northamerica/us/ohio . Chances are, the regional portion of the database will list your site based upon your country, village, town or city. Enter your listing there. (when you do, don't forget tip #-1)

Still no luck, now I'm getting frustrated!

5. Relax. Find the closest category that does have an editor and write them a -very pleasant- email explaining your situation. Most editors I am aware of will write you back. Write a nasty email and you'll get no response. We volunteer our time. They don't pay us to take abuse. You can find how to email an editor by simply clicking on their name at the bottom of the page.

Other Tips and Suggestions.

6. Read the category description before submitting your site. Yes, more reading. Most Editors have taken the time to write a description for their respective categories and often supply tips and hints for helping to process the submission faster.

Suggestions such as "20 words or less," means 20 words or less, not 50, 40 or 30 or 21. Writing long flowing paragraphs for your description defeats the purpose and it might take longer to show up (if it shows up at all). Why? Because the editor has to go and personally review your site to maintain the quality of the database. They must then manually edit your description so it makes sense and fits on the page. Bottom line. You are wasting their time by not adhering to the rules. Remember, these are real people doing the work, not machines. The easier you can make it for them the better. Read the category description first.

7. Recently there has been some inaccurate speculation concerning dmoz Editors which are in charge of categories similar to their own business interests, thus not allowing competitors into the same category. This has always been taken into consideration by dmoz administration. In fact, there are new rules and a review process to address this very issue. Each current dmoz editor (or requests to become an editor) are now required to state which URL's they are personally involved with or work for, especially in business. This 'association' review process will assist dmoz administrators in selecting or rejecting editors from conflict of interest categories. All editors are currently under review.

8. Dmoz is fair. There is no "race to the top" of the listings. You can't buy your way in, nor purchase auctions or paid listings or clickable advertising. You can't hire someone to try and get you a number one listing. Everyone in dmoz is on an equal playing field. The listings are in alphabetical order. It may be argued that sites beginning with "A" get more viewing than those

beginning with "Z" but the listings are not presented this way within the search results, so there really is no distinct advantage. You'll only find them in alphabetical order if you drill down through the categories.

9. Why go through all this work to get your site listed in dmoz? It's worth it. At last count dmoz was supplying its database to over three hundred and twenty-two other engines, directories, intranets, and databases. That's pretty good coverage for a free listing.

10. Volunteer to become an Editor. Find out how the project works from the inside. It's been an interesting and rewarding experience for myself and I've gained a much better understanding of how to market more effectively online. It doesn't take much of your time and quite frankly, it's fun.

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How To Get Free Traffic To Your Website

There are many ways to get free traffic to your website, but the method that I use beats all the traditional methods hands down - and best of all...it's free!

I have used all forms of advertising, but most of the good forms of advertising have cost money. Like all business owners, we have to analyze our investments and try to cut cost in order to receive a larger return on our investments.

Now, your probably wondering what I could possibly be doing to bring traffic to my website without spending a dime on advertising. Well, you're looking at it. Do you see it yet? I am writing an article. It's absolutely that simple!

I will write an article about a topic that I know and am comfortable with, and then I will go and submit these articles to various websites on the Internet. Are you worried that websites won't accept your article? You shouldn't be. This is a win / win situation for all parties involved.

First of all, webmasters love these articles. I have even had webmasters come back to me and ask if I have any more. Why do they do this? Because it helps their search engine rankings by providing visitors to their site good content. After they place your article on their website a portion of their visitors will visit your site. Once you have placed enough of these articles out on the Internet, your traffic will dramatically increase and so will your search engine rankings. I guarantee it!

Maybe your new to the Internet business and don't have enough experience to write about anything pertaining to the Internet business. No problem there either. Everyone has some life experience that they can write about. Maybe you're a stay at home mom and your good at changing diapers. You better believe that there is a mother to be out there somewhere who is surfing the Internet looking for information on how to change diapers.

Now, your probably not going to be able to write an article about changing diapers and get it listed on a home business website. But there are plenty of websites that will accept an article of this nature and still drive traffic to your business site. I would suggest doing a search on your favorite search engine for "SUBMIT BABY ARTICLES" or something of that nature.

Be creative, you will never run out of websites willing to accept your article.

After I have completed my article, I will write a short autobiography about myself and include my website address in it.

The Internet was created with the intention of providing information to the public. Become an information provider and you will be rewarded beyond your wildest dreams. Remember that the Internet has created more millionaires than any other vessel in history.