

The following works 100% of the time with all search engines to attain rankings on a wide range of keywords. The level of success will depend largely on the subject matter, it's potential audience, and it's level of competition on the net.

**The following will build a successful site in 6-9 months. In less time if you work hard**

**Niche Market More Important Than Ever.**

**Example "Lighting"** *holiday lighting*, decorative lighting, outdoor lighting, lighting fixtures, track lighting, landscape lighting, home lighting , (\*bathroom lighting, kitchen lighting\*) Better yet niche it down to home lighting, or combine two or more. **Home lighting, bathroom lighting, kitchen lighting, interior lighting, etc**

[www.contemporaryhomelighting.com](http://www.contemporaryhomelighting.com) or <http://www.decorativehomelighting.com>

**Domain name: Pick name for branding ie goto vs overture**

**[www.contemporaryoutdoorlighting.com](http://www.contemporaryoutdoorlighting.com) vs [contemporary-www.outdoor-lighting.com](http://www.outdoor-lighting.com)**

**Do research to put up a 100 pages of pure content before launching web site.**

**Build pages for all search engines, home page for msn start at 2.5% WDR and work up. Build another page for google on same term at 1%**

**Categorize Topics.**

**About 9 Categories.** Depending on number of terms

***"You do NOT want an "all star" page that out performs the rest of your site. You want 50 pages that produce 1 referral each a day and do NOT want 1 page that produces 50 referrals a day."***

**Site Design:**

The simpler the better. Should be viewable on all web browsers USE HTML 3.2 STANDARD. Web Crawlers do not like flash, shock, java, java script etc. If you must use these bury within you site. Simple is Better

**Page Size: Load time**

**For every second over 14 u lose about 10% of your visitors.** The smaller the better. Keep it under 42k if you can Remember only 15 to 18% of users have a high speed connection. **NEW Page size 200-500**

**Words. Add one page of content per day.**

Don't worry about Key Word Density Write For Your Customers being aware of 1% Key Phrase per page and adding close to the top of page. Stay away from wiz-bang gadgets

**Outbound Linking to peers site that have information that is useful to your customers. :**

Internal cross linking that is embedded in text internally. Finding reciprocal embedded links. **NEW** Limit cross linking to fluff pages e.g. about us , contact us etc.

**NEW Submit your site**

to ODP and Yahoo 299.00 a year, Submit To MSM-Fast \$15.00-25.00 per page for as many important pages as you can afford. Or get in for free in 8-14 weeks.

Submit home page to: Google, Fast, Altavista, WiseNut, Teoma, DirectHit, and Hotbot. MSN. DO NOT SUBMIT AGAIN FOR AT LEAST 6 MONTHS and only if you have to.

**NEW!** Reciprocal Links

Google Has Put more weight from Links to Similar Sites from ODP. and yahoo directories for linking partners. Try to get 1 peer link per day or more if you are a go getter. This helps with other search engines as well.