

“10 Golden Rules Of Internet Marketing”

The following 10 golden rules of internet marketing will help you build a successful site in 1 year's time on Google. It can be done faster if you are a real *go getter*. Do these things below, and you will have a successful site in ones years time. It will be drawing between 500 and 2000 referrals a day from search engines. If you build a good site with an average of 4 to 5 pages per user, you should be in the 10-20,000 page views per day range in one year's time. What you do with that traffic is up to you, but that is more than enough to "do something" with.

GOLDEN RULE #1: Perform Extensive Keyword Research

Step 1: Invest some time to find the best keywords

Keywords are the words that web surfers enter in search engines to find websites. It's pointless to optimize your web pages for keywords that nobody uses in the search engines. For a successful online marketing campaign, you must target the right keywords. The keywords you use should be relevant for your website and web surfers should be searching for your keywords. If you target the wrong keywords, your website promotion efforts will be in vain and you will waste a lot of time and money.

Step 2: Find out which keywords are good keywords.

There are three different keyword types: keywords for *browsing*, keywords for *comparing* and keywords for *buying*. Keywords for comparing are usually the keywords that work best for search engine optimization. People who use that keyword type are looking for a solution to their problem and they are ready to buy. To get best results with your search engine optimization efforts, you should concentrate on that keyword type. Most people use a two to four word phrase in a search, so phrases are very effective. Single words cannot be promoted effectively because they are not very targeted. Internet users who use four-word searches are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).

Step 3: Don't target the wrong keywords.

If you target the wrong keywords, you will lose time and money. You will invest a lot of time in optimizing your web pages for keywords for which your website cannot get high rankings at the moment. Or you will invest a lot of time in optimizing your web pages for keywords that don't convert to sales. It is very important that you choose the right keywords that lead to high search engine rankings and sales. Make sure that you choose the correct keyword type. One word keywords are not very effective because they are not very targeted. In addition, the competition for these keywords is very high and it is very difficult to get good rankings for them. Web surfers might not use the keywords you expect. For example, people searching for "optometry" might actually enter "eye doctor" as the keyword. It is important to find the keywords that potential customers really use. Internet users who use four-

word searches are more likely to purchase goods or services than those using fewer words (source: Oneupweb Research).

Did you know?

We can help with this step. Keyword Research Package [A](#) & [B](#) [CLICK HERE](#)

GOLDEN RULE #2: Start a Competitor Research Grid

Why re-invent the wheel? The internet makes it very easy for you to do competitor research - almost effortless. Especially when it comes to SEO and internet marketing. Take off your "my idea has never been done before" hat, and put on your "Google.com Research Hat" and collect information about your competitors. Start with a competitor grid - you can find many free ones on Google.com

Step 1: "Start a competitor research grid"

Search Google .com to find a suitable excel sheet "free excel competitor research grid"

Step 2: "Make a list of all of the valuable features you find"

Make a list: META TAGS, FREE OPT IN OFFERS, CONTESTS, UNIQUE OFFERINGS.etc. This is a great way to gain valuable insight about your competitors.

Did you know?

We can help with this step. [CLICK HERE](#)

GOLDEN RULE #3: Optimize Your Website to be S.E. Friendly

By optimizing your web pages, you tell search engines for which keywords you want to be found. If you do not optimize your web pages, then search engines won't list your website or they will list it for the wrong keywords. Optimizing your web pages makes sure that your website can get high rankings for the keywords of your choice.

High rankings on Google and other search engines are the result of optimized web page content and good incoming links. Start with optimizing your web page content. By optimizing your web page content, you tell search engines for which keywords you want to be found. Search engines can only give your web page a high ranking for a certain keyword if your web page is relevant to that keyword. Make sure that your web pages don't have major HTML code errors that prevent search engines from indexing your site. You should optimize at least six different pages of your website for different but related keywords. Do not optimize the same page for more than one or two keyword phrases.

As a general rule of thumb, text content should out weight the html content. The pages should validate and be usable in everything from Mozilla Firefox to Internet Explorer. Stay away from java scripts if you can. Go external with scripting languages if you must have them - there is little reason to have them and they will rarely help a site. Search Engine Spiders get confused by Javascripts and leave your webpage.

Setup your meta tags properly with your target keywords. Arrange the site in a logical manner with headlines hitting the top keywords you wish to hit. Keep it clean and professional to the best of your ability. Think Google.com and Apple.com and utilize WEB 2.0 Stylings to house text information in a user friendly format, without sacrificing SEO. Simple is what surfers want. Always use the KISS RULE. "Keep It Simple Sweetheart." The simpler the better.

Lastly, check your website load times, the site should respond locally within 3-4 seconds (max) to any request. Longer than that, and you'll lose 10% of your audience for every second. That 10% could be the difference between success and not. Speed isn't everything, it's almost the only thing.

Warning: What can happen if you do not optimize your web pages?

If you do not optimize your web pages then search engines might not be able to index your pages. In addition, search engines might not be able to find out what your web pages are about. If you optimize only one web page of your site then it will be very difficult to get high search engine rankings. Search engines take your complete website into account. If you have many web pages that are optimized for different but related keywords than search engines will think that your web pages are relevant to a certain topic. Relevant web pages get better search engine rankings. For that reason, you should optimize as many pages as possible for different but related keywords. Some HTML errors can prevent search engines from indexing your web pages. If your web pages have such an HTML error, you won't get listed on search engines because search engines cannot index your pages. For that reason, it is also important to check the HTML code of your pages.

Step 1: "Keyword use in document title"

The title of your web page is the single most important area to have your target keywords. Studies show that putting your most important keyword as the "first" word in the title page will website rankings for that page.

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 2: "Keyword use in body text"

The body text is the text on your web page that can be seen by people in their web browsers. As a general rule of thumb, text should always outweigh html. Add text to your images, flash and videos.

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 3: "Keyword use in H1 headline texts"

H1 headline texts are the texts that are written between the <h1>...</h1> tags in the HTML code of a web page. Some search engines give extra relevance to search terms that appear in the headline texts Example: <h1>your very big headline text</h1>

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 4: "Keyword use in domain name"

The domain name is the main part of the web page address. Google.com gives extra relevance to search terms within the domain name. Example: "your-keyword" is the domain name of <http://www.your-keyword.com>

Did you know?

We can help with this step. Our Fee: \$10 per domain [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 5: "Keyword use in page URL"

The page URL is the part after the domain name in the web page address. Setup a mod rewrite script to create search engine friendly URL's your website. Separate your search terms in the page URL with slashes, dashes or underscores. Example: "keyword/another-keyword.htm" is the page URL of <http://www.domain.com/keyword/another-keyword.htm>

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 6: "Remove hidden, invisible or misspelled text"

Often times people try to "trick" search engines by stuffing paragraphs of invisible text on their web pages. Google and other search engines now have technology to seek out these black hat SEO practices. Don't do it! You could get banned entirely. This same rule applies for spelling. Spell checking is becoming important as search engines are moving to auto correction during searches. There is no longer a reason to look like you can't spell (unless you really are phonetically challenged).

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 7: "Create "scan proof text" copywriting with BOLD and *Italics*"

Use lots of text breaks - short sentences - lots of dashes - something that reads quickly. Use headers, and **bold standout text** liberally on your pages as logical separators. Most

web users don't *actually* read web pages, they scan. This is why it is so important to keep low key pages today. People see a huge overblown page by random, and a portion of them will hit the back button before trying to decipher it. They've got better things to do that waste 15 seconds (a stretch) at understanding your fancy flash menu system. Think user friendliness first, cosmetics second.

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 8: "Duplicate Content"

Watch out for duplicate content at your site. Google penalizes websites that have duplicate content. RSS FEEDS from other sites; GOOD FOR SEO. Duplicate RSS FEEDS at your site; BAD FOR SEO.

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 9: "Fix your Doc Type Tag"

The doctype should sit on the VERY first line of code for IE5 and IE6 - otherwise these browsers will revert to "[quircks mode](#)". Check on your page source right now to see if there is a line of whitespace before the doctype.

Did you know?

We can help with this step. Our Fee: \$50 [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 10: "Use Of Name Tag"

HTML document type doesn't permit attribute "name" within element "<div>".

```
<div id='motion' name='motion' style='visibility:hidden; position: absolute; top:0; left:0;'>
```

This attribute - name='motion' - should be removed.

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 11: "WIKI-ize your site with same site link texts"

Goto www.wikipedia.com and notice how they link certain keywords to other areas of their site. This is a great way to help your Google Ranks for those keywords, and also make things a whole lot easier on your website visitors.

Keyword use in same site link texts Example: The HTML tag Contact information contains the same site link text "Contact information".

Keyword use in same site link URL Example: The HTML tag Contact information contains the same site link URL "contact.htm".

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 12: "Use Straight HTML Navigation Links on Your Website"

Any website totally reliant JavaScript-created links and links embedded in Flash files is surely at a disadvantage compared to websites that use straightforward HTML links.

You do not have to ditch all JavaScript code or Flash files from your website. Instead, what you need is to provide a way for search engines (and visitors who do not have JavaScript-enabled or Flash players) to visit all the pages of your site. Put simple HTML links on your web page linking to the other pages in addition to your state-of-the-art gadgets.

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 13: "Optimize body copy for proper keyword density"

Keyword density is the measurement in percentage, the number of times a keyword or phrase appears compared to the total number of words in a page. In the context of search engine optimization keyword density can be used as a factor in determining whether a web page is relevant to a specified keyword or keyword phrase. Due to the ease of managing keyword density, search engines usually implement other measures of relevancy to prevent unscrupulous webmasters from creating search spam through practices such as keyword stuffing. A free keyword density analyzer can be found online at <http://www.keyworddensity.com> Source: wikipedia.org

Did you know?

We can help with this step. Our Fee: \$10 per page [Email us a request.](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 14: "Validate your HTML code against <http://validator.w3.org>"

Is your code Google Friendly? Do I really need to validate my webpage code to get rankings? No. But it can't hurt, it can only help. It's clear at least Google seems to prefer [valid code](#). We will keep an eye on the results and see if Google decides to include the other pages, or anything changes.

What is the W3C?

- W3C Stands for the World Wide Web Consortium
- W3C was created in October 1994
- W3C was created by Tim Berners-Lee
- W3C was created by the Inventor of the Web
- W3C is organized as a Member Organization
- W3C is working to Standardize the Web
- W3C creates and maintains WWW Standards
- W3C Standards are called W3C Recommendations

The World Wide Web Consortium (W3C) is the main international standards organization for the World Wide Web (abbreviated WWW or W3). It is arranged as a consortium where member organizations maintain full-time staff for the purpose of working together in the development of standards for the World Wide Web. As of February 2008, the W3C had 434 members.[1] See if your website passes: Run your website through the WC3 validator to see if it passes.

Did you know?

We can help with this step. Our Fee: \$350 per page [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 15: "Optimize web page Load Times"

Take a look at your image & page sizes Average Page Load Time. The smaller the better. Keep it under 15k if you can. Jupiter Research estimates that 50% of all web surfers will still be on 56k dial up connections in 2008. Install a CACHE module at your website to greatly enhance speed. Check your site speed at: <http://www.octagate.com/service/SiteTimer/>

Did you know?

We can help with this step. Our Fee: \$150 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 16: "Auto Meta Generators"

Setup an auto meta tag generator if you have a large dynamic site. An auto meta tag creator will automatically pull proper keywords and a description from your site pages.

Did you know?

We can help with this step. Our Fee: \$250 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 17: "Set up a 404 page and 301 page"

You should always have a 404 page setup at your site. A 404 page helps you analyze problem areas at your site (in your stats), and also provides your visitors with a user friendly option to return to your homepage. A 404 page explains to the user that the page does not exist, and gives them an option to return to the homepage. Sadly, most websites

do not have a 404 page, and their visitors feel like that monkey Russia shot into space. A custom error page will be an added feature and advantage to your website. Avoid 301 page redirection unless you are truly redirecting your website to another domain. Don't take chances of having your site banned like Business.com was earlier this year. A "302 redirect" command is an invitation for getting your site banned, since search engines don't like temporary redirects. Source: wikipedia.org

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 18: "Set up proper robots.txt file"

The robot exclusion standard, also known as the Robots Exclusion Protocol or robots.txt protocol, is a convention to prevent cooperating web spiders and other web robots from accessing all or part of a website which is otherwise publicly viewable. Robots are often used by search engines to categorize and archive web sites, or by webmasters to proofread source code. The standard complements Sitemaps, a robot inclusion standard for websites. If you have a section of your site with pages that are frequently changed, you can block the search engines from indexing them in their databases using robots.txt file so that you can prevent 404 errors. A site with lots of 404 errors does not rank well in Google and Yahoo.

Did you know?

We can help with this step. Our Fee: \$25 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

GOLDEN RULE #4: Make your site a "Call to action, Direct Response Site"

Having proper code (google friendly) is kind of a prerequisite. The logical question to focus on is how to get those new visitors to 'take action' once they land on your website.

Step 1: "Install a Email-a-friend Module"

This provides visitors with an easy way to recommend the website to a friend.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 2: "Install a bookmarking/social networking Module" www.addthis.com

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 3: "Install a Free Report (top 10 reason why...enter email to get it) Module"

Entice your visitors with a free report. In exchange, ask for their email.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 4: "Install a Monthly Newsletter Module"

Many times visitors would like to simply be reminded about your site in the future. That is where the monthly newsletter opt in box comes in handy for them. This is essential for building your email list. Before you do any marketing you will want to make sure that this basic marketing receptor is in place. You should develop some kind of free-bee for your subscribers as well to entice them to sign up. This newsletter box should be linked up to a newsletter management mysql database, so you can effortlessly manage your monthly mailings and opt outs.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 5: "Install a Most Popular Articles Module"

Adding a "most popular articles" box is a great marketing tactic to drive visitors to the content you want them to read most.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 6: "Install a Polls Module"

Adding a poll module is a smart way to collect feedback from visitors for marketing purposes.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 7: "Install a Video Module"

Adding a video clip of your most important sales pitch to your website greatly enhances your credibility with your visitors. It adds a human element to your website.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 8: “Install an omnipresent Request Info Module in sidebar”

This is critical for increasing the chances that you will receive a lead from your website.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 9: “Install a Audio Module”

Adding an audio clip of your most important sales pitch to your website greatly enhances your credibility with your visitors. It adds a human element to your website.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 10: “Install a blog and post updates weekly”

Google and Yahoo love dynamic websites that are changing daily – conversely – they despise fly by night websites that fill up their search results with useless links. If you are an online business owner and if you don’t already have a blog dedicated to your services then you are definitely missing a big business promotion opportunity. A website blog will establish you as an authority and even if it doesn’t establish you as an authority it certainly helps you develop a buzz around your business. Blogging enables you to share your knowledge and opinion regarding your profession or your service. Your blog shows to your prospective clients that you take an active interest in your profession and are in a constant process of learning and evolving.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Pro & Enterprise versions of the [Smart Choice CMS](#)

Step 11: “Install a Live Chat module”

A live chat module is a critical element for any website, especially if you are doing Google PPC Ads. Never start a Google PPC ad campaign without having a chat module in place to capture leads. You wouldn’t spend \$1,000 on postcards, and then go on vacation would you? You must monitor your website!

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

Step 12: "Install a Happy Birthday Module"

See example: <http://www.smartchoicecms.com/birthday-newsletter.html>

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

Step 13: "Install a Commenting System"

Google loves new and updated content. Let your visitor to do that for you, for FREE! Gain valuable feedback on each of your articles. Having comments in your content shows the world how other people value your content.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

Step 14: "Install RSS subscription module to generate repeat visitors"

What is RSS? : RSS (Rich Site Summary) is a format for delivering regularly changing web content. Many news-related sites, weblogs and other online publishers syndicate their content as an RSS Feed to whoever wants it.

Why RSS? Benefits and Reasons for using RSS: RSS solves a problem for people who regularly use the web. It allows you to easily stay informed by retrieving the latest content from the sites you are interested in. You save time by not needing to visit each site individually. You ensure your privacy, by not needing to join each site's email newsletter. The number of sites offering RSS feeds is growing rapidly and includes big names like Yahoo News.

What do I need to do to read an RSS Feed?: Feed Reader or News Aggregator software allows you to grab the RSS feeds from various sites and display them for you to read and use. From a website owners perspective, this is great because customers are agreeing to allow you to put your website in front them daily.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

Step 15: "Install RSS syndication module to syndicate helpful articles on your website – good for SEO benefit"

You can literally "syndicate" other peoples articles (with their permission) at your website, so long as you keep their author link in place. This is a fantastic way to great a ton of content for your site. The new content will help your SEO greatly, and oblige your visitors.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

GOLDEN RULE #5: Make your site "trustworthy" in the eyes of your visitors

With all of fly by night websites businesses out there, it is no wonder why so many people are a little gun shy at doing business online. Broken links, broken pictures, absent contact information, all exude low levels of trust.

Step 1: "Install Security Logos and Web Seals"

Imagine the power of having the following notice at the bottom of each one of your webpages:

"NO COMPLAINTS -- We are a member of the **Better Business Bureau** (BBB) and our [BBB report](#) states that **"The Bureau has processed a total of 0 complaints about this company in the last 36 months."**

Adding a web seal to your website builds high levels of trust with your visitors. We would suggest you invest in every one of these seals if you can afford it. More seals means more trust, which ultimately leads to more sales. If you are on a tight budget, we would recommend you look at TRUST GUARD, the cheapest one we have found.

<http://www.trust-guard.com> By adding one or more Trust Guard Seals to your website, your customers instantly know that your site has been evaluated and verified by a reliable third-party, and that they can buy from you with confidence! While most of our competition focuses on just one area of website verification, **Trust Guard** offers *multiple types* of Website Verification. View the chart below to see how our competition measures up.

Bottom line: We recommend you invest in Truste Seal at \$650/yr + BBB at \$450/yr for a grand total of \$1100. Budget this into your website marketing plan. It will pay for itself many times over.

	Trust Guard	BBB	HackerSafe ScanAlert	Truste	ControlScan	Verisign
Yearly Price (\$)	\$197 to \$397*	\$450 to \$7,000*	\$1,890 to \$5,000*	\$650 to \$13,000*	\$1,548 to \$1,788*	\$995
Security Seal	Yes				Yes	Yes
Privacy Seal	Yes			Yes	Yes	
Business Seal	Yes	Yes			Yes	
Certified Seal	Yes		Yes			
Mix n Match Seals	Yes					
Multiple Colors, Sizes & Styles.	Yes				Yes	
Receive your seals in 7 days or less.**	Yes					
60 Day Guarantee	Yes					

*Price varies based on the Seal package you choose.

**Amount of time depends on how fast customers respond to verification procedures.

When you consider how much it would cost to buy all of the comparable seals and place them on your website, you can see just how much you save by choosing Trust Guard.

Having web seals such as these in the footer of your web pages creates high levels of trust with your customers.



Step 2: “Install a Help Desk module”

Email piping help desk enables your customer to open a ticket by simply sending an email). Enjoy the convenience of having a central location for managing all of your customer's email threads. Keeping track of your customer's email correspondences enables you to reply with professionalism.

Did you know?

We can help with this step. Our Fee: \$500 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

Step 3: “Install a Testimonials module”

Showing testimonials at your website makes your visitors feel much more comfortable about doing business with you. Photos, phone numbers, and emails on your testimonials will skyrocket your customer's trust. Use a Side Bar Module for Testimonials. It is absolutely essential to display testimonials on your website in bright lights – visitors LOVE this. Never underestimate the power of the testimonial.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

Step 4: “Install a Live Talking Person on your website”

Tap into the power of humanized video. Rovion is an approved rich media solution on an extensive network of online destinations, giving you the opportunity to reach your audience with a proven ad platform. Don't limit yourself to video in a box or a cartoon avatar.

<http://www.rovion.com/Advertisers.aspx>

Step 5: “Install a Staff Photos Module”

When it comes to adding instant trust factor to your online business, I have found that adding your staff photos to your website works wonders for adding instant credibility and creating high levels of trust amongst your visitors.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

A short list of trust building activities to review:

- Build a professional website that has nice graphics, and is error free.
- Use language that is appropriate to the audience. It will build empathy.
- Regularly add new content to your site. It shows that the business is alive and kicking.
- Review all links. Doubts will quickly form in your visitors' minds if links don't work or, worse still, take them to error pages.
- Good grammar and spelling matter. Errors give the impression of sloppiness and carelessness.
- Don't make outrageous and unbelievable claims, like "Read this blog and you'll be a millionaire by the end of the week." People are used to scams, get-rich-quick schemes and rip-offs.
- Publish REAL testimonials and third-party endorsements. Try to always use real names and link to websites where possible. Some sites show images of letters sent by happy customers.
- Publish case studies about customers you have helped, who use your product, etc.
- Don't put down, curse or insult competitors. It's unprofessional. It is better to offer an objective comparison of competitive services or products.
- Write articles for humans, not search engines.
- Make your 'About Us' page personal and comprehensive. It plays an important part in making visitors feel comfortable that real people are behind the site.
- Clearly identify who is behind the site. Nothing creates more suspicion than a site that tries to hide the identity of its publishers.
- On the 'Contact Us' page, provide an email form, telephone number, fax and address of the company. In Europe, it is a legal requirement for sites taking funds, but even sites driven by advertising will benefit from openness.
- Provide Web addresses linked to the website domain, not addresses from free webmail services such as Hotmail and Gmail.
- Think carefully about the adverts you display on your site. Ensure that they are relevant to your subject and audience.
- Provide Web addresses linked to the website domain, not addresses from free webmail services

such as Hotmail and Gmail.

- Think carefully about reciprocal links. If your site is about organic food and you have links to Party Poker, people are going to question your integrity.
- Think carefully about the adverts you display on your site. Ensure that they are relevant to your subject and audience.
- Write and publish your privacy policy. Be clear about what you will and will not do with any personal data you collect. State that you adhere to all data protection laws. Make it easy to read and don't use legal gobbledeygook.
- Write and publish a security policy. State what measures you take to ensure that all transactions are secure as well as how well you handle customers data.
- Ensure that you have a security and privacy policy which is linked from the footer on every page. Make the link more prominent on all the order pages.
- Clearly publish your guarantee. I would recommend making it a 100% money-back guarantee if possible.
- Clearly state your refund and returns policy.
- If you use PayPal, put the PayPal logo on your site. If you have a merchant services account with a major bank like Citibank or HSBC, put its logo on your site.
- Use Google search on your site for two reasons. First, it is a great search solution which will help your visitors find what they are looking for. Second, having the Google name on your site instills trust.
- If there are well-known industry associations for your subject, join up and put their logos on your site.
- Have a forum on your site and respond quickly to questions. Have the attitude that you are happy to help others without receiving immediate reward. As the old saying goes, 'Givers always gain.'
- Allow people to comment on articles. Interactivity and an exchange of views build community and a sense of involvement.
- If people provide constructive criticism or comments in the forum, don't delete them, but respond with your point of view.
- Use the words 'secure website' whenever you try to get any information from visitors, including

newsletter sign-ups, forum input and payment.

- On every page, state, "We take your privacy and security very seriously." Link the statement to the security and privacy policy.
- If you are selling a subscription, offer a low-cost, entry-level option. This could be a one-day taster, 'a week before billing starts' or a monthly trial.
- Only ask for information from customers that you really need. For example, for an email newsletter sign-up, the only information you REALLY need is an email address, so that is all you should ask for.
- If you have pricing on your website, make it transparent.
- Register with the better business bureau in your area, and post prominently there have been 0 complaints at your website.

Obtain an SSL if you accept credit cards or other sensitive information. SSL stands for Secure Socket(s) Layer. The purpose of an SSL certificate is to: Provide you with non-forgable proof of the identity of the website you are connecting to, and ensure the data exchanged between your browser and the site you are connecting to cannot be read, deciphered or decrypted by a third party that may be tapping in to the data exchange between your Browser and the remote server.

AN EXCEPT FROM HACKERSAFE'S WEBSITE:

How Shoppers Behave On HACKER SAFE Sites

To date our customers have conducted over 1,000 individual A/B tests of the effects of HACKER SAFE certification involving over 150 million unique visitors. These tests encompass a broad range of sales demographics: from Generation X to the over 65 retiree; all types of products and services: from apparel to electronics to online donations; and all sizes of brands from unknowns to household names.

Conversion rate increases measured ranged from 3% to over 33%, with an average of 14%. In general the results varied based on three major criteria: Image Placement, Customer Demographic and Brand Awareness.

+ Image Placement

"Above the fold," early and often is clearly what works best. Based on aggregate totals from these studies, the average time delay between a consumer's first visit to a web site and their first purchase was over just over 19 hours. About one-third (35%) of shoppers took more than 12 hours to make a buy decision. 21% took more than three days, with 14% of these cautious shoppers taking more than one week to decide where to buy. Clearly the Internet is a competitive shopping environment. Placing the HACKER SAFE certification mark in a conspicuous, but 'tasteful' location on the home page and on every catalog page makes it more memorable resulting in customers returning to by from a safe site.

+ Consumer Demographic

Age. The younger shopper, the less the conversion increase. Young people tend to be less risk adverse, while people above 60 showed a pronounced increase in willingness to transact.

Income. The lower the average sale price to less the conversion increase, with expensive items sold to more affluent customers showed a pronounced in increase in willingness to transact.

+ Brand Awareness

Large, well known brands with dominant market share tend to measure less conversion increase, typically in the single digit range, while less well know brands show consistently larger conversion increases.

GOLDEN RULE #6: Focus on 'off Site Promotion'

Step 1: "Local Listings! Get your domain listed locally, especially in Google"

Get a free Google local listing. Go for a listing in the ODP. If you have the budget, then submit to Looksmart and Yahoo. If you don't have the budget, then try for a freebie on Yahoo (don't hold your breath).

Did you know?

We can help with this step. Our Fee: \$50 [CLICK HERE](#)

Step 2: "Setup Google Webmaster Tools Account and Google Analytics"

Set up your Statistics and Metrics to analyze improvement areas at your site.

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Step 3: "Leverage the power of social media"

[Social bookmarking](#) From Wikipedia, the free encyclopedia: Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.

Social bookmarking is the latest craze that is really delivering great results for our clients. Below is an article on social bookmarking from Search Engine Watch:

<http://blog.searchenginewatch.com/blog/080205-112755>

Use a Social Bookmark Script to automatically add link icons from the best social bookmark services to your web page in order to enable your visitors to set a public bookmark for your site by mouse-click. Here's a good one: <http://www.addthis.com>

Many have claimed phenomenal success with MySpace, Facebook, and even Twitter (as awkward as it may sound), the microblogging tool. Getting exposure through the social media and social bookmarking arenas takes lots of effort and time so you can focus on them as an activity, rather than as a statistically measurable project. This should be at the end of your SEO to do list – after you have spent time with your family and have nothing to do on a Sunday afternoon. Try to allocate 30 or so minutes to one such website every day and gradually build up your network of friends and associates who will eventually promote your URLs.

Social bookmarking sites are search engine friendly and within seven days of submission, links start to appear in all major search engines. If you are serious about your sites Link Building, Ranking and Traffic... Social Bookmarking is a must.

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

Step 4: "Spread the word around using the free Press Release websites"

Following your SEO and PPC efforts, you also need to let the media know about your new venture. Press release websites are a great way of letting the interested parties know about your latest offerings, and the changes you are making to your website or your business process. The most popular one is PRWEB. Read below for a complete list of the most popular press release websites.

A news release or press release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, it is mailed or faxed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial newswire services are also used to distribute news releases. Sometimes news releases are sent for the purpose of announcing news conferences. We have used a few of these services before and received a high success rate.

We've gathered 21 sites that will help you with getting your press release out in the world for free.

- [24-7PressRelease.com](#) - Free release distribution with ad-support
- [PR WEB](#) - a leader in online news and press release distribution, has been used by more than 40,000 organizations of all sizes to increase the visibility of their news, improve their search engine rankings and drive traffic to their Web site.
- [1888PressRelease.com](#) - Free distribution, paid services gives you better placement and permanent archiving.
- [ClickPress.com](#) - Distributes to sites like Google News and Topix.net, Gold level will also get you to sites like LexisNexis.
- [EcommWire.com](#) - Focuses on ecommerce and requires you include an image, 3 keywords and links.
- [Express-Press-Release.com](#) - Free distribution company with offices in 12 states.
- [Free-Press-Release.com](#) - Easy press release distribution for free, more features for paid accounts.

- Free-Press-Release-Center.info - - Distributes your release, offers a web page with one keyword link to your site. Pro upgrade will give you three links, permanent archiving and more.
- I-Newswire.com - - Allows for free distribution to sites and search engines, premium membership differs only slightly in adding in graphics.
- NewswireToday.com - All the usual free distribution tools, premium service includes logo, product picture and more.
- PR.com - - Not only will they distribute your press releases, but you can also set up a full company profile.
- PR9.net - - Ad supported press distribution site.
- PRBuzz.com - Completely free distribution to search engines, news sites, and blogs.
- PRUrgent.com - Not only distributes your release, but attempts to teach you how to write one, and even offers downloadbale samples for you to work with.
- Press-Base.com - Submit your release for free and get on their front page and the category of your choice.
- PressAbout.com A free press release service formatted as a blog.
- PressMethod.com - - Free press release distribution no matter what, but extra services based on the size of your contribution.
- PRLeap.com - Free distribution to search engines, newswires, and RSS feeds. Fee based bumps get you better placement.
- PRLog.org - Free distribution to Google News and other other search engines.
- TheOpenPress.com - - Gives free distribution for plain formatted releases, fees for HTML-coded releases.

Our personal favorite PR submission sites are:

www.i-newswire.com

www.free-press-release.com

www.prlog.org

www.prweb.com

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

GOLDEN RULE #6: Add a site map to your website

You should always add a site map to your website and link to that site map from your main page. That way, search engines and human visitors who don't have JavaScript or Flash facilities can find their way around your site. There are two types of site maps 1.) Google XML site map, which you must upload through your free Google Webmasters Tools area, and 2.) a Web page site map, for user friendliness.

SITE MAP SUBMISSION PAGES:

- Google <http://google.com/webmasters/sitemaps/ping?sitemap=>
- Yahoo! <http://search.yahooapis.com/SiteExplorerService/V1/ping?sitemap=>

Two great articles on SITE MAPS:

<http://www.google.com/support/webmasters/bin/answer.py?answer=40318&topic=13450>

<http://webdesign.about.com/od/sitemaps/a/aa010807.htm>

The creation of a site map page enables SE spiders better crawling of your site. It also helps visitors to quickly scan your whole site for relevant information. A link and a short description of that link is created for each page of your site. The site map page is then added to your main navigation menu. I suggest creating an html site map to serve as an index of the site for the visitors. Finally, I suggest you construct an XML site map as well for automatic submission to Yahoo and Google. You can do this yourself online in minutes by using the <http://www.xml-sitemaps.com>

Did you know?

We can help with this step. Our Fee: \$100 [CLICK HERE](#)

Note: This step is included with the Enterprise version of the [Smart Choice CMS](#)

GOLDEN RULE #7: Start an inbound Link Campaign and optimize your on site links.

Building link popularity is a vital part of any internet marketing strategy. Google and other major engines rank your website based upon how "popular" your website is, i.e. how many reciprocal link partners you have. This is how they give priority to their rankings. Link Popularity refers to the number of links pointing to your site, from other sites on the web.

There are different kinds of links to focus on:

Inbound links:

You can look at inbound links as a form of voting. If site A has a link to site B, A is voting for B. The more votes B gets from other sites, the more link-popularity B gains. And the most popular websites will have the better rankings.

Outbound Links:

From every page, link to one or two high ranking sites under that particular keyword. Use your keyword in the link text (this is ultra important for the future).

Insite Cross links:

(cross links in this context are links WITHIN the same site)

Link to on topic quality content across your site. If a page is about real estate, then make sure it links it to the similar topical page. Specifically with Google, on topic cross linking is very important for sharing your pr value across your site. 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. If you do find one page that drastically out produces the rest of the site with Google, you need to off load some of that pr value to other pages by cross linking heavily. It's the old *share the wealth* thing.

Look around your keyword sector in Googles version of the ODP. Find sites that have links pages. Simply request a swap. To make things easy on yourself, and your link partners, you should put up a link swap page which contains a link request form, and your banners/links. Remember to always request that the reciprocating link partner put a text link, with an alt tag below your banner. When YOU receive requests for links, check the site out before linking back with them. Check them through Google and their pr value. Look for directory listings. Don't link back to junk just because they asked. Make sure it is a site similar to yours and on topic.

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

Things you should know:

1. Good inbound links are very important if you want to get high search engine rankings.
2. It is difficult to get high search engine rankings for a web page with optimized content that does not have good inbound links.
3. It is difficult to get high search engine rankings for a web page with good inbound links that does not have optimized content.
4. Links from related websites that contain your keywords will increase the ranking of your website on search engines.
5. Links from automated linking schemes and FFA (free for all) link pages won't help your rankings because search engines can detect them.
6. Links from your website to websites with a bad reputation (spam sites, linking schemes, etc.) can hurt your search engine rankings.
7. The PageRank number that Google displays in the Google toolbar is often outdated. If you see a website that seems to have a high quality and that is related to your website then it's okay to exchange links, no matter what the displayed PageRank is.

Here are free some "link" traffic generating ideas:

- Make your content easy to understand so many people can understand and spread your message. (It's an accessibility thing.)
- Put some effort in to minimize grammatical or spelling errors, especially if you need authoritative people like librarians to link to your site.
- Have an easily accessible privacy policy and about section so your site seems more trustworthy. Including a picture of yourself may also help build your authority.
- Syndicate an article at [EzineArticles](#), [GoArticles](#), [iSnare](#), etc. The great thing about good article sites is that their article pages actually rank highly and send highly qualified traffic.
- Submit an article to industry news site. Have an SEO site? Write an article and submit to WebProNews. Have a site about BLANK? Submit to BLANKinformationalsite.com.
- This tip is an oldie but goodie: submit your site to [DMOZ](#) and other directories that allow free submissions.
- Join the Better Business Bureau.
- Get a link from your local chamber of commerce.
- Submit your link to relevant city and state governmental resources. (Easier in some countries than in others.)
- List your site at the local library's Web site.
- See if your manufacturers or retailers or other business partners might be willing to link to your site.
- Develop business relationships with non-competing businesses in the same field. Leverage these relationships online and off, by recommending each other via links and distributing each other's business cards.
- Launch an affiliate program. Most of the links you pick up will not have SEO value, but the added exposure will almost always lead to additional "normal" links.
- Depending on your category and offer, you will find [Craigslist](#) to be a cheap or free classified service.
- It is pretty easy to ask or answer questions on [Yahoo! Answers](#) and provide links to relevant resources.
- It is pretty easy to ask or answer questions on [Google Groups](#) and provide links to

relevant resources.

- If you run a fairly reputable company, create a page about it in the [Wikipedia](#) or in topic specific wikis. If it is hard to list your site directly, try to add links to other pages that link to your site.
- It takes about 15 minutes to set up a topical [Squidoo](#) page, which you can use to look like an industry expert. Link to expert documents and popular useful tools in your fields, and also create a link back to your site.
- Submit a story to [Digg](#) that links to an article on your site. You can also submit other content and have some of its link authority flow back to your profile page.
- Most forums allow members to leave signature links or personal profile links. If you make quality contributions some people will follow these links and potentially read your site, link at your site, and/or buy your products.
- Review relevant products on [Amazon.com](#). We have seen this draw in direct customer enquiries and secondary links.
- Create product lists on [Amazon.com](#) that review top products and also mention your background (LINK!).
- Review related sites on [Alexa](#) to draw in related traffic streams.
- Review products and services on shopping search engines like [ePinions](#) to help build your authority.
- If you buy a product or service you really like and are good at leaving testimonials, many of those turn into links. Two testimonial writing tips — make them believable, and be specific where possible.
- Comment on other blogs. Most of these comments will not provide much direct search engine value, but if your comments are useful, insightful, and relevant they can drive direct traffic. They also help make the other bloggers become aware of you, and they may start reading your blog and/or linking to it.
- If you create a blog make sure you list it in a few of the [best blog directories](#).
- Web 2.0-ify your site. People love to link to anything with AJAX. Even in the narrowest of niches, there is some kind of useful functionality you can build with AJAX.
- Validate and 508 your site. This (indirect) method makes your site more trustworthy and linkable, especially from governmental sites or design-oriented communities. There are even a few [authoritative directories](#) of standards-compliant sites.
- Swap some links. What?! Did we really just recommend reciprocal link building? Yes, on a small scale, and with *relevant* partners that will *send you traffic*. Stay away

from the link trading hubs and networks.

- In case you didn't get the memo — when swapping links, try to get links from [within the content of relevant content pages](#). Do not try to get links from pages that list hundreds of off topic link partners. Only seek link exchanges that you would consider pursuing even if search engines did not exist. Instead of thinking just about your topic when exchanging links, think about demographic audience sets.
- Rent some high quality links from a broker. [Text Link Ads](#) is the most reputable firm in this niche.
- Become a sponsor. All sorts of charities, contests, and conferences link to their sponsors. This can be a great way to gain visibility, links, and a warm feeling in your heart.
- Sell items on [eBay](#) and offer to donate the profits to a charity. Many charities will link both to the eBay auction and to your site.
- Hold a contest. Contests make great link bait. A few-hundred-dollar prize can result in thousands of dollars worth of editorial quality links. Enough said.
- Build a tool collection. Original and useful tools (and collections of tools) get a lot of link love. What do you think ranking for [mortgage calculator](#) is worth?
- Offer free samples in exchange for feedback.

GOLDEN RULE #8: Start a forum posting campaign

Discussion forums (often called Message Boards) are fantastic for getting in front of millions of people in a very short period of time. Actively participate in the ongoing conversations in these forums and add value to the overall quality of the forum you are participating in. Many forums let you display your link to your company only when you have posted a certain number of messages. When your link, or rather your signature, becomes visible, people only visit your website if they're impressed with what you are saying or how your reply to questions and how informative your posts are. I know it might have been a fluke but recently I posted a reply in one forum and by the virtue of just one reply I got three business inquiries from that forum. Much like Blogs, the major search engines rank the online forum pages higher than they rank the usual web pages.

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

GOLDEN RULE #9: Create useful articles and post them on your website. Then disseminate them across the internet.

Step 1: "Create keyword rich articles for your website"

Before starting any webpage project, we suggest creating 50-100 pages of content. Long before the domain name is settled on, start putting together notes to build at least a 100 page site. That's just for starters. That's 50-100 pages of *real content*, as opposed to link pages, about us pages, copyright/tos...etc eg: fluff pages. The pages should be strategically designed around "niche keywords" (high search volumes, low competition)

Not only are search engines looking for great content, websites and blogs are also looking for great-quality content to publish. That is why guest blogging is such a great hit these days. Even if you don't publish a blog, writing guest posts on other blogs can get you highly targeted traffic and valuable exposure.

Similarly there are many online business owners are looking for articles that can add value to their website. There are many active mailing lists that can help you send your articles to thousands of interested publishers; for instance if you go to [Yahoo Groups](#) and search for "free articles" or something similar you will come across scores of mailing lists.

Subscribe to the ones with very high number of subscribers and then write some short and crisp articles and submit them to the mailing lists and see your traffic increasing in just a few short weeks. You can also approach webmasters if you know they accept content from other writers.

A few years ago, when I used to design music websites, to generate traffic I used to write music articles on a regular basis. I noticed that the articles which I wrote skyrocketed on the engines, why? Because Google and Yahoo saw that as a valuable resource. Google and Yahoo love to provide valuable resources to their customers.

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

Step 2: "Submit articles to article directory websites"

Yes. At the minimum you should be submitting to the top five directories: [EzineArticles.com](#), [Buzzle.com](#), [GoArticles.com](#), [ArticlesFactory.com](#) and [WebProNews.com](#). Submitting to these is a must! EzineArticles.com and Buzzle.com can bring you a lot of traffic, GoArticles.com brings you backlinks, and ArticlesFactory.com – PageRank (my profile page there now is PR5 – with only 12 submitted articles). If you really want to get serious about article submissions, you should purchase <http://www.articleannouncer.com> and save yourself a lot of time.

The only two ratings easily available to web users to judge the quality of websites and webpages are [Alexa Rating](#) and Google **PageRank**. Both are flawed and often do not reflect

the real authority or traffic of a page. But since there is nothing better I have to stick to these two when deciding if a directory is worth submitting to. Of course, one must not forget the power of themed sites. Whenever I have a choice between a general directory and a **directory focusing on my topic** – I choose the latter.

To make the choosing process easier I have obtained a list of article directories, their names and URLs.

Directory Name	URL	Alexa Rating	PageRank
Ezine Articles.com	http://www.ezinearticles.com	450	6
GoArticles	http://www.goarticles.com	2465	6
Web Pro News	http://www.webpronews.com	2903	7
Site Reference	http://site-reference.com	3652	0
AD	http://www.articledashboard.com	4360	6
Free Articles	http://www.topica.com/lists/free_articles	5140	0
Articles Base Directory	http://www.articlesbase.com	6319	5
Articles.Web.Com	http://www.articles.web.com	8506	4
Gobala Krishnan	http://articles.easywordpress.com	14794	2
DirectoryGold Article Directory	http://articles.directorygold.com	25357	4
Afro Articles - Article Marketing Directory	http://www.afroarticles.com/article-dashboard/	34900	4
InfoWizards Free Content Articles	http://content.infowizards.com	39158	3
Article Friendly	http://www.articlefriendly.com	41660	3
Article Submission	http://www.articlewheel.com/	43045	5
Top-Affiliate.com	http://www.top-affiliate.com/articles	46932	4
Free Articles for Reprint	http://www.articles-hub.com	49035	6
Article Ardvaark	http://nero.byethost15.com	49967	0
Submit Your New Article	http://www.submityournewarticle.com	52215	4
ArticleRich.com	http://www.articlerich.com	53604	4
ArticleCafe.net	http://www.articlecafe.net	58106	3
Your Free SAteellite	http://www.your-free-satellite.com/index-2.html	63374	0
The Add Articles Directory	http://www.add-articles.com	67840	4
Article Blotter	http://www.articleblotter.com	68054	3

1Article World	http://www.1articleworld.com	68395	3
ABC Article Directory	http://www.abcarticledirectory.com/	74153	0
eArticlesOnline.com	http://www.earticlesonline.com	84051	4
eArticlesOnline.com	http://www.earticlesonline.com	84051	4
dk-article	http://www.article.com	84513	1
ArticleSnatch - The Best Place to Grab Art	http://www.articlesnatch.com	88123	4
Talkin Mince Article Directory	http://www.talkinmince.com	89689	4
Just Articles	http://www.JustArticles.com/	93655	5
Article-Buzz - Free Article Directory	http://www.article-buzz.com/	94347	4
Free Ezine Articles Site	http://freezinesite.com	94529	4
Tips Tricks Resource Portal	http://www.tips.com.my	95787	5

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

GOLDEN RULE #10: Submit your 'optimized' website to the search engines

After the optimization process is complete, it is time to start submitting your Website to all the major search engines and directories, including Yahoo, AltaVista, HotBot, AllTheWeb, Google, AOL, iWon and Netscape, MSN, Lycos, Teoma, AskJeeves and DMOZ (Open Directory).

During this phase you submit the website to the paid and free search engine directories. Your site can be submitted by hand to all the major search engines, directories and some specialized directories. Not all SEs and Directories have the same rules for submission; therefore care will be taken to submit to the appropriate search engines by following their specific guidelines.

Submit Your Website to Directories and Search Engines

[Submit URL to Google](#) - Manual Site/Page Submission at Google.com

[Submit URL or Feed \(TXT, RSS, ATOM\) to Yahoo!](#) (requires Yahoo! Account (free)

[Yahoo! Submit Homepage](#) - List of Free and Paid submission options for Yahoo!

[Submit URL to MSN](#) - Manual Site/Page Submission at MSN.com (and Microsoft Live)

[Inktomi Search Index Submission](#) (Inktomi powers MSN Web Pages Section)

The following Information are provided by SEOToolSet™ by SEO Veteran Bruce Clay, Inc. Instructions and hints for submitting a site to the the following search engines and Directories:

AltaVista	Excite	Inktomi	Netscape
alltheweb	Fast	iWon	Overture
AOL	Go	LookSmart	Teoma
Ask Jeeves	Google	Lycos	Webcrawler
DMOZ	Hot Bot	MSN	Yahoo! Directory

[How to get listed in Web Directories](#) - Article by Dave Child.

[Submitting To Directories: Yahoo & The Open Directory](#) By Danny Sullivan, SEW, July 5, 2004

List of popular Web Directories

[DMOZ.org](#) - ODP Open Directory Project

[Yahoo! Directory](#) - Website Directory

[BOTW.org - Best of the Web](#) - comprehensive and professional human edited Web Directory

[Business.com](#) - Directory of over 65,000 business categories. Listings appear lots of partner sites.

[Tygo.com](#) - Search Engine and Directory - Submit your URL

In addition to these submissions we add fee based directories such as Yahoo Directory Looksmart, Microsoft Bcentral and several other quality directories which will add to your link popularity. Paid search engines and directories are important part of the World Wide Web. They have their advantages and disadvantages. An obvious disadvantage is the additional cost. However they also provide more rapid listings, some protection from abuse of the submission process, and some valuable information.

The best-known directory is YAHOO. When you submit a site to directory a reviewer will look at the site and determine IF the site should be included and in which category.

This process takes time and manpower. When YAHOO allowed free submissions the backlog was often 6 months or more. YAHOO, and some other directories, now require paid submissions for most sites.

When submitting to pay directories remember that you are paying to have a reviewer review your site and determine IF the site will be included. There is no guarantee that they will include the site, in which case you have paid the fee to learn that they will not take the site.

The directory fees are often one-time fees, but some Engines, like Inktomi and Yahoo, have started charging on an annual basis. If you are already listed, there may be no need to resubmit.

Search engines differ from directories in that their computer programs, called "spiders", find many of the sites they list. The others come from submissions. One of the most popular search engines is Inktomi, who provides its listings to hundreds of other services including Hot Bot, AOL and MSN.

Inktomi now offers an optional paid submission service. This is a rapid method for getting into the Inktomi database. However your position is still determined on a variety of factors.

Once you have your keyword rich articles written, you will need to submit your pages for \$299 each (per year) into the paid indexing at yahoo.com. This way yahoo will tell its spiders to look at your website. Google does this automatically for free.

Yahoo feels its paid indexing makes the results more relevant because it excludes many of the fly by night websites. Google has what is called a "sandbox", where it holds your newly registered url until it is over 1 year old before indexing, this is how they claim that the organic results they serve are of good quality.

The easiest way to see if your pages are already indexed in the Yahoo or Google engines is to go that engine and type in your full url to the search engine's search box. In Inktomi you can use a special command: "originurl:" to verify if a specific web is indexed. If you want to find out if your web page is indexed you do the following:

- Go to: <http://www.hotbot.com>
- Type: originurl:<http://www.yoursite.com/index.html> - into the search box and hit the submit button.
- If your web page is indexed you will see it listed. If the web page is not in the index, you will get a search result page with no results.

Did you know?

We can help with this step. Our Fee: [Varies by Package](#)

Important Questions to ask yourself:

1. Does your website consist of at least six individual web pages?
2. Does each of these web pages contain at least 200 words of visible text?
3. Do your web pages contain so much text content that it is easy for web surfers and search engines to find out what your web site is all about?
4. Are your web pages linked so that search engines and web surfers can find all web pages of your website through the links on other pages of your site?
5. Does your website navigation use links that search engines can follow? Flash links and JavaScript links can cause problems.
6. Do you have optimized at least six of your web pages for your keywords? Each web page should not be optimized for more than one or two keywords or key phrases.
7. Have you made sure that the HTML code of your web pages is valid so that search engines don't have difficulty when they try to index your website?
8. Have you removed frames wherever possible on your website? It is very difficult to get high search engine rankings with a website that uses frames.
9. Have you made sure that you don't use a welcome page or intro page on your website? Many search engines won't be able to index your site if you use such a page.
10. Do you use as few Flash elements as possible? Search engines cannot index them properly.
11. Have you made sure that your website URLs don't use special characters or too many variables? Search engines have difficulty with web page URLs that contain many variables.
12. Do your web pages look attractive to human web surfers although they are optimized for search engines?
13. Would you prefer your website over a competitor website if you were a web surfer who is not affiliated with you?
14. Does your website have its own domain name and is it hosted on a fast and reliable web server?

15. Have you made sure that your web pages don't contain spam elements (hidden text, cloaking or other shady tricks)?

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