



Google

Traffic Tips Tactics and Strategies



Stay ahead of the traffic game

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Introduction

Many P.C. users depend on Google internet searching to obtain the information they require. One benefit of utilizing Google for your research is that it can gather relevant data from the Web in double quick time. Also, launching a search on Google is easy. A basic Google search will scour the internet for details that are related to the search term(s) you entered. Google also has many additional products and tools available on its website that can assist with the streamlining of a users' searching.

Numerous industries have invested heavily in, and profited from, Google marketing. Some of these were initially 'bricks and mortar' companies like music, publishing, gambling or automotive, whereas others just sprang up as solely online companies, like digital media and design, internet service hosting and blogging.

In 2008, candidates for the U.S.A. Presidency heavily depended on Google marketing techniques to connect with potential voters. Throughout the primaries of 2007, candidates gained, on average, more than five hundred social network followers every day to assist in spreading their political message. President Barack Obama managed to raise over one million dollars in just one day of his Democratic candidacy campaign - and this was due largely to online donors.

In this ebook, we are going to look at Google in greater detail and outline some traffic generating techniques that have been proven to work. By the time you have finished reading this ebook, you should (hopefully) have a much clearer idea about the overall dynamics and process of web marketing.

We will also aim to show you how what you do with your website and business online can dramatically affect the exposure you will get and, ultimately, the profits you will make.

Chapter 1: What Is Google And How Does It Search?

Google is really a multi-national, publicly traded company built round the company's hugely popular internet search engine.

Google's roots return to 1995 when 2 college students, Larry Page and Sergey Brin, met each other at the University of Stanford and collaborated on an investigation project which was to, in the course of time, get to be the Google internet search engine. BackRub, (as it was known then due to its analysis of backlinks), stimulated curiosity about the college research work, but didn't win any bids from the main portal vendors.

Undaunted, the founders gathered up sufficient funding to start and, in September of 1998, began operations from the garage-located office in the Menlo Park area of California. In the same year, PC Magazine put Google in its Top one hundred Internet sites and SE's for 1998.

Google got chosen because of its similarity to the term googol -- a particular number comprising a number 1 followed by one hundred zeroes -- referring to the vast quantity of information on the planet. Google's self-stated mission: "to organize the world's information and make it universally accessible and useful."

In the very first couple of years of trading, Google's internet search engine competition included AltaVista, Excite, Lycos and Yahoo. Within a couple of years, though, Google became so much more popular that its name has turned into a verb for conducting a Web search; individuals are as prone to say they "Googled" some information as they are to say they looked for it.

Whenever you take a seat at your pc and perform a Google search, you're very quickly given a summary of results from all around the web. So how exactly does Google locate webpages that match your search query, and decide the order the search engine results are shown in?

The 3 main aspects to providing search engine results are: Crawling, Serving and Indexing.

Crawling may be the process through which Googlebot discovers updated and new webpages to be put into its Google index.

Google makes use of a huge group of computers to fetch (or "crawl") vast amounts of pages on line. This program that implements the retrieving is known as Googlebot (also called a bot, spider or robot). Googlebot utilizes algorithmic processes: computer programs decide which websites to crawl and how frequently, and just how many webpages to retrieve from every website.

Google's crawl operation starts with a summary of web site URL's, generated from its previous crawl operations, and supplemented with Site Map data supplied by Web Masters. As Googlebot crawls all these sites, it picks up links on every webpage and adds these to its listing of webpages to crawl. Newly created sites, alterations to current sites, along with dead links are made note of and utilized to update Google's index.

Googlebot assesses every one of the webpages it crawls to be able to compile an enormous index of every word it observes and their position on every page. Additionally, it processes information contained in main content attributes and tags, for example, A.L.T. attributes and Title Tags.

Whenever users enter a search query, Google's computers search their index for corresponding webpages and get back the outcomes they believe would be the most highly relevant to consumers. Relevancy is dependent upon over 200 facets, among that is the PageRank for the confirmed page which we will discuss now.

Chapter 2: What Is Google Page Rank?

Page Rank is really a link assessment algorithm named in tribute to Larry Page. It is utilized by Google's Search engine to ascribe a numbered weighting to every part of hyperlinked document groups, for example, the internet, with the objective of gauging its contextual importance in the set.

The algorithm might be put on any mixture of entities along with reciprocal references and quotations. The numbered weighting that it ascribes to any particular element E is named the Page Rank of E and represented by $PR(E)$.

Page Rank reflects Google's view of the significance of webpages by considering a lot more than five hundred million factors and two billion terms. Webpages that Google thinks are essential pages get a greater Page Rank and may appear towards the top of the search engine results.

Page Rank also considers the significance of every webpage which makes a vote, because votes from some webpages are thought to possess greater value, this provides the linked webpage higher value. Google have always taken a pragmatic method to improve search quality and create helpful products and services, their technology uses the collective intelligence of the net to find out a page's importance.

Obviously, essential pages don't mean anything for you when they don't fit your query. Therefore, Google combines Page Rank with highly developed text matching processes to locate webpages which are both essential and highly relevant to a search. Google also looks at the amount of times a term appears on a full page and examines all facets of the page's content (and content on the webpages linking to it) to find out if it's a great match for the query.

A Page Rank results from the mathematical algorithm in line with the graph, the webgraph, developed by all Internet pages as nodes and hyperlinks as edges, considering authority hubs, for example, cnn.com or usa.gov. The value of the rank represents the importance of that particular webpage. A hyperlink to a page counts as a vote of support.

The Page Rank of a full page is defined recursively and depends upon the amount and Page Rank metric of pages that connect to it ("incoming links"). A full page that's associated with many pages with high Page Ranks receives a higher rank it self. If you find no links to a web site then there is absolutely no support for that page.

Page Rank is really a probability distribution utilized to indicate the chance that the person randomly hitting links will get to any given webpage. Page Rank could be calculated for collections of documents of any size. Many research papers assume that this distribution is divided evenly among all the documents in a collection when Google begins its computational process.

The Page Rank computations require a few passes, called "iterations", via the collection, for amending the estimated Page Rank values to reflect more accurately their true value.

Google works since it depends on an incredible number of individuals posting links online to greatly help determine which other websites offer content of value.

This method actually improves while the web gets bigger, as each new site is yet another point of information and yet another vote to be counted.

PageRank is essential, although, not the only element in how pages are ranked. That's good, because a lot of folks have fixated on Page Rank scores for too much time.

Chapter 3: Why You Should Care About Getting Google Traffic

Most people believe that achieving top spots in Google means having an excellent chance to make money on line and obtain one more income source. This is true. But the advantages of getting high rankings in Google don't only amount to income. There are lots of other benefits that you ought to consider when it comes to your goal of having a high google search engine results positioning. Listed here are 4 major benefits you need to know.

Passive Traffic

A higher ranking in Google means passive traffic meaning traffic coming to your site without you doing any thing. The initial efforts and work you've placed in your site are actually starting to repay. The traffic can come every day and remain for a long time. For this reason, this sort of web traffic is really essential for an online business.

In August of 2006, AOL leaked an incredible number of search details. Some SEO's poured over this information to check out clicks data relative to ranking. Predicated on this data, if you're ranking 8, 9, or 10 then you might actually boost your web traffic for a keyword by 1400% ranking number one. Even moving from #8 to # 3 can treble your web traffic. In December, 2010, Optify did research of search traffic by ranking. It shows a virtually identical profile to the leaked AOL data.

Auto-Pilot Income

Because of passive traffic, you could have an online business running on auto-pilot 24/7 meaning it may generate revenue automatically without you doing any such thing. The very best part is you may be eating, sleeping, having a good time, on holidays somewhere, spending additional time with family and friends while your company continues to be working and generating income for you personally non-stop. The best thing is you may also manage and control your company all over the world provided you get access to the web.

Self-Employed

Having high rankings in Google provides you with the golden chance of success. Top ranking adds up to plenty of targeted visitors which lead to more profitable sites. Consequently, you are able to consider becoming self-employed and focus on your web business ventures full-time now. Becoming self-employed in an internet business enables you to have significantly more freedom and you will work at your personal pace. You don't have to work eight to ten extended hours, as with a regular job. Most successful business people who get a lot of traffic from engines like google can perhaps work only 1-3 hours every day from Monday to Friday.

Financial Prosperity

Since you've got a successful internet business, you will probably prosper faster in life financially speaking. I had a truly boring routine job before and I have worked 4 years there and it was not rewarding at all. With my on line ventures, I made 10 times more and in the same period of time. The very best part is I don't have to be considered a slave to my business when compared with my routine job. The only real major effort you'll need is when you are starting out.

Should you have an online business and are not benefiting from the very best internet search engine on the planet, you're really missing out a great deal. So, do something today and begin focusing on your sites since, the sooner you start, the faster you will see results.

Chapter 4: Investigate Keywords

Picking the best key words is essential simply because they will, effectively, function as the traffic drivers to your site or weblog.

Begin with creating a summary of key words which are relevant to your site. Jot down every term or phrase that's in your mind. You may also visit your competitor sites and see what key words they use. I also always ask family and friends for terms they'd use to find my products and services.

It is better to launch three niche websites based on different variations of the same keyword, such as electric guitars, acoustic guitars and home-made guitars, rather than just having one website about guitars. This will increase the likelihood of you ranking high for the related search terms. The more specialized you can make your site, the less competition there will be for the relevant keywords and the easier it will be for you to gain an advantage with some effective SEO keyword optimization.

The 2nd step would be to analyse your key words to find out how popular they currently are. For this you need to bookmark the Google Keyword Tool.

Keep in mind that results from this are estimates so you will discover a variation between different keyword tools.

However, the Google keyword tool is a good tool for providing you with some ideas on potential domain names to use.

Firstly, you have to select a choice of either to enter several descriptive words or phrases, or key in your website's URL. For the purposes of registering domain names, we suggest that you utilize the very first option. After you have entered your phrase or keyword, you will have to key in all the random characters which are part of the security features for the external Ad Words Keyword Tool. Then click 'Get keyword ideas'.

The outcomes page provides you with the key words associated with the term(s) you entered. The outcomes are displayed in 5 default columns, they are; key words, advertiser competition, local search volume, worldwide monthly search volume and match type.

The very first four columns are self-explanatory, however column five needs some further explanation. Match type includes a drop down menu which will be default as 'Broad'. Further possibilities are phrase, exact and negative match.

Here's a directory of the keyword data given when the possibility is selected:

Broad match: keyword [no punctuation]

Search engine results show data on relevant variations and similar phrases.

Phrase match: 'keyword'

Search engine results show data for the searches which match the precise phrase.

Exact match: [keyword]

Search engine results shows data for the precise phrase exclusively.

Negative match: -keyword

Search engine results shows data that doesn't range from the keyword phrase you looked for.

The Google keyword tool also offers an imaginative drop down named 'Choose columns to display'. This enables you to further analyse the key words. For instance, you will get info on estimated average cost-per-click (CPC), volume trends over a twelve months period and the month that the greatest volume occurred in. All of this makes the Google keyword tool very valuable.

Once you've completed your keyword list, begin using them in your titles, subtitles, and web site and weblog content.

The Google Keyword Tool is excellent as an investigation tool and, since the tool is closely associated with the largest internet search engine on the planet, there's synergy by association. You can easily use it and, on top of that, it is free.

Chapter 5: The Importance of Your Domain Name

A domain name is vital to the success of a web site. It's where you'll direct all of your potential prospects to. To allow them to turn into clients, you need to create a good 1st impression. Owning your personal domain name instead of a free geo-cities web address (that is cumbersome and long) will enable you to achieve this.

A domain name is your unique identity and always is going to be so long as you make use of that name. Say, for example, you hosted your free site with geo-cities and, also, you discovered that you needed a far more high level host as your site was getting successful. Visitors to your website would, obviously, know you from the long geo-cities U.R.L. and you would need to start advertising your U.R.L. once again from scratch.

In the event that you owned your personal domain name, you can change your host as frequently as you prefer and folks would still have the ability to locate you merely by typing the name of your domain into a search engine.

You are able to promote your site rather than another person's when you are sending emails because your domain's name is going to be contained in the e-mail address. For instance, admin@abcmarketing.com is promoting abcmarketing.com while abcmarketing@yahoo.com is promoting and branding yahoo.com

You're likely to have significantly more traffic to your site with your personal domain name. Folks can remember your address easier and many search directories, for example, Yahoo only index sites using their own domain name.

Yet another benefit of having your personal domain name, is that you can use custom error pages to avoid folks from leaving your website due to broken links along with other errors.

Names for domains are so inexpensive these days that there is no excuse for lacking one. Here's some pointers that will help you select a good one:

Size does matter

Regarding domain names, small is good. It's simpler to brand, simpler to remember and it is harder to misspell.

Simple to Remember

Try to obtain a name that's simple to remember and sounds good. Search for combinations of general names or non-general names which sound good together and rhyme.

Connect with your company

If you are using key words which are associated with your company industry to name your domain and your other webpages, you can help your search engine rank. What's better still is if you're able to get your actual business name, or perhaps a name much like your organization name, as your domain name. In this manner, all of your off-line branding can pay off on line as online users will

be able to guess your domain name from your own business name.

Avoid similarities

What this means is you need to avoid choosing names of domains that currently have similar counterparts on line. In the event that you choose one of these, some people could wind up in your competitor's site instead of yours.

.com is best

You need to always strive for a .com version of a name as that is what the majority of users will type into a search or directly in their web address bar. If you buy a .net or .tv (or any other extension available) and your competitor owns the .com extension, then you have lost a potential sale.

Chapter 6: Meta Tags, Meta Titles and Interlinking

Good on page S.E.O. is essential if you would like your site to rank highly. The below information might help you develop some effective on page S.E.O.:

The META descriptions tag

This tag gets inserted to the headline space of one's web site, following a title tag. Meta description tags can help you rank high with the various search engines. With a well constructed Meta description tag, web surfers may click on these and get to your website.

The META keywords tag

META key word tags are where you'll list your key words you wish to focus on for a particular page. The key words you use in your keyword tag ought to be related to your site's page. The various search engines depend on many facets to determine site rankings. The utilization of good Meta keyword tags is but one factor which you need to use. Cumulative efforts might help improve your placing in the various search engines.

The code for the META Title Tag is:

```
<META NAME="Title" CONTENT="Page Title Here">
```

Some believe that using this tag in your pages provides you with a lift in the various search engine results pages (SERP's). However, based on my trials, although both MSN and Yahoo indexed this tag, the outcomes are not entirely clear. And therefore, it's not possible to conclusively verify the impact of Meta Title Tags on an algorithm.

The Title Tag (<title></title>) however, not just displays towards the top of the browser window, but additionally appears as linked text when potential prospects review results from the search. It's indexed by the big three engines (Google, Yahoo and Bing). To Google, the Title Tag is of average importance when it comes to SEO, but of high importance regarding obtaining the click.

The recommendation is, therefore, to make use of this tag. Your website's title has to garner attention, inspire curiosity, and provoke emotion to obtain its clicks. Don't just resort to making use of your website or company's name.

Interlinking

Interlinking is links to your other pages including navigation links, breadcrumb links, individual page links and subject links. Interlinking helps the internet search engine spiders navigate your site and evaluate it in an authentic manner, based on the keywords and key phrases you utilize as anchor texts. Used

strategically, you are able to enhance your keyword density as well as your rankings in the various search engines.

Navigation links

You should use your navigation links to produce the best keyword density by utilizing appropriate anchor text. In the event that you connect to your online designing services page, for instance, by utilizing: 'Web Designing Services' this can work nicely.

Breadcrumb links

Breadcrumb links are navigation links that appear towards the top of the page as your visitor first clicks in a category, a sub-category and then a hyperlink. All of the expressions used should contain relevant key words.

Subject area links

Content sites having info on varied subjects may use those subject names as anchor text and increase link-based S.E.O. relevance.

Individual page links

They are the most crucial links when it comes to interlinking simply because they directly connect to the pages. These will be your main navigation pages being linked to from your own inner pages, or some support pages that don't require a position in the navigation's scheme but give small snippets of info when needed.

Chapter 7: Content Is King

One of the more essential steps you can take to greatly help produce a successful site would be to develop a site providing an amazing experience.

The net is really a medium built around the idea of hyperlinking. If your website offers great complimentary resources, people may wish to connect to it. Better yet, they are the kinds of websites which have the very best links to provide. Google is very good at determining which websites are genuinely good quality, and value those links a lot more than other links.

You'll need to become a specialist on the main topic of your website and, also, you have to make it available in a certain unique fashion that's not been done before (or, at the very least, only been done a few times before).

After you have the expertise, you'll need to select how & when you'll show it off and just how much of it to exhibit. For all internet based companies, sharing a great deal of rich information is how you can achieve the very best results.

You'll need to provide your data in a compelling way, but be cautious about the way you do that. For instance, you could possibly produce a great video, but your audience might not wish to watch a video. They might rather print articles and read them while they ride on the train.

You could possibly create the neatest widget in the world, however they might not wish to put this content on a site. They might like to read something instead.

Irrespective of medium, make those first couple of seconds count. In a written article, make sure you garner the reader's interest over the very 1st few sentences. With videos, obtain interest over the very 1st ten to fifteen seconds (and so on).

Should you not have yet established your (or your company's) expertise, I'd suggest that you earnestly push your great content out to the world. You'll need to construct that reputation first.

But, do not push everything out to other websites. You must have something on your website too. It's a good idea to have a portion of your website packed with top quality content. This way, when somebody sees your great article that you published elsewhere then comes to your website, they wind up seeing more of it. Now you've got a possibility of getting them hooked in to your website (and business) directly.

With websites which are just starting to attempt web promotion, we recommend they develop 20 to 30 bits of content to begin with, and place half on their site, and half on the website's of others.

Utilize well written articles optimized with relevant keywords that have fewer than 10000 Google monthly searches and add an article to your site at least every 2 weeks.

With time, as your profile grows, you are able to alter this weighting. Perhaps only twenty percent of one's content could be published somewhere else and eighty percent could go on your site. Intend on adjusting the mix as your online reputation matures.

Content is really a weapon on line. Utilizing it shrewdly will help you win market share. Just be sure that you have something worthy to provide.

Chapter 8: Use Google's FREE Tools

Many who have a site on the internet don't have it set-up with Google Webmaster Tools. Such people don't know what they're missing. Every thing comes free of charge and establishing an account is very simple.

Google Webmaster Tools help to improve the visibility of an internet site in the search engine results of Google and give an extensive report concerning the visibility of one's webpages.

Google Webmaster Tools may be used to take a look at how well Google can crawl and index your site. These tools will help you discover new links and classify and down load very comprehensive details about various internal and external links to your site.

You are able to raise a traffic query view to see which search queries generate increased traffic to your site. Having Google Webmaster tools in your web site actually improves your S.E.O. since it suggests to Google that the web site is active. You may also target a particular country which may be important when you have a .com address.

With Google Analytics, webmasters have many additional convenient features. Google Analytics supplies a single information panel for all your web sites. Here is some analysis that's provided:

1. In the primary information panel, the user is given an executive overview that shows the most crucial traffic records - page-views and visits, percentage and quantity of returning visitors and one-time visitors, geographic distribution of visits, and supply of visits.

2. The consumer gets choices relating to the following concise reports: Marketing, Content summaries and Conversion. Conversion summary shows the quantity of site visitors along with their rate of conversion relative to the set goals. Marketing summaries display the most effective five resources of web

traffic, search key words, and campaign based. Last but not least, the content summaries identify the very best 5 exit points, entry points & most visited webpages.

3. Lastly, the machine offers very precise reports split into 2 categories: Content Optimization and Marketing Optimization. Both categories further provide sub categories. The Sub categories in Marketing Optimization are: Visitor Segment Performance, Unique Visitor Tracking, Advertising Campaign Details and Search engine marketing techniques. Content Optimization adopts sub categories including: Ad Version Trialling, Content Performance, Navigation Analysis, Funnel and Goals Process and Website Design Parameters.

Google Analytics just introduced a brand new group of reports which will enable sites to track any social interactions using their content. This is a welcome addition to the brand new Google plus one button, since it now allows someone to gauge the effect of social interaction outside and inside web sites (either via a Facebook like, +1 or LinkedIn share within the web site or +1 on search engine results).

Through an Analytics account, additionally, you tell Google just how long people remain on your site. Google currently deny they make use of this information for assigning their quality (page) rank to an internet site, but we don't believe them. We've witnessed sites suddenly leap up in the Google results, particularly with Google Places, for Business Listings.

As you can plainly see, Google Analytics is really a full traffic analysis tool which will provide very valuable information to webmasters and companies about their website's performance. No other free program can match Google Analytics' diverse group of reports.

Chapter 9: The More Backlinks, the More Traffic...

Using weblog commenting to construct relationships and authority in your industry is something which will eventually result in organic backlinks and new traffic to, typically, the most popular pages of one's web site.

When you are trying to find places to comment, you should consider blogs in your industry. And not simply any blogs, but ones that receive good quality traffic and engagement. They do not have to function as the top blogs, however, you want them to possess some significant quantity of active commenters already.

Register free with Google alerts for email updates of the most recent relevant Google results (web, news, and so on.) predicated on the selection of your query or topic. These emails will indicate some good places for you to make your blog comments.

Once you have found several great blogs to begin with, then continue steadily to branch out by following links from commenters for their weblog. This can help you grow your base of websites to comment upon.

Also, on websites with a variety of authors, read the author bio to see if the writer's have their very own blogs and join their community, assuming those will also be in your industry.

I am an enormous fan of R.S.S. subscriptions through Google Reader to monitor the blogs relating to your industry. As I've got a variety of interests, I've all of them within their own relevant folders. In this manner, it is simple to see which categories have posts which have been updated recently, which is essential for the next phase:

You wish to be first to comment, but only after you have browsed the article and know you have something great to express about this. Do not get it done in the

annoying forum way just by commenting "great post" or something similar.

The probability of other commenters clicking on your link if you are 1st is a lot greater than if you are arriving at the party once fifty others have already arrived and made their mark.

If you do not have something helpful to donate to the comments, do not attempt to comment. You will need to leave a comment that the others can study from and that your blog owner will undoubtedly be impressed by.

Develop into a Regular contributor to your selected weblog. This goes contrary to the backlinking tradition of having plenty of backlinks from many different domains. But we're not wanting to construct backlinks by spam commenting.

Whatever commenting system your blog uses, make certain it'll have your photo related to your comment. In this manner, your blog owner, in addition to the others who usually go to the weblog comments, will start to know you and connect your valuable posts to your individual brand.

Do not just stop only with your comment. Also go that extra mile to obtain the weblog owner's interest and tweet your post.

When you begin building good relationships with bloggers, then (if you do have good content in your site that's highly useful to them) they'll start to link back to your site casually in posts (a lot better than a spammy, paid in post backlink on a non-relevant website), retweeting your articles, and begin engaging in your site also. Plus you're going to garner traffic from your blog owner along with other blog commenters who will notice your remarks and approve of them.

Chapter 10: Create a WordPress Blog

There are lots of known reasons why WordPress ranks among the most useful blogging interfaces on the internet. Many people trial different blogging interfaces, however, they always return to WordPress as it allows so much more functionality. Listed here are five of the best known reasons why WordPress remains the greatest blogging interface to make use of whether or not you're completely new to blogging or have already been blogging for a long time.

1 "The Plugin Functionality"

WordPress includes a seemingly endless way to obtain plugins that may be downloaded, installed and utilized for free at www.wordpress.org. Installing these plugins is simple, and requires uploading the plug in to your site space and just starting it via the admin area of your WordPress website. Whatever you require when it comes to functionality, there's most likely numerous plugins that may be downloaded and installed to enhance the features of one's weblog.

2 "The Theme Functionality"

Most people will be thinking about customizing their blogs. You will find literally tens of thousands of unique themes available, allowing 1 column, 2 columns or 3 columns, graphics, colour combinations along with a number of other features which allow total customization of one's weblog to fit your requirements, the theme of one's weblog and the requirements of one's readers.

3 "Auto Ping Functionality"

Many scripts might allow this particular possibility, but many free weblog hosts don't actually auto ping themselves, and so you're going to need to ping your self after each single post you make. WordPress, however, can do all the pings for you personally, making your job dramatically easier and saving you

considerable time along the way.

4 "The Trackback"

The trackback feature is definitely an essential one should you wish to know who's answering and reading your website posts, and if you wish to be transparent about who you are reading about and referring to in your site. In the event that you link to any post in a different weblog utilizing WordPress, WordPress will make a comment in the post automatically which was related to it to allow communication between the two respective blogs.

5 "The complete sense of simplicity"

WordPress is certainly an acutely simple to use blogging platform. By utilizing cpanel, you can install WordPress with just 1 click in many circumstances. Following the installation of the WordPress weblog, you are more or less ready to begin, provided that you don't wish to carry out any tampering beforehand with themes, stats along with other details. You don't have to understand anything more about computers to be able to put up a WordPress weblog. When it's installed and all set, you can simply log on to your WordPress panel, which will also be excessively easy to work with in many circumstances.

Once you have your Wordpress Blog set up, write a couple of good quality, keyword optimized articles that are relevant to the topic of the favourite page of your main business website and post links back to your main website on them. This will ensure that anyone searching for related terms to your main site will see the articles on your blog high in the Google results, read your content, and be interested enough to follow the links back to your main site to (hopefully) purchase something from you.

Chapter 11: Using EzineArticles.com

Ezine articles is a fantastic tool to boost quality traffic to your website, give your search rankings a nudge and, also, cement your profile as a global authority on your niche!

Being able to submit powerful articles onto sites like Ezine Articles will always be a welcomed boost to all your web marketing efforts. By applying some consistent effort to this area of your business, your online marketing will go much further.

Ezine Articles can also sometimes function as a practice website to hone your blogging skills. Ezine can provide you with your 1st audience which will teach you how to generate inspiring content with words. Ezine Articles is also free to join.

Ideally, you want to write a good article, once a week, filled with keywords relating to your website but still sounds natural to read. Once you have written a good article, go to Ezine, sign into your account and select the most suitable category on the site to post your article in. It is good if you can select several categories, if more than one is relevant, to ensure more targeted exposure for your work.

Fill in all the relevant fields to submit your article, including a 'Teaser' that should give a brief summary of what information your article is going to impart to encourage people to click on it and read it. Keep this part brief but catchy (no more than 2-3 sentences) and do not repeat any of the information you have put in your article. Use the Teaser to extol the benefits that people will get from reading your article and try to speak to the reader directly but do not blatantly promote your website or your product here.

Break the body of your article up with spacing so that the paragraphs are

separated nicely and easier to read. Type in, at the space at the bottom, the relevant keywords for your article (Ezine provides some suggestions for this as well).

Use the Resource Box to talk a little about yourself and, crucially, link back to the popular pages on your main website according to Ezine's rules. Make sure you do not include an abundance of links, particularly when you are just starting on the site, otherwise your article might be rejected.

Just connect your link(s) to one website and keep everything simple, only put these links in the Resource Box and not in the main article itself. Once you have posted 10 articles to the site, you are allowed to submit two links instead of just one.

Once your article is submitted, it usually takes around 7 days for Ezine to review and approve it before it appears on the site.

When Ezine finally approves your article, you can now re-write it slightly and submit it to other Article Directories like Go Articles and ArticlesBase etc. This will give your writing and links an even bigger audience resulting in more clicks to your website.

Google loves good quality, relevant content so well written articles on Article Directories related to the search terms that its' users type in are always going to be given ranking priority.

Make sure you exploit this fact to the full and begin using Ezine Articles, not just to advertise your personal business, but additionally to assist those people who are searching for a little nugget of information about how they can take advantage of your services.

Chapter 12: Web Directories

Web directories may appear 'pre-Google', but submitting to the best directories has got the advantage that the audience they attract includes individuals who have an interest in a specific topic and, if this really is your topic, you will get to your audience directly.

Web directories existed before the various search engines (SE's), particularly Google, were popular. As their name suggests, web directories are places where differing resources are brought together. Web directories consist of huge amounts of links for websites, arranged in various categories. The websites in a Web directory are listed in a certain order (usually alphabetic but it's not always so) and users search through them.

Although a lot of Web directories provide a search function of some sort, they differ from SE's in 2 ways - the majority of directories are managed by humans and the URLs aren't gathered automatically using spiders but, rather, submitted by webmasters. The benefit of Web directories is that, regardless of how clever spiders become, if you find a human to see and always check the pages, there's a lesser chance that pages will become classified in the incorrect categories.

The disadvantages are that the lists in web directories are occasionally outdated if no human was there to do the editing and checking for a while. This isn't that bad, though, because search engines also deliver pages that may not exist any more. Sometimes, therefore, you may have to hold on 6 months before being featured in a web directory.

The 2nd big difference - no spiders - means that you need to actually submit your own URL to the particular web directory yourself, instead of sitting and waiting for a spider to travel quickly to your website. Happily, this really is done only one time for every directory, so it's maybe not that bad.

When you get featured in a specific directory, generally, you are able to stay there for the length of time you desire and await people (and SE's) to locate you. If a hyper-link to your website appears in a decent Web directory, this is good because first, it's a back-link and 2nd, you boost your visibility for spiders, which raises your opportunity to be indexed by them.

Therefore, you should submit your index page (homepage) URL free to as many of the high PR Web Directories as possible. The top one's we have listed below:

You will find a large number of web directories but, certainly, the most popular one is [DMOZ](#). It's a general purpose web directory that also accepts links to a myriad of websites. Other popular general-purpose web directories are [Ezilon.com](#) and [Yahoo! Directory](#). [The Best of the Web](#) is among the oldest Web directories, also it still keeps to high standards in selecting websites. Other top websites include: [The Goguides.org Directory](#), [The Business.com Directory](#), [The What U Seek Directory](#) and [The Index King](#).

In addition to the general purpose Web directories, there's also many specialised ones. For example, [The Environment Directory](#) offers links to environment websites exclusively, and [The Radio Directory](#) shows a large number of radio channels globally, sorted by format, country and so on. There's also many local Web directories which may be great if your website is directed at a local audience only.

Using [DMOZ](#), [Yahoo](#) and specialized search resources like [The Search Engines Directory](#), you'll find by yourself many Web directories which are associated with your market.

Chapter 13: Monitor Your Backlinks

As we discussed in chapter 9, backlinks help your search engine results positioning, and the more places that connect to you, the more folks will find you. However, not absolutely all backlinks are good ones.

There are many places where people can trade or buy backlinks, and lots of those places just offer spam. Link farms are types of places you don't wish to find your website listed. Link farms, and similar websites, don't really provide backlinks which are valuable, but inexperienced site owners might believe that just having a great deal of backlinks is going to be enough.

When they don't start to see a great deal of improvements on the site stats and traffic, they get upset - however, they don't appreciate this and hurt themselves by developing a large amount of backlinks that aren't good for their web sites or geared to their niches. That's why the capability to monitor your backlinks is essential.

Anybody who decides to monitor backlinks ought to know that there are many choices for doing that. A number of them are free, and a number of them cost money.

A good free resource to keep track of your backlinks is [SEOCentro](#) and you should sign up with [Stat-counter.com](#) so you can see how many visitors your webpages are receiving and where they are coming from.

Yahoo Site Explorer is also free and works much better than the others I've seen. This tool enables you to observe how many websites are linking for you, who's linking for you and what they have been linking to. Something that Yahoo Site Explorer doesn't do, though, is take data points and track the hyperlink velocity. Keep in mind that every thing is relative as the various search engines are comparing and ranking for relevance on a keyword-for-keyword basis.

Broadly speaking, the larger the amount of naturally occurring targeted backlinks you have combined with high calibre backlinks, the better you will rank in search engines for targeted terms. We suggest Yahoo Site Explorer since it appears to count many links that Google either doesn't desire to count or divulge. We also recommend the Link Velocity Tool as you are able to track competitors and just take data points. This enables you to return and see what your backlink count was at a particular point and time previously.

Monitoring your backlinks is essential. In the event that you don't monitor them, how are you going to know who's linking for you and what content they like in your site? Whenever you monitor backlinks, you don't get it done simply because it's the move to make or because you've been told by others that you ought to. You get it done because you wish to use that information to create more success for yourself.

There are many methods to gain success on the web, but ignoring backlinks since you don't see their value isn't one of these. It's far better to understand whatever you can and obtain all of the data you will get about your site, to help you make good choices for its' future.

It's also vital that you comprehend that the standard and number of your backlinks really are a deciding factor when SE's determine where they should place your page in their searching results. If many of those who have online credibility are linking for you, it tells the SE's that the site is valuable and it'll be ranked higher.

Chapter 14: Build Your Social Network

Social networking and S.E.O. go together. But still many business people usually say they don't have time for this. These people are missing a large trick because social networks undoubtedly have a substantial effect on ranking higher on Google's results pages.

Google has publicly admitted that shares on Facebook and Twitter (and today Google+) have an immediate effect on ranking results. Google is changing and evolving as fast as our trends and tastes are - in this present social age they're placing more focus on a business' social network activities than, for instance, meta tags or key phrase placement like a couple of years ago.

By sharing information about your company and relevant information to your consumers / investors, you're introducing yourself to, ultimately, a lot more potential consumers who would have had no previous understanding of your organization.

Among the fundamentals of S.E.O. is that Google likes webpages that are updated often, so posting a Twitter feed in to your site, and updating your Twitter and Facebook pages daily, might help enhance your ranking result. The more other users 'like', 'share' and 're-tweet' your posts, the larger your Google ranking is going to be.

Be creative when posting. In addition to posting links and information, also add videos, pictures and so on, whatever you feel will be interesting to the readers and cause them to comment, re-tweet or like it. This can also increase the opportunity to be found under Google listings for pictures, videos, news and so on.

Allow it to be as simple as possible for your business to be found. Just the act of involving your self in social networking increases your likelihood of gaining higher Google rankings.

To achieve and keep followers, ensure your posts and content is pertinent and interesting to your audience. Google will particularly focus on you if a person

who they consider to be an authoritative user retweets or likes your content.

Remember not only to turn out your personal posts to achieve publicity, but to interact with other site users by commenting, liking and re-tweeting their posts too - this also indicates that you're wanting to provide the very best info for the readers and followers.

Yet another method to encourage individuals to like and tweet about you, would be to put the option upon your web site it self. If you're managing a promotion or have launched a brand new product, have 'Like' and 'Tweet this' buttons alongside it.

Blogging is yet another invaluable social tool. In addition to linking closely with Facebook and Twitter, it may permit you to communicate more closely together with your readers giving them the possibility to discuss posts and supply links for their own weblogs.

This creates new potential contacts, in addition to providing more info to all your followers, allowing them more content to tweet and share. Like Twitter and Facebook, it is important to update this daily and follow other blogs and post on them to encourage links back again to your web site and blog.

If you add a page to your Blog weekly and submit an Ezine article that links back to it every two weeks, you will be amazed by how much your Google rank has improved after 6 months.

Social networking is something that every business proprietor must make time for as it is, without doubt, a big element of an S.E.O. strategy.

Chapter 15: Re-purpose Your Articles

When you start blogging or writing consistently, creating new content every single day, you'll have a good quantity of content. You don't want that great content to be lost forever, since it took time for you to write it. Why not revive it then, by reusing it in yet another way?

Here's the way you may start developing a video out of 1 of your articles or posts:

Begin by using a blog post or article

Say you wrote a 'how to' article on creating a bird house utilizing supplies you've got lying around your back-yard. In your article, you have an introduction that describes what you'll be teaching and exactly why, and a summary of things you will use to build the bird house.

The following main article describes the steps to try to build the home. We'll say you will find about 5 steps you talk about to construct the bird house. You finish your article by providing an overview about finding additional resources for bird house construction on the web.

And the final little piece of info is, obviously, your article's resource box including a hyperlink to the web page for the 'Build a much better Bird house by Bed time' e-book. You submit this short article to EzineArticles.com and now it's working to build traffic on your website.

EzineArticles actually provides stats, in your free account, that will indicate to you which of the articles you have submitted to them have been the most viewed. A good plan is to take your most successful article and turn it into a video. You have already tested this material for its' popularity, so you can be confident that presenting it in a different format will also be fruitful.

Then create an audio give-away

You could build an opt-in list of budding birdhouse builders by creating an opt-in page and handing out a good freebie. You re-purpose your article by recording your self reading the content.

To get this done, we recommend you utilize a course called Audacity. Audacity is really a free audio recording and editing computer software. You open Audacity and, perhaps, put in a catchy introduction explaining just why you're giving away this audio product.

Then, you just record your self reading through your article, ensuring to refer to your e-book when you finish. Now, this same article is functioning to build your list.

Then produce a You Tube video

To make use of all the traffic which You Tube gets, you then choose to produce a short video. To do this, you simply make a Power Point display by re-purposing the detail of the article once more. You produce the title slide then read your intro as well as, perhaps, showing some photographs of the required supplies.

After this, you add five more slides for each one of the five steps in your article and add the photographs you have taken to illustrate these steps. Lastly, you produce a closing slide together with your summary and details about your e-book.

You record all this using Camtasia and publish it on You Tube. Camtasia is really commercial screen recording computer software by TechSmith. You are able to subscribe to a one month free trial offer here:

<http://www.techsmith.com/camtasia>

Once more, this same article has driven traffic to the website from You Tube, in addition to increasing your You Tube subscribers and friend's list.

Chapter 16: Write a Short Ebook

You most likely realize that the most typical and effective method of making people sign up for your email list, is "bribing" them with some product they'll receive for registering.

Possibly the easiest product to create is an e-book concerning a topic you understand well. Obviously, it should be in regards to a topic associated with your company, as you will utilize it to get subscribers in your list and they ought to be curious about your company.

Ebooks are very popular and, the more informative and concise your ebook is, the more sought after it'll become which will build up a rapidly growing list. So, the clue is to produce a helpful and valuable product that lots of people may wish to get hold of.

A successful method, when getting started to produce your personal product, is to locate a quantity of topics surrounding the topic you are writing your ebook on. You are able to then divide your ebook in to chapters, each covering a particular topic within the theme you are currently talking about, and add sub-topics under each chapter.

In this manner, your ebook may have a definite structure and it'll be easier to determine things to write. It's wise to produce the structure, or framework, first which can make it much easier to understand the things to write on and the way to phrase it. Then, all you need to do is write a few pages on each subcategory and, before very long, you have created your own ebook ready to give

away.

If you need to write an ebook in regards to a subject that you don't know much about, searching (on the web) for information which you can use will work ok. Do not copy, obviously, just rewrite the info and knowledge you found in your words. If you're able to add new angles and also you own opinion, it's fine.

A good way to produce an ebook is by using PLR articles which you are able to buy or often-times get free of charge. You simply just take the articles, rewrite them and add them to your ebook.

You'll find PLR offers on multiple web sites; however, if you're able to spare several dollars, paid PLR articles are often better as they are of high quality and are never very saturated as free ones frequently are.

Once you have created your Ebook, register with aweber.com and place an opt-in form on your website. Some online marketers have 1000's of subscribers in their email opt-in lists. It is not possible to handle these quantities of subscribers individually, so an auto-responder platform like this takes care of everything.

The auto-responder produces the 'opt in' form which you place on your site, it implements a double opt-in procedure automatically and also sends the e-mail to the list together with your free Ebook. Additionally, it can contact them again whenever you wish to begin marketing to them.

A 'double opt in' process is where the subscriber has to confirm his or her request to receive your ebook twice. Aweber will send the subscriber a confirmation email, after they have entered their details into the form on your website, which will contain a link they need to click on to verify they definitely want the ebook sending to them. This is not only an ethical business practice, but it also ensures that the list you build will be highly targeted.

The very best and most efficient approach to produce a list is by enticing the potential subscribers. We all like free stuff, so offering something as a swap for an email address may be the fastest method to develop a list. You can now create your own personal product and begin building your email list immediately.

Chapter 17: Watch Your Traffic Grow And Watch Your Site Start To Generate Sales and \$!

As you will have gathered by now, using Google to market your website encompasses a broad scope of techniques. It not only refers to marketing on the Internet, but also involves marketing via wireless media and email.

Marketing your website on Google ties together all the technical and creative aspects of the Internet including development, design, sales and advertising. It also requires the presentation of media along numerous different steps of the consumer interaction cycle via search engine optimization (SEO), search engine marketing (SEM) and email marketing.

Once you start implementing the strategies outlined in this ebook, you will maximize the number of targeted prospects who see your website. The strategies in this ebook are the most effective ways of bringing eyeballs to your business from those who are searching particularly for the services and / or products you offer.

People like viewing websites which are simple to navigate and read. By getting your site optimised in the manner we have suggested, prospects will love their experience of your website and will be, therefore, much more likely to remain there for longer. Right from the start, your website will be constructed for maximum optimisation and your position on Google will be bolstered.

Through the good quality Google optimization methods we have discussed, you will dramatically increase your global profile for a very reasonable budget.

Our Google tactics will be effective over the long term. This will enable your site to enjoy higher rankings for long periods and help you to flourish and grow, without the substantial on-going advertising costs that normally get associated with visibility of this magnitude.

Google campaigns often require much less capital than normal marketing campaigns and frequently produce even greater results! A well constructed Google campaign will generate a bigger return on investment than any other type of advertising. This will help to boost your profits overall.

Once you start following our tips, you'll need to ensure that your site can manage the large influx of web traffic. If you're not sure about this, you ought to ask your internet hosting company about the dedicated servers and if you need one for all the huge amount of visitors you'll be expecting very soon.

The quality of the traffic is usually very good when you're getting it from Google. Of course, the quantity of web traffic increases as well, but you do not require a massive increase to witness an increase in conversion rates.

Part of this is just that prospects are discovering you from searches for particular key-words, so it is more targeted. But there is also the aspect of trust. Individuals trust Google, so once Google indicates to them that your website is the most relevant for what they are looking for, they become more likely to purchase (or at least subscribe to) whatever you are marketing.

The effect of Google marketing tactics, like those discussed in this ebook, on the advertising industry as a whole has been immense. In a short time, internet advertising has become an industry with a yearly value of tens of billions of dollars. Pricewaterhouse-Coopers stated that \$16.9 billion was spent on Internet advertising in the U.S.A in 2006.

A well-executed Google campaign is, quite possibly, the most effective way of advertising your business online. I hope that this ebook benefits you and has provided you with an insight on why you should seriously consider actioning one, if you haven't already.

To Your Success!

Alex Major

www.NicheEmpires.com