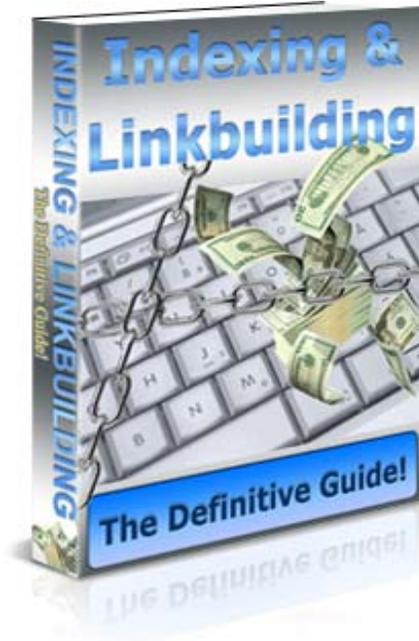


Indexing And Link Building



The Definitive Guide

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Introduction to SEO

SEO? It's an acronym for Search Engine Optimization. So that's the S, E, and O of SEO. But what SEO really means is making money on the Internet. I don't mean the act of putting up ad's and selling things online that you hope people will buy.

What I do mean is making whatever you have available regardless if it has a price tag on it or not easily and readily available to the search engines. As you know people mostly use the Internet to find information. When someone is trying to find information they tend to use a search engine.



When talking about SEO we need to look at the big picture or the whole pie. I am going to explain to you how everything comes together for you when you are using a search engine as either a surfer/searcher or a marketer/publisher.

There is a multi million dollar industry of SEO “professionals”. Getting people into search engines or getting them higher up in the listings on a search engine is a business all in it's own. If the main idea behind getting traffic wasn't getting money, there would be no such industry.

SEO is nothing more than a set of tricks and tips and sometimes common sense that when used in the right combination or alone will help you out in the Search Engines. You may learn some new terms here or not know the terms I am using but I will explain and later on there is a whole section on it.

A quick way to explain how you see results on a search engine results page or SERP is as follows. Search engines are a lot like teenagers. Teenagers “rank” people based on how popular they are and how much people pay attention to them. Search engines do the same thing.

There are a million search engines but Google is king and that is what we are going to be working with today. Everything I am going to discuss here can be used for and with any search engine since each and every search engine is based on the same principles.

In order to understand Indexing, Linkbuilding and everything else that is SEO you'll first have to understand how a search engine works. It's pretty simple but when you are working with billions, yes billions with a B. There are billions of websites and pages and it can get pretty complicated.

I'll keep it simple. Let's get started, shall we? When you search for something on Google (again, I am going to say Google but I really mean any search engine) you type it into "the box", by the way this "box" is known as the "Search Bar".

Different people call the Search Bar different things. Like I said I am going to keep it simple so to do so we'll keep referring to this box/bar as the Search Bar. Back to what I was saying before.

When you or anyone types anything into the Search Bar and hits enter on the keyboard or clicks submit with the mouse there is a lot of stuff going on that you will never be able to see. Working quietly and quickly behind the scenes Google scours it's database of sites and pages and brings you the most relevant results. Most of the time.



I am not going to delve too deeply into what exactly is going on because it's not really important unless you're writing a paper on the inner workings of Google. In that case you should go pick up a different product that is more geared to that.

Just because you have a website on "fishing" for example doesn't mean that when someone searches for "fishing" they are going to get your page. Chances are if you don't know what you're doing no one actually wants to see your page is going to see it.

When Google finds a page for you it is only going to find the page/site if Google knows about it. So how do you get Google to know about you and your page and or site and everything else you have to offer the world?

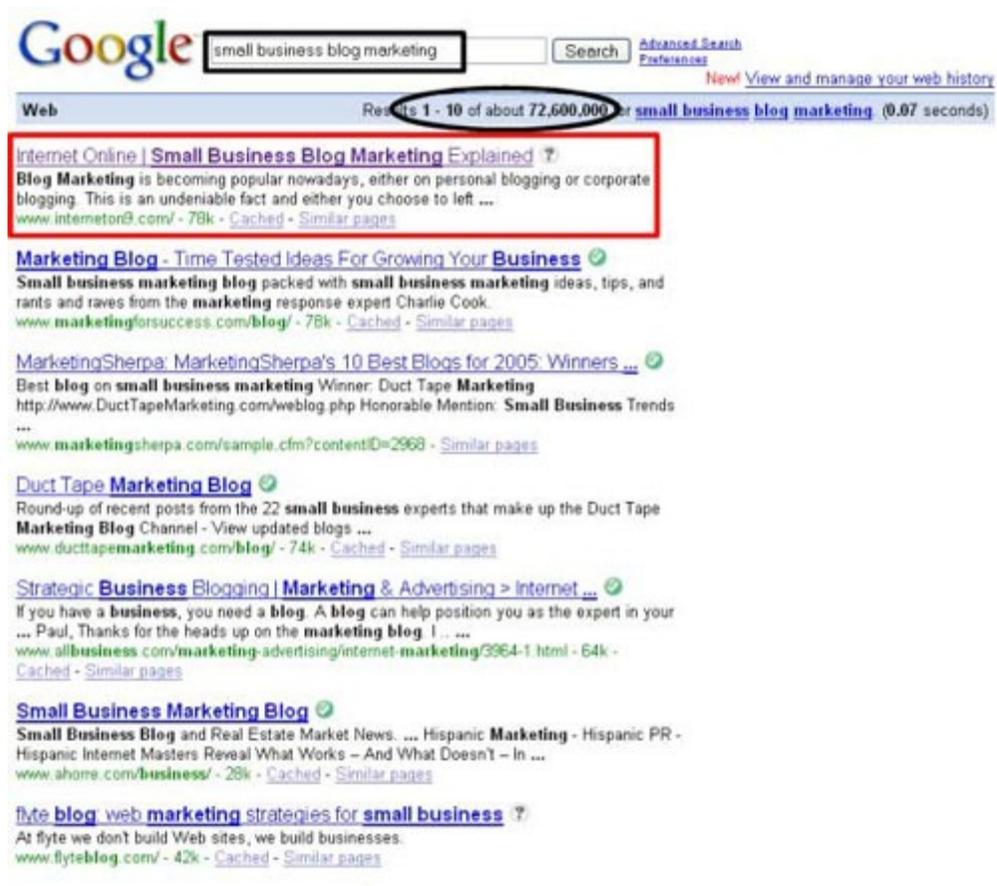
You're going to find out as you read this. I hope I didn't drag on too much with all of my previous writings but you do need to know some general background information on SEO in order to learn about Indexing and Linkbuilding.

Those are the two most important factors in your search engine success. First I am going to go more into Indexing. Once you understand that a little more and actually know how to go out and get in Google asap you'll be glad you know all about Linkbuilding. Without any further a due lets get going on Indexing.

Introduction to Indexing

Anytime you search for something on the web and get the results page for what you were looking for, you are actually viewing part of the search engines Index. The SEO term for the results page or index page of a search engine is referred to as the Search Engine Results Page or SERP. Let's look a little further into the Index and Indexing.

To get a better idea of exactly what the SERP is, take a look at the picture below. It's the SERP for the keyword "small business blog marketing":



It's actually pretty simple. Indexing sort of means what is sounds like. Think about a book, when you want to find a certain part of page you generally look at the Index as opposed to aimlessly flipping through the pages trying to find what you want. An Index is basically a hierarchy of information.

When you're talking about a search engine it's pretty much the same thing. Except if you thought a 1,000 page book was a lot to go through, imagine a couple billion pages that can be searched in under a second. Well, welcome to Google.

Google has a huge Index as I just said. It's always changing and growing but it's usually packing around a one hundred billion or so pages. So Like I was saying it really is just a big book except you have to tell it what you want and not just see what it has to pick from.

Indexing is the process of getting your page into Googles Index. I previously stated that you don't get automatically indexed in Google or any other search engine. Google is the best search engine to find information and for people to find your information so it's good to be in there.

It doesn't care if you made the page(s) two minutes, months, years or decades ago. Some of the older and other search engines won't even put you in the index until your page or site has been on the net for at least a few months but usually a few years.

On the other hand, Google's Index is always changing. What's hot one hour sometimes is not so hot the next hour. Again, this like anything else is good and bad. You can search for something at 11 a.m. and it's # 1, you can then search for the exact same thing and find that page has been moved down to # 1,999,823.

Google is all about relevance and popularity. In a lot of ways Search Engines are like teenagers. They highly value what other people think and the more popular and "in" you are, the better you'll be treated.



I like to think of it like Day Trading and Long term investing on the stock market and other financial sectors. Google is like Day Trading and Long Term Investing. You can get your page in Google the same day you make it and it can be #1, for a day or for a year or forever. Yahoo on the other hand may take several months to get in but once you're in you can hold your rank pretty well.

So once again and finally, I'll just sum up what the Index of a search engine is and what Indexing is. The Index is what the search engine already listed or indexed and Indexing is when you add something to the Index or listing. Simple right? I told you so...

Page Requirements For Indexing

While the general idea of how the Index works is pretty easy, actually getting Indexed can be a very hard thing to do, especially if you're impatient. Explaining it is relatively simple and that is what I am going to do. You can get into Google's index really easy and pretty quickly if you play your cards right and follow the "rules".

I should say now that I am saying page and not site for a reason. Generally your whole site consisting of lots of pages won't get indexed or at least it won't get indexed as a whole. It'll be Indexed page by page.

You/people have different pages and links for a reason. Besides making it easy for your visitors to find what they want, it makes it easy for Google to find too. If you're nice to Google it'll be nice to you too.

The search engines have remote computers called "spiders" or "bots". These spiders scour the web for new or updated web pages. When they are out and about spidering or crawling (like a spider) they almost always pick up on the new and or updated pages.

In order for the spiders to crawl your page you'll just need a few ingredients to your page. Let's call the requirements to be indexed, The Foundation For Indexing ok? There are a few basic requirements if you want to Indexed. I'll go over them in detail and explain why each is so important.



As an example, think of building a house. When you're building a house you don't just have a house built in one day. You can probably do the foundation in a day with the right team and tools but the furniture, fixtures, etc... will take time.

The Foundation For Indexing

- 1. Page Title** – Many people overlook this or actually look too much into the title of your page. A good tip is to write for Google and not for your viewers. There is a way to do both but some view it as unethical, I will get into this later on.

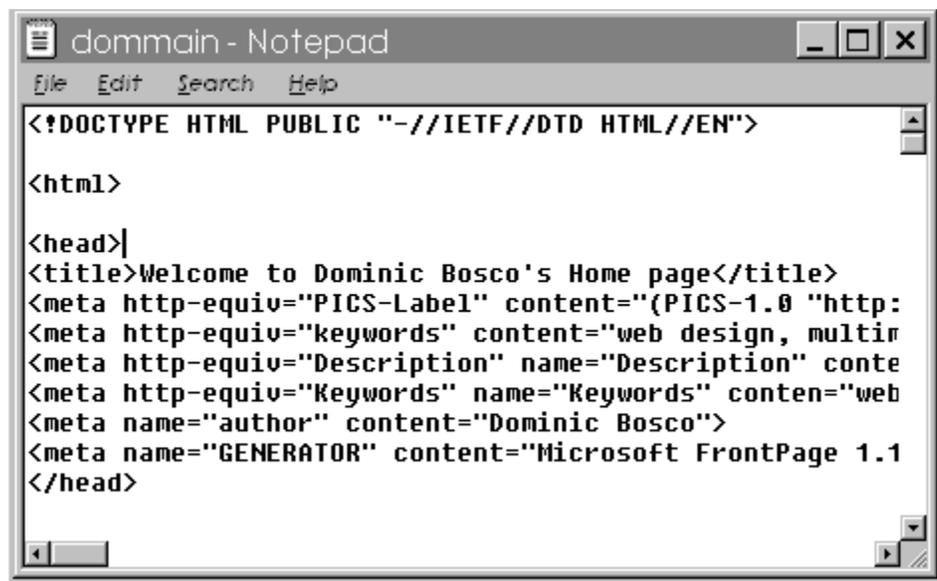
The most important thing you really need to pay attention to is that the title of your page coincides with the contents of the page. Additionally it helps to have the word or phrase you want to be Indexed in Google in the actual title of your page.

For example, if you want to get your page on car detailing into Google you're going to want to have a title like "Car Detailing 101" or "Car Detailing". That's what I said before but know you can actually see what I meant. It doesn't really matter what the title is it just has to be relevant.

The title of your page is what partly tells Google what your page is about. Google is just a computer so it only understands so much. Keep it simple and you're all set. By the way, the Title is part of what we call the "Meta" of "META" tags. Next, I'll get into those.

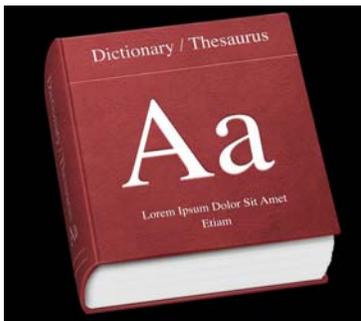
- 2. META Tags** – You've probably heard of Meta Tags before. They are not so much for people as they are for the spiders or bots that search engines use when looking for information. They tell the search engines stuff that only the search engines can see, technically we can see them too but...

Here is a picture of the source code to an example page. Check out the META Tags:



```
domain - Notepad
File Edit Search Help
<!DOCTYPE HTML PUBLIC "-//IETF//DTD HTML//EN">
<html>
<head>
<title>Welcome to Dominic Bosco's Home page</title>
<meta http-equiv="PICS-Label" content="(PICS-1.0 "http:
<meta http-equiv="keywords" content="web design, multir
<meta http-equiv="Description" name="Description" conte
<meta http-equiv="Keywords" name="Keywords" conten="web
<meta name="author" content="Dominic Bosco">
<meta name="GENERATOR" content="Microsoft FrontPage 1.1
</head>
```

I'm not sure how familiar you are with graffiti but when you see the writing on the walls, literally, the spray paint on the outside of buildings or on overpasses or street signs, some of those are called "tags". It's the artist leaving there mark. You do the same thing with your pages.



like feeding the spiders.

The definition for Meta is after or beyond. For us, this means the additional parts of the page that us humans don't need but that the spiders and bots need and want to see after the viewer has already seen the other parts.

Some people refer to Meta tags as "spider food" because the spiders that ultimately get you indexed love these tags and it's

There are several META tags, you really only need to worry about three of them. All three are very important:

1. ***The Title Tag*** – I previously went over this in the first part but just to recap, this tag is where you want to input the title of your page.
2. ***The Keyword Tag*** – Again, this should be self explanatory but the keyword tag is where you input your keywords for your page. The only reason you put keywords into the META tag area is so the search engines can see them so it knows what to do with your page.
3. ***The Description Tag*** – Like the other tags, we don't do them to just waste time, we do them to talk to the search engines in their own language. The description tag is where you input a description of the page you want indexed.

A common mistake with the description tag is to write a description about your whole site. Unless you are working in the main page or index page of your site this will be of no use to you or the search engines.

If your page is on “computer speakers” you'll need to describe in brief detail what about computer speakers your page is about. Is it about how or where to buy them or how they are made or? You get my drift...

The description tag is sometimes the only tag that viewers can actually see in the search engine listings. Not always but sometimes when searched right or when the page is pulled from the index in the right way the surfer will see what your description is.

Usually the page is displayed in the listing/index as a quick snippet of text from your page that the search engine thinks will be of interest to the surfer based on what they typed in the Search Box.

You'll see in the picture above that there are more tags but despite what some people say, these are really of no use to you or the search engines. They don't care that you took the time to put the extra tags in and won't give you a better ranking or anything, you can do them if you want, they are 100% optional, some people like to do them, some don't.

This isn't an HTML design book so if you need further help with tags or where to put them that information is readily available for free all over the web. At least now you know what you need to do.

3. Page Content – Again, some people will totally overlook this part or again look into it too much. I said previously that you want to try and write for Google and not

for the actual viewer. This holds true for certain aspects of your page and not for other parts.

On one hand when you are writing for Google it may get you Indexed quickly and get you to appear high up in the listings. On the other hand if you are writing to appeal just to Google, it may leave the actual viewer of the page in a haze and they will just leave.

The best way to approach content is to just write informative, well layed out text and then go back and emphasize certain parts to make it SEO friendly. This basically means just making good use of your keywords through out the content.

When I write content I like to pick out my keywords first. If I am promoting a dental product for example, I pick five to ten targetted keywords. I wouldn't bother with something like 'dental product' for a keyword or 'dentist' or anything that broad.

I use what they call 'long tail keywords'. So for the example I used above for a dental product, lets say teeth whitening, I would use 'quick teeth whitening' instead of 'teeth whitening' or 'how to get white teeth' instead of 'white teeth'.

You're basically targetting people who are looking for a very specific thing. In the long run you may get less traffic but you're getting a much more targetted or narrow audience which despite the name is a good thing.



Once you have the keywords you want to use for the page you sort of just write around the keywords. The keywords are going to match your page with the keywords that people are searching for so make sure you do some research.

4. The Page Layout and Design – If you look at some of the most popular and well known sites that you either heard about from an offline commercial or word of mouth or an online commerical or word of mouth what do you notice?

One thing that you should notice if you don't is that they are never too fancy and they are always easy to navigate. Once again, this is not only intended to make it easy for the viewer to get around and appealing to them visually but the HTML code that is used to build it is clean and simple.

Remember when I said the spiders and robots that scour the internet are computers just like you are using now. They don't care how fancy your page is. The more clean and simple the code, the better.

Another design tip is to avoid too much CSS. CSS is a great way to get a head start on a design but keep everything to a minimum. The more basic HTML the better. Keeping it simple has never been easier when you are using simple HTML.

You don't want something that is so basic and boring it looks like someone who just finished the second class of five in HTML design made it but you don't need anything to fancy or crazy. You'll find that the websites of bands and musicians, etc... are usually very heavy with graphics and flash and other eye candy however they are usually ranked very low in the Index.

The bot's were made years ago and they still like the old school code and they will reward you by getting you indexed quickly and at a good position in the listings. Please don't overthink this or anything I have said too much. I am simply giving you some pointers. The best way to succeed with SEO is to experiment and see what works.

As I said in my earlier writings within this ebook there is again a way to have a site as fancy as you want with tons of graphics and extra codes, etc... that only viewers can see then another version for the bots that contains everything they want. I promise I'll get into that later.

By now you should have a pretty good grasp on the actual ingredients, elements, foundations or whatever else you want to call them. You know the stuff you need to get your page indexed. But how do you actually get indexed? Here we go again...

The Indexing Process

When you upload your page to your server you just started the race to get indexed. Now, the search engines won't know you even upload anything for at least a few hours and in most cases a few days.

There are plenty of ways to get indexed today and I'll go into those in a bit but here is what happens from start to finish when you get indexed. So as I was saying when you upload your page you have officially began the race.



The first part, for the third time is uploading your page. The bots are going to be looking for you if you did everything I said. Once they visit your page they may not index you. They may put you in line to be indexed. Sort of like a probationary period.

You don't want to make any changes to your page once you upload it so make sure it's the way you want it. Each time you update or change the page, the bots know and will keep starting from scratch with your page until it's indexed.

Even when it's already indexed and you make changes it will come back to your page and update the search engine accordingly which can be good and bad, so again play it safe.

If you're not linked to another site or vice versa the bots are going to find you the hard way. They are going to hit blocks of I.P. addresses (the virtual address of your website besides the .com part) and look for new pages and sites. The spiders that are doing the research will save your site for export later to the Index.

You're competing with billions of other sites sometimes all within the same hour(s) to get indexed or get your page "crawled" by the spiders. So to recap so far, when you upload your site it will eventually get crawled by the spiders/bots and it will either get indexed or put in line to be Indexed.

You should make note that no site is just put in the Index right away. It may get indexed but won't appear in the search results until the Index has been updated. No one knows when the official updates are but they happened every few hours or days.

In the next section I'll tell you the actual steps and tools you can use to make sure your page gets indexed. You can just upload your page and it will eventually be indexed but that can take months or weeks and that's no fun.

As you'll soon find out, getting Indexed can be pretty easy and happen pretty quick as well. Just as easily and quickly as you get Indexed, you can be De-Indexed or Banned. There is difference between being De-Indexed and flat out Banned.

It's not a huge difference but when you are Banned your page and entire site are removed from the Index forever. If your page gets De-Indexed it may just be one page from your site or it may be the whole site.

The difference is your page and or site may be re-indexed, the chances are slim and it's nothing personal it's just how it works. Since we're talking mainly about Google, you should learn the Google SEO term "Sandbox" or "Sandboxed".

The Sandbox is what SEO folk refer to the action of de-indexing or de-listing your page or entire web site. The sites that get "Sandboxed" really don't go any where, they just don't appear in the search engine results for an undetermined amount of time but for the most part you'll just have to get the page(s) and or site(s) re-indexed using the methods you'll learn later on.



Alright, your page is done and uploaded. Now comes the fun part of going above and beyond the spiders and not waiting for them to come to you, but forcing them to come to you.

Every method of getting Indexed is just a method to get a backlink. I'll explain in further detail what a backlink is but just remember backlinks are king in terms of indexing. So you'll understand this more thoroughly, let me talk about backlinks.

Backlinks are links from other people to your page/site. Sometimes they are referred to as Incoming or Inbound links. These are like a popularity contest. The more links going to your site the better. Google and the search engines think all these people like the site so they are linking to it so we must like it so we'll index it.

Backlinks again are only useful if the person who is linked to you is already indexed. You're just leading the bots that regularly visit these already indexed sites right to yours and you're speeding up the process.

Don't put all your eggs in one basket though. You can have zero links or backlinks and be #1 in the search engine for your Keyword(s). Backlinks are only really important when you are in a very competitive niche.

In that case you shouldn't be in such a popular niche, cash in on other stuff. There is 300 million people in this country alone, everyone in the world can and does use the net for the most part.

Think of something and usually there is someone wanting it. Use your marketing skills to make what your offering worthy of people paying you for it. That's a whole other book though.



Backlinks are basically the idea behind every "method" of getting indexed. There are just different and vast ways to get backlinks and attention from the search engines. This is probably the longest part of this entire ebook and at the same time it's the most useful.

In conclusion backlinks are a great head start but by no means are they the only thing you should use to get indexed. If you can't get any backlinks in the next few sections I'll show you how to get sites that are indexed to link to you.

Indexing/Linkbuilding Methods

Here are a few methods to quickly build backlinks which will in turn get your page indexed, in most cases at a pretty rapid pace. If you're already indexed this can further your position in the search engines or cause the search engines to crawl more of your pages and get more of your site indexed.

1. **Blogging** – Jackpot! Blogging is basically another way to get Backlinks. When you write a blog, Google knows about it practically before you're done writing it. Google and other search engines visit Blog sites too many times in a day to count.

When you make a blog posting and casually drop your site with a link to it, you've actually created a backlink. Any blog host that is of any worthiness is indexed in Google and Google trusts what these Blog sites say and when you link to your site in a Blog you're usually indexed asap.

Almost all methods of getting Indexed quickly rely on backlinks and getting them easily. Blogging is a great way and so is having your friends link to you who are already indexed.

Below are some reputable Blog sites that will be of great use to you. Make sure not to put a blog on every single one or at least don't put a blog on every one and use the future methods I am going to talk about. It'll do more harm than good.

Good sites to Blog about your site (listed as I think of them, they're all good) :

1. [Blogger](#)
2. [Blogspot](#)
3. [360 Degrees](#)
4. [Spaces](#)
5. [MySpace](#)
6. [Xanga](#)
7. [LiveJournal](#)

8. [Multiply](#)
9. [Opera](#)
10. [Blog](#)

There are many, many, many more Blogging sites. Some are for just general blogs and others are for specific types of Blogs. Do some research and you'll find a lot more with ease. Blogging combined with Pinging may be the most useful and successful way to get indexed.

It's all free and all really good when it comes to getting indexed and getting indexed quickly. I'll get into Pinging shortly but first I want to touch up on RSS.

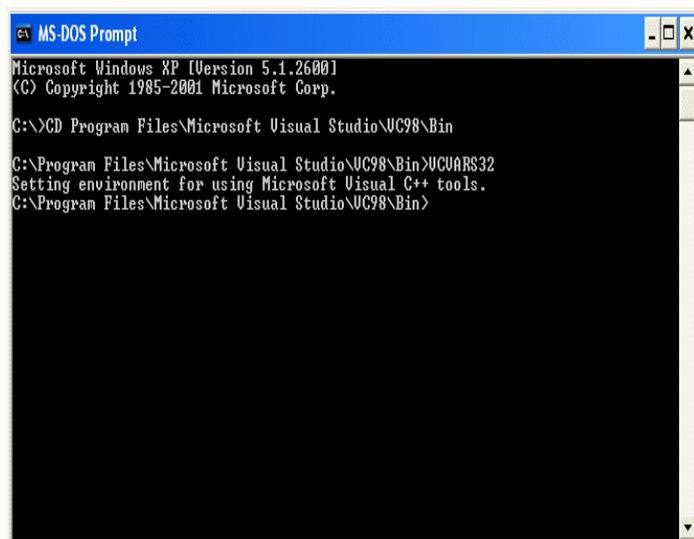
2. **RSS** – RSS stands for Really Simply Syndication. It's a way to let the search engines and blog hosts know when you update your page or blog on the spot. While RSS alone is useless, when you make use of it with your blog or page it's just another tool in the arsenal of indexing that you can readily make use of.

Again, this isn't a comprehensive guide to anything just a way to get you geared up and know what you're doing so I am not going to write page after page on RSS. The one neat thing about RSS that I can tell you is that it really does work.

Everything I've said so far and will say works, but RSS is really easy to do and is just an add on to your site that will help either get you indexed or hold your ranking. There isn't a whole lot more to RSS so I'll leave it at that and get to the beefier stuff.

3. **Pinging** – Really it should be blogging and pinging but you'll learn about that later on in my step by step plan for getting indexed. Quickly! Pinging is actually two things, it's more than two things but in it's principal form it can be two things.

There's the old school DOS command to ping which will verify that an I.P. address or website is alive or at least accessible via DOS. Then there is the somewhat new method



```
MS-DOS Prompt
Microsoft Windows XP [Version 5.1.2600]
(C) Copyright 1985-2001 Microsoft Corp.
C:\>CD Program Files\Microsoft Visual Studio\VC98\Bin
C:\Program Files\Microsoft Visual Studio\VC98\Bin>UCVARS32
Setting environment for using Microsoft Visual C++ tools.
C:\Program Files\Microsoft Visual Studio\VC98\Bin>
```

of Pinging that is a little different.

The type of Pinging I'm talking about now is when you are talking about notifying the search engines of your page and what it's all about. Pinging basically is telling. Telling the search engines like I stated a second ago.

When you ping something online via a website and not the DOS command you are doing two things at once. You are in fact telling the site to check your site and see that it exists but you are also telling the site to tell the search engines about your site.

Once your site or page has been pinged (you can ping either your page or your whole site, it's best to do each page one at a time) it lets the search engines know you pinged it. Usually the search engines don't even have to be interested in your page to then index your page based on someone (you) pinging it.

Unless you're being watched by the search engines they have no idea it's you pinging the site and not someone else. They want to know about it because they think someone else wants to know about your site.

Search engines are a lot like teenagers. They rate and rank people based on other peoples opinions. Now, just because a lot of people ping your page (no one really will do this because it only helps you and not them in the short run) it doesn't mean that will help you.

Ping it and forget it is the phrase I like to live by. Sometimes you'll have the bots crawling all over you right away, sometimes it will take a little longer and sometimes it will be of no use.

Search engines wouldn't be a multi, multi billion dollar business if anyone knew exactly how they worked or what makes them tick so let's just do ourself a favor and not dwell on it and just do what we know works, like the stuff contained in this book.

Since pinging is such a great practice that there are tons of sites made to just ping other pingers. I will list the sites that ping several sites to let them know about your site and or page. Here are a few sites you can use to ping your page or site.:

1. [Pingomatic](#)
2. [Blogflux](#)
3. [Google](#)
4. [King Ping](#)

5. [Feedshark](#)
6. [BlogBlip](#)
7. [PinGates](#)
8. [PingIn](#)
9. [AutoPinger](#)
10. [FeedBurner](#)



As I said these ping sites actually use other ping sites to ping your site. What I mean and what you'll see is you type your site and description into the site and then it will take that information and ping anywhere from 5-50 sites.

This is partly why I said just use one of these sites because it's actually pinging your site a lot more than just once in most cases. Like the blog sites, you can easily find sites to ping your site with for indexing purposes I just listed a few here that are well known and respected.

4. **Pay Per Click** – PPC as you know is where you pay the search engines a fee every time someone clicks your ad and brings a visitor to your site. While this is good to advertise with (not great), it is a great way to get a new site indexed quickly.

If you've used AdWords in the last couple years you'll know that clicks can easily be a few dollars a piece. For the more competitive niches clicks can be hundreds of dollars. Who would every pay that for a single click is beyond me, unless a huge corporation is doing something.

For the purpose of Indexing though it doesn't really matter if you have to pay say \$5.00 for a click because you only need one click to your ad for this little trick to work. There is a list of good PPC sites below but first let me explain how this works if you haven't already gathered that by now.

Let's say you are promoting "car insurance in Tampa, Florida". Really quick though, that example niche is a great example of a long tail keyword that I spoke of earlier. It's very to the point and not broad at all. Anyways, back to what I was saying.

What you want to do is create a PPC campaign at any of the PPC sites listed below or anywhere. Bid as high or low as you want because we're not concerned with the quality of the visit. We just want a visit from an outside source.

Watch the campaign carefully. If the keyword price is pretty low then by all means spend a few bucks getting some clicks. When the search engines see these clicks they think they are of high quality and interest because they are being sent to you by their own site, the search engine. The search engines aren't smart enough to know what is actually going on. There is nothing illegal or anything about this practice.



It's not the quickest way to get indexed but it will get you indexed much quicker than just putting your site or page up and waiting to be indexed. In my own experience this method takes a few days at most and is directly related to having your site advertised on the search engine.

The search engines aren't being nice to you since you advertised, they are just seeing someone searching for something and then seeing your site come up. It doesn't know if your site is "naturally" in the site or a "pay for placement" listing.

Remember I told you search engines like popular sites, if someone searches and finds you it thinks your site is popular and you just got a huge jump start on the whole process.

In theory and a lot of times in actuality you can pay a few cents to get indexed. If you can get just one of the keywords you want to rank for, for a few cents a click say \$0.05 (5 cents and I know this is sometimes rare but bare with me) you could get 100 visits to your site.

This is beneficial in two ways. You have 100 actual visitors who are truly interested in your site and they may buy whatever you're selling but also you have 100 visits to your site that the search engines are going to see.

If you just put the page up and did the PPC ad shortly after that the search engines will view your site as pretty popular. It may only be popular on one site but who cares, it's a start and the engines feed off of each other.

To put this tactic in to practice, listed below are a handful of good PPC sites:

1. [Miva](#)

2. [MSN](#)
3. [Yahoo](#)
4. [Marchex](#)
5. [Google](#)

As with anything on the Internet there are tons of PPC sites and services as well. Ask around, see what other people are using and just make sure the PPC site is legit. Remember the main focus of this isn't quality visitors, just plain old visitors.

While it's good to get visitors who want what you're giving them, we just want the search engines to see that you people are searching, finding you and visiting you. The popularity contest is never ending.

5. **Social Bookmarking** - The birth and boom of Social Bookmarking is fairly new but so is its effect on Linkbuilding which is ultimately plays a huge role in either getting Indexed or maintaining your status with the search engine(s).

Social Bookmarking sites are a type of online community. Members of the SB (Social Bookmarking) sites have the ability and authority to recommend and or vote on sites that are submitted by other users of the community.

They are basically a search engine but the sites that appear in it's Index (yes, it's very similar to a "plain old" search engines" or directory are hand picked from many submissions and or recommend by other users of the community.



Google and most other big search engines hold SB sites on a whole different level. They greatly respect and value what the SB sites think or just list. Since Google pays attention to what the SB sites are up to as far as the listings, all you need is one link from a SB site and you're golden in Googles eyes so get ready to watch your page fly to the top of the results page!

Social Bookmarking allows it's users (you) to "tag" the submissions. Tags are basically keywords for your submission. You should try and use the same keywords you used in your META tags for your SB submissions.

All you have to do is submit your site to one or several of the Social Bookmarking sites to get indexed quick. No one has to vote or recommend your site, the SB site just has to know about it and very quickly the search engines will know too.

Check out a few of these Social Bookmarking sites:

1. [Propeller](#)
2. [Digg](#)
3. [Del.icio.us](#)
4. [Twitter](#)
5. [Tagza](#)
6. [Newsvine](#)
7. [Swik](#)
8. [Blinklist](#)
9. [Mister-Wong](#)
10. [Backflip](#)

So visit some of the above sites and submit your sites or use a free service like [Social Marker](#) to submit your page to several SB sites at once. The more sites you submit to the better, to a point. Don't go crazy but if you submit to five or ten sites you have five or ten more possible exposures in Google.

Within a few hours sometimes sooner there is a very, very good chance submitted pages will show up in Googles Index or results page. If you're not listed right away in Google, don't worry. Sometimes it can take up to two days to get listed via this method but short of having a backlink from an already indexed site with a high page rank this is the quickest method.

6. **Articles** - Articles are another great way to get Backlinks. Before the days of Social Bookmarking and sites like Myspace and the blog sites, Articles were a key part to getting indexed or as I always say boosting your position in the engines.

With all the new developments on the net, some people over look Articles as a marketing and indexing source. Maybe if you just want to market via articles you're



not going to do well but you're not looking to market with Articles.

The articles for our purposes are for indexing. You'll make the money after you're indexed and you'll have a much larger audience with a search engine than you will with an article directory. So with articles you get two great things.

One being traffic from the article viewers but even more importantly you'll get the much desired attention from the search engines as a direct result of having your page on an article site. It's really easy to reap the rewards of articles.

As with any other method of getting backlinks, you'll want to submit your article to several of the article directory sites. I'll give you some good places to post your articles in a minute but first I want to tell you how to write a good article.

Much like your page needs a few key things for success, your article will need a few key ingredients to reap the rewards of articles. Every article submission and directory site allows you to submit your own article.

One of the most important things to remember is to make sure the article is actually yours or if you "got ideas" from another article, make sure to completely rewrite the article in your own words.

Most articles are just copies of each other if you're talking about the same topic but you'll always be able to add your own thoughts and input to it. Just like the search engines don't like duplicate or copied content, neither do the article sites, so just make sure you're submitting your own work.

The next thing you're going to have to make use of is the 'resource box'. The resource box is almost what it sounds like. It is a little box on the page where your article appears. This little box contains pertinent information about you and your article.

You'll need to include your name in the article. You can use a pen or stage name, just make it consistent. When the same name is submitting articles it will create a sense of authority or notoriety.

The address of your website or web page is also very important. Without this information the entire article is useless for SEO and Indexing purposes. If you want to go off on a tangent and just write and write with no return then by all means do it, but I'm into getting something back for my efforts.

"Pitching" your product is also something you'll need to do in the resource box. It is just a one to three sentence, right to the point description of what you're offering. Why should someone read your



article? Well, you have to tell them and you tell them in the resource box.

A call to action is also a very good element to any article or resource box. Most of the promotion is actually done in the resource box and not the article itself. The article is just something you need to have.

The main idea and goal behind the articles is actually what's in the resource box. As I said it will have your name, url, pitch, and call to action. If you're writing about dog food and you happen to be selling dog food then make your call to action stand out and make the reader visit your website.

Even if you don't get a visit, you still have a link on a highly ranked page and in turn Google and the search engines will eat up your site, just like the would be customers dogs would eat up the dog food you're trying to sell.

All of these methods so far are not necessarily a way to get direct traffic but a way to get your link dropped and linked to the site that is already one of Googles favorites. You can get started writing a quick and to the point article of about 400 words and post it to some of the article sites below.

Some worthy Article Submission/Directories sites are:

1. [Ezine Articles](#)
2. [Go Articles](#)
3. [Article Dashboard](#)
4. [Article Biz](#)
5. [Article Alley](#)

7. Forums

Lots of people visit and use forums on a regular basis. More importantly most reputable, well known forums have been around for a long time. Google loves when a site has been indexed for a long time and has continued to stay in the index for more than a few weeks or months.

There are forums on just about every topic out there. From animal lovers to xylophone enthusiasts, if you search for a forum, you will find it. You should find a forum that has a few thousand members and is easily found in the search engines.

Forums are some of the last and few niche avenues of promotion. Even on big social networking and



bookmarking sites like [MySpace](#) and [Digg](#) they may have forums but there is never just a general forum.

There are always different themed or niched topics for forum posting. This is a great thing for getting backlinks from a site on your topic, to your site. Relevance is also a major factor in getting your site in to the SERP (remember, that's SEO slang for Search Engine Results Page).

If people are interested in your page, generally the search engines are interested in your page. If you have a link in your signature on a forum post you did, Google and the other SE's (search engines) most likely don't know you actually did the post with the link in it.

On a side note, you should try and avoid actually making a post with the link right in the post. Instead, do a few posts but make sure to include a link to your site in your signature. I mentioned the signature earlier. It's simply some text (99% of the time) that you can drop a link in. In return this link will appear every time you make a post

Be careful not to post too much or just make random posts to drop your link. The SE's don't really care about this but the forums themselves do. If they ban your account and or I.P. address before you get indexed it's just a waste and you may have ruined your shot at feeding of the power of forum posts.

Since there are millions of forums out there I am not going to waste your time or strain your eyes with a list of forums. A great way to find a niche specific forum is to Google and in the search box put in the word "forum" followed by a "+" and then the niche or theme you want to find a forum for.

If you're looking to drop a link about cats in a forum then you would go to Google and type "forum+cats" and you'll find at least a couple hundred thousand if not million forums on just cats and cat related stuff.

8. Press Releases

In addition to the previous methods, another great way to get a backlink from a reputable site in Google's eyes is to use a press release. A press release is not only a nice and easy way to get quality backlinks which will get you a quality indexing job by the search engines, but it's a great way to get some real traffic.

Not too many years ago having a press release usually meant have a publicist and or you being someone who people would be interested in right off the bat. People love news. By nature, people are very gossipy. The biggest TV and radio networks in the world are, you got it. News networks.



too.

Fox, CNN, ABC, NBC, etc... The old days of media are on the way out and have been for some time. Of course people still read the newspapers and watch the news on T.V. In fact there's millions of people who don't even use the Internet. There are however more people who use the Internet than people who don't use the Internet. Regardless of whether they use the net as a news source it will still do its job of promoting you and or getting you indexed, pretty quickly

It takes just a few people to see your press release before everyone, both on and offline will know about whatever you want them to do to our gossipy nature. Why shouldn't people be talking about you? There is no reason.

For example a band nowadays can write their own press release and introduce themselves to the world via the internet. It didn't used to be like that though. The Beatles didn't visit a website, submit some info and become a household name just like that. But, they could have if they weren't just getting known to the world for the time in the 1960's.

With the advent of the Internet you no longer have to have deep pockets, friends in high places or really anything more than a computer with internet access to make news. You can easily let the entire Internet learn about you, your product or service or really anything you desire.

A publicist and a professional writer are no longer needed though. Press releases are nothing more than a means of self promotion. Putting down press releases wasn't my objective here. What I mean is the contents of any press release is to promote.

It's not something as simple as 'Visit This Site and Buy' but the whole purpose of a press release is to call attention to a person, place or thing, you simply do it in the third person and add some personality to it.

You want the the viewers attention because you want to attempt to ultimately sell them something. Press releases on the internet can and will get you backlinks but it's one of the few things that can get you indexed and get some real traffic to your site so it's a win-win situation.

The whole press release thing may scare you away simply because it has the word Press in it. Anyone who can write a few sentences or paragraphs can now create an impressive and inspiring press



release that may be seen and acted upon by millions of people.

Most Press Release sites cost a little money to utilize the service but there are some free PR (press release) sites that will still do a great job. Remember, a PR site will get you indexed but also get you steady attention and do a double duty for your Internet Marketing Business.

These Press Release sites are a great place to see other press releases to learn from and then submit your own press release to:

1. [PR Web](#)
2. [Free Press Release](#)
3. [PR Free](#)
4. [Press Releases](#)
5. [24/7 Press Release](#)

9. Classified Sites

People everywhere pick up classified ad magazines on a daily basis. Cars, Boats, Stereos, Shoes, Houses, Jobs, etc... are only a few items you will find in the classifieds section of a newspaper or in a dedicated classifieds publication.

While you might not think there are classifieds sites there may be you've visited before and you may have not even known it was a classifieds sites. Craigslist is perhaps the most well known online classifieds site.

There are countless other classified sites out there, some of which I'll show you in a little bit but first you need to realize they are a great place not only to advertise but also to get that page or pages of yours indexed.

Most all classifieds sites have a high page rank. As you learned previously Google values a sites page rank, especially when there are a lot of sites competing. There is no better way to let another site help you get in the search engines than having a link from one of them.

Dropping a link without getting banned is sometimes hard to do on a site like Craigslist but there are ways to do it that are just fine. You'll have to experiamt and read up on Craigslist and other sites like it but once you know how to use the sites, they will reward you by getting you in the search engines.

Well received classifieds sites:

1. [Craigslist](#)
2. [Us Free Ads](#)
3. [Hoobly](#)
4. [Kijiji](#)
5. [Ad Net](#)

SEO Terms, Definitions and Jargon



While Indexing is a huge part of SEO so is Page Rank, Link Popularity, Backlinks, Keyword Density, and a bunch of other words that you may or may have not known. In fact, you probably didn't know the few words I just used.

It's okay. If you're going to be good at something you have to start at the bottom and work your way up to the top. There is a lot of learning and practicing in that and you're learning the words know and how to carry them out or use them, next you'll be writing your own ebook on SEO. Maybe not but at least you'll know what you're talking about now:

3-way link exchange - a link exchange agreement when there are no two sites pointing to each other

algorithm - the mathematical formula in a search engine used to rank sites

anchor text - the text that is clickable. Also known as hyperlink

backlinks - incoming links to a website

black hat seo - unethical techniques used to gain high search engine rankings that do not fall within the terms of service of search engines. Some examples are hiding written text (black letters on black background), link farming and **cloaking**

BLs - backlinks

cache - a storage area within a search engine's database for copies of web pages

cgi-bin - a storage folder that contains Common Gateway Interface - Binary scripts.

There is normally one cgi-bin per website.

cloaking - a black hat system of delivering **custom** content to an engine **spider** but hiding the code or content from visitors

dofollow - standard incoming links that do not have the **nofollow** attribute

doorway page - a webpage designed to draw in internet traffic and then redirect this traffic to another website. Also known as bridge, entry, gateway, jump and zebra pages [a probable engine penalty]

Firefox - a web browser developed by Mozilla that is free to download and provides an alternative to Microsoft's Windows Internet Explorer

frames - website design using multiple, independent sections to create a single webpage. Each frame is built as a separate HTML file, but with one "master" file to identify each selection. [unfriendly to engine crawlers]

Google Analytics - a free service offered by Google that generates detailed stats about website visitors. A benefit of using this service is to check the Page Views your site gets, to determine pay-per-click and other paid ads quality. Other benefits include tracking: Keyword popularity specific to a search engine, all other referring websites and visitors' physical location

HTML - HyperText Markup Language. Designed for the creation of webpages with clickable text and other information to be displayed in a web browser

IBL - in bound (incoming) link

image alt tag - the alternative text that the browser displays when the website visitor does not want to or cannot see an image on a website. Placed in the image tag like this: ``

inside pages - the non-home pages of a website

internal pages - inside pages

IP address - a unique identifier that has four numbers separated by dots, like this: 57.247.271.73. All computers across the internet are assigned one. They are used like street addresses.

Link farm - a group of links on a variety of pages *solely* for the purpose of increasing link popularity for search engines. Link farms are normally created by programs, rather than by human beings. [an engine penalty]

Matt Cutts - worker at Google, specializing in SEO issues. Known for enforcing the Google Webmaster Guidelines and cutting down on link spam. The best place to see his literature is at his [SEO Blog](#).

META tags - write-up placed within the HTML <head> </head> tags of a webpage, providing *information* that is not visible to browsers

nofollow - an HTML attribute used to instruct search engines that a hyperlink should not influence the link target's engine ranking. Used to cut down on **irrelevant** content to improve the quality of search engine results

one-way link - a link that has been obtained without a link exchange. A **non-reciprocal** link

organic SEO - techniques used for *unpaid* high ranking results on search engines

PR - Google PageRank: a numerical value that represents the popularity of a website. Found on the Google Toolbar

SE - search engine

SEM - search engine marketing

SEO - search engine optimization

SEOs - search engine optimizers

SERP - search engine results page. The page that users see after clicking Search at an engine

URL - Uniform Resource Locator. A world wide web address

web 2.0 - the second generation of internet-based services that let people collaborate and share information online in ways previously unavailable. For example: social networking sites, wikis, communication tools and folksonomies

web hosting service - a company that provides web server space to individuals and organizations, used to store all of a website's files. That server hosts the website.

white hat seo - techniques for high rank that fall within the terms of service of search engines

XML - Extensible Markup Language

Since you'll most likely never be getting that involved with SEO you don't need to know every definition and term but it is still good to be well versed in SEO if you want to have a successful SEO campaign.

Summary

Just having a website is no longer what you need to succeed. Now, you not only need a good website, you need people to come to your website and you need to be able to compete with all the other people who are doing what you're doing. It's a numbers game and there are lots of people looking for and providing information.

It's not always easy to dominate the search engines but if you can just get a little attention from them now, more and more attention will follow and that can only translate into one thing. Traffic. Not just random traffic but targeted traffic. From my own experience there is no better traffic than "natural" or "organic" traffic. This is free traffic and not PPC or Pay For Placement.

Make yourself stand out and rise to the top of the SERP. Just think, there is a good chance you didn't even know what SEO or SERP or anything I've mentioned in this publication was. But you're now a much better Internet Marketer by just having this knowledge.

It's up to you to go out there and get your pages and sites Indexed and become an SEO Guru. Well maybe not a GURU but at least you can finally put Google and the other Search Engines on your team and let them do all the work for you. It was a pleasure introducing you to the world of Indexing, Linkbuilding and SEO and I hope you learned a lot.

This concludes the book – I hope it was a pleasant read

Warmest regards,

Alex Major

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