

Step by Step, how I achieved **top 5 positions** in ALL **search Engines!!!**



This is the story of how I managed to make it to from zero to stardom in five days....

First thing first, I will initially tell you how I decided on a niche and how I managed to get a killer idea to produce a website that locally, here in my country and even in Europe is making a killing. Don't worry the website is not important in itself, but rather **the method** I use will help you get the same results I managed to obtain on this website. I will show you how to replicate this on **ANY** other website you want because it is so easy to use and yet so powerful.

So the story begins as follows... I live in the beautiful island of Malta, which is just south of Italy in Europe. In Malta summer is great and it lasts for about 6 months. So one day I was lying at the beach enjoying the sun and my brother was rambling about something....

Some photos of Malta:



My brother was saying that as a thesis for his university degree in English he will be doing a dictionary from English to Maltese, (Maltese being the national language used here in Malta). At the time I had already discovered the method I am going to show you and had already semi-tested it on other websites, but I wanted to find a killer idea first so I could test it out on it. I spoke to my brother and he gave me the javascript to this fantastic one word at a time translator from English to Maltese, which at the time was still unheard of here in Malta and my brother was doing this as a thesis!!!

So I researched a bit the market and tried to find how many people look for the keywords I had in mind. I spoke to many people and everyone stated that this was a great idea so I decided to start with my project.

Lesson 1 : THE WEB ADDRESS

The first thing I did was to find a suitable web address, now other gurus may tell you that the shorter the web address is the better you will get results in the search engines. This is utterly wrong and can't be more wrong than this!! It is now a known fact in the search engine optimization community that search engines, especially google gives a lot of weight to the name of the web site and associates keywords with it that would otherwise not be of any importance.

So let's say you have a website called interestingstuff.com and it talks about interesting stuff about computers and you want to target the keywords "computer stuff" and "interesting experiments on your pc".

The website interestingstuff.com would get you NOWHERE!!! Even if you have a thousand links pointing to your website with the anchor text saying "computer stuff" you will not get any good positions on the google website unless you have some pr8 plus linking to your site, which may cost you an arm and a leg to maintain and to build.

But why spend so much money when a simple trick will immediately gain you lots of points with the search engine, especially google. Here I want to clarify something that I think is a misconception about the search engines. Please note that GOOGLE is the king of search engines in my opinion and around 75% of the traffic I get is coming from google, don't show me any fancy statistics of how many people use google, msn or yahoo because I only believe in my experiences and my experiences show that google will help you best in getting massive, laser targeted traffic to your website. So it is futile to optimize your website for other search engines like msn and yahoo and not customizing your website the way that google wants.

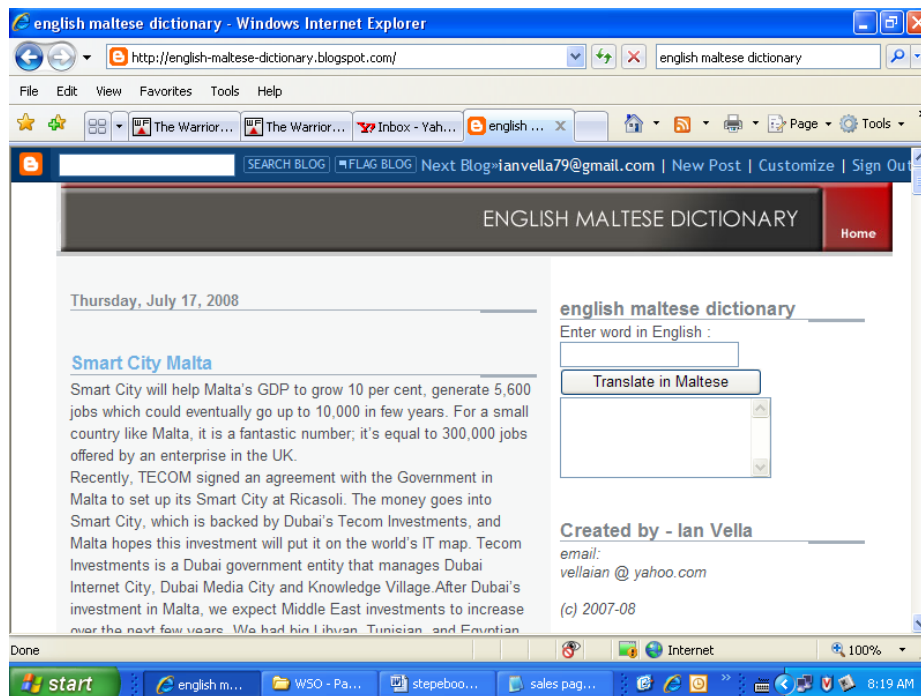
So back to our argument... the name of the website... Always choose a name for your website that contains the keywords you are targeting. In my website I wanted to target the keywords English maltese dictionary and English maltese translation and translator etc. so I started checking which website names are available.

Also one more thing... before I tell you the website name and you rush to it to check it ☺

Rule 1: Do not be afraid to have a long website address, as long as it contains the keywords you are targeting.

Rule 2 : Try not to grab expired domains, many so-called gurus will tell you that buying expired domains is so cool because other people may have done all the SEO work and then let the domain expire, later you grab it and you get top position with the work someone else has done!!! This is a BIG LIE!!! Because no expert internet marketer will ever do something like that and will never do a job on a website to get in top positions and after all this hard work will let it expire!!! So please listen to me and if possible grab a name that is still unused!! Because the former owner may cause you more harm than good!

Back to our story... So I started out checking what names are available based on the keywords I wanted and discovered that www.englishmaltesedictionary.com was available and I redirected it to <http://englishmaltesedictionary.blogspot.com> Ok that's the website... go check it now but remember to come back and continue reading this manual because you will not discover anything by looking at the website you will only discover how to get to top positions by continuing to read this manual....



www.englishmaltesedictionary.com <- long name but the results are excellent!!!

So I purchased this web address, by the way if you are asking what hosting and domain registrar I use, just for your curiosity I use zettahost.com (absolutely no affiliate with them!!) but since they are giving me a great package and they have good customer care response I decided to give them a small advert on my ebook!

Anyway... I uploaded the website, which as you may see I monetize through adverts that I people are asking me to do on the website itself and for which they are paying good money... I assure you!!! ☺ Because they are receiving so much traffic sometimes they cannot manage their business properly!!

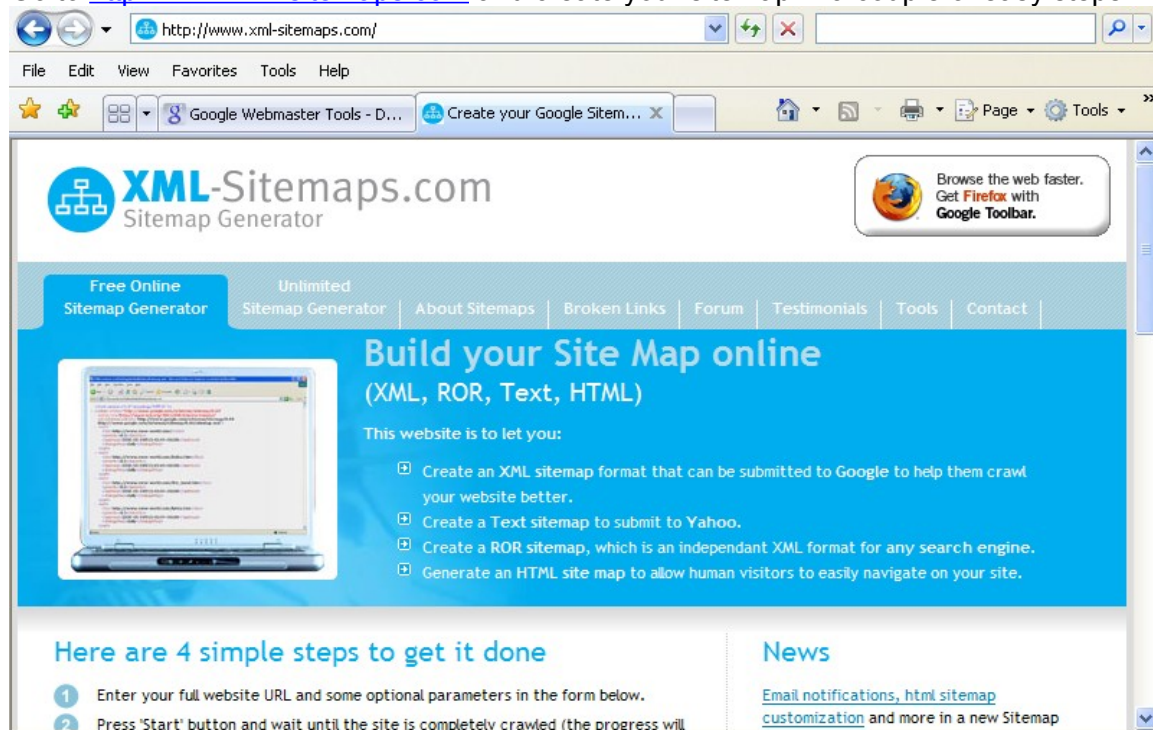
Summary : So to recapitulate, choose a web address that includes the keywords you would like to rank high for and do not worry if the address is long.

Lesson 2 : HOW I CONVINCED GOOGLE TO CRAWL MY NEW SITE IN 24 HOURS!!!

Many internet marketers find it difficult to start ranking in google.com and other search engines, but really the process is easy and there are some things you might do to help your website get deeply crawled and ranked on google in a couple of hours max.

First you have to create an xml-sitemap for your website, don't panic it's nothing out of the ordinary and there is one fantastic website I use that will do the job for you!!!

Go to <http://www.xml-sitemaps.com> and create your sitemap in a couple of easy steps.



The main screen of xml-sitemaps.com

Initial website address
<http://www.englishmaltessedictionary.com/>

Download un-compressed XML Sitemap
<http://www.xml-sitemaps.com/download/www.englishmaltessedictionary.com/sitemap.xml> (0.44Kb)

Download compressed XML Sitemap
<http://www.xml-sitemaps.com/download/www.englishmaltessedictionary.com/sitemap.xml.gz> (0.25Kb)

Download ROR Sitemap
<http://www.xml-sitemaps.com/download/www.englishmaltessedictionary.com/ror.xml> (0.76Kb)

XML Validation Results (www.w3.org)

Schema validating with XSV 3.1-1 of 2007/12/11 16:20:05

XML Sitemap details

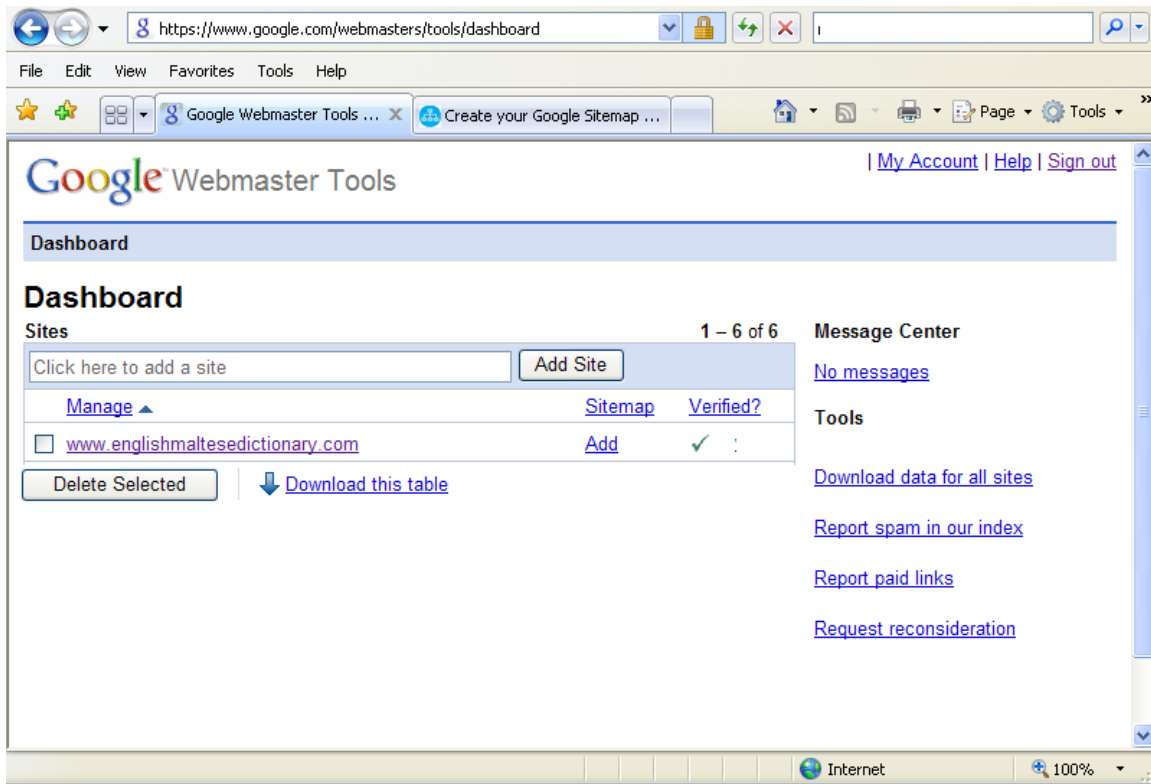
Request date:
18 June 2008, 09:59
Processing time:
2.44s
Pages indexed:
1
Pages size:
0.14Mb

CyberLinkPro
Get More Traffic.....
.....Get Oneway Backlinks

Do you like it?
We'll be happy to receive your [testimonial](#) for our service.
Please send your message to [our email address](#)

Grab the resulting sitemap created and save it in your computer for now, before uploading it to your site.

Once you have your sitemaps create a “google webmaster tools” account at www.google.com/webmasters/tools



Add your website to google webmaster tools and then add sitemap as instructed below.

Now register your website by adding it to your list of websites and upload the sitemap.xml file you created before to your .com root and after you should point the google webmaster tools to your sitemap.xml file so that google will deep crawl and index your website, normally this would not take more than a couple of hours.

Overview

www.englishmaltesedictionary.com

Indexing | [Top search queries »](#)

Home page crawl:



Googlebot last successfully accessed your home page on **Jun 8, 2008**.

Index status:



Pages from your site **are** included in Google's index. See [Index stats](#).



Pages in your Sitemap(s) **are** included in Google's index. See [Sitemaps overview](#).

Find more answers in our [help center](#), including:

[How can I improve my site's ranking?](#)

[Why doesn't my site show up for a specific keyword?](#)

[Why is my page's location in the search results lower than before?](#)

Google.com will crawl your website in a couple of minutes!!!

Rule 3 : A note of warning : Do not submit your website to any directories or link services at this point. You should wait for google to index it automatically, msn and yahoo will normally grab results from google and index your page too!! So don't bother about submitting it anywhere else!!

Lesson 3 : HOW TO GET TOP POSITIONS AND GRAB THE MEDIA ATTENTION TO YOUR WEBSITE!!

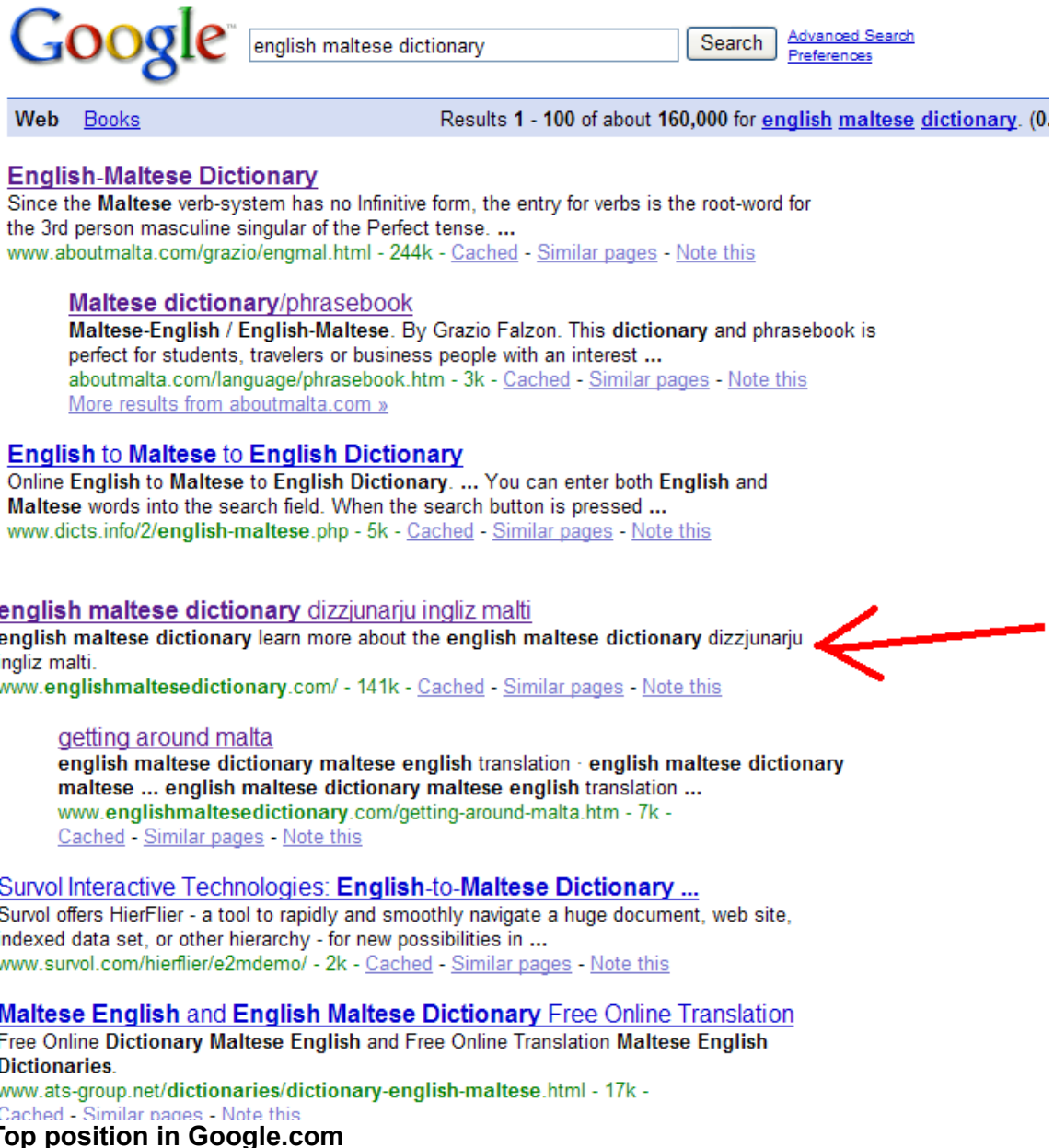
Some of you will not believe this method and other will laugh at it, but I assure you it works and it works great!!

The lesson to be learnt here is to write and submit a press release to webwire.com and you will get a massive second-tier PR7 link pointing to your website which will in most instances get you in the top positions on all search engines!!

It is so easy to do a press release on webwire.com and you will get such a boost that you will remain impressed. Don't worry keep on reading for the method soon... The press release itself will be featured on google.com/news nearly immediately after you submit it and you will start receiving traffic immediately from the press release itself, it's impressive, I couldn't believe myself the first time I tried this. After a couple of minutes the press release will be crawled by google and it will feature normally in the top positions of google and then google will also rank your website so high immediately you wouldn't believe it.

Before showing you how to do the press release I want to show you some results I obtained for some HIGHLY competitive keywords in my niche for my website after submitting only ONE PRESS RELEASE!!!, I will even show you the press release itself!!

Below see results for "English maltese dictionary" on google.com on msn and on yahoo!!! Impressive!!!!



The image is a screenshot of a Google search results page for the query "english maltese dictionary". At the top, the Google logo is on the left, and a search bar contains the text "english maltese dictionary". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, a navigation bar shows "Web" and "Books" tabs, with "Web" selected. To the right of the tabs, it says "Results 1 - 100 of about 160,000 for english maltese dictionary. (0)".

The first search result is titled "English-Maltese Dictionary" and is from the website www.aboutmalta.com/grazio/engmal.html. The snippet states: "Since the **Maltese** verb-system has no Infinitive form, the entry for verbs is the root-word for the 3rd person masculine singular of the Perfect tense. ...". It includes links for "Cached", "Similar pages", and "Note this".

The second search result is titled "Maltese dictionary/phrasebook" and is also from www.aboutmalta.com/language/phrasebook.htm. The snippet says: "Maltese-English / English-Maltese. By Grazio Falzon. This **dictionary** and phrasebook is perfect for students, travelers or business people with an interest ...". It includes links for "Cached", "Similar pages", "Note this", and "More results from aboutmalta.com »".

The third search result is titled "English to Maltese to English Dictionary" and is from www.dicts.info/2/english-maltese.php. The snippet says: "Online **English to Maltese to English Dictionary**. ... You can enter both **English** and **Maltese** words into the search field. When the search button is pressed ...". It includes links for "Cached", "Similar pages", and "Note this".

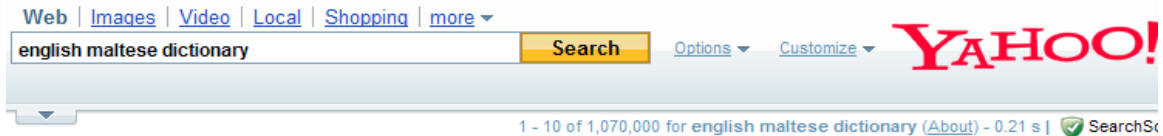
The fourth search result is titled "english maltese dictionary dizżjunarju ingliz malti" and is from www.englishmaltesedictionary.com/. The snippet says: "english maltese dictionary learn more about the english maltese dictionary dizżjunarju ingliz malti.". A large red arrow points to this result. It includes links for "Cached", "Similar pages", and "Note this".

The fifth search result is titled "getting around malta" and is from www.englishmaltesedictionary.com/getting-around-malta.htm. The snippet says: "english maltese dictionary maltese english translation · english maltese dictionary maltese ... english maltese dictionary maltese english translation ...". It includes links for "Cached", "Similar pages", and "Note this".

The sixth search result is titled "Survul Interactive Technologies: English-to-Maltese Dictionary ..." and is from www.survul.com/hierflier/e2mdemo/. The snippet says: "Survul offers HierFlier - a tool to rapidly and smoothly navigate a huge document, web site, indexed data set, or other hierarchy - for new possibilities in ...". It includes links for "Cached", "Similar pages", and "Note this".

The seventh search result is titled "Maltese English and English Maltese Dictionary Free Online Translation" and is from www.ats-group.net/dictionaries/dictionary-english-maltese.html. The snippet says: "Free Online Dictionary Maltese English and Free Online Translation Maltese English Dictionaries.". It includes links for "Cached", "Similar pages", and "Note this".

At the bottom of the screenshot, the text "Top position in Google.com" is visible.



Also try: [maltese language](#), [online dictionary](#), [More...](#)

english maltese dictionary [dizzjunarju ingliz malti](#)

english maltese dictionary learn more about the **english maltese dictionary** dizzjunarju ingliz malti ... The **English Maltese Dictionary**, exploring the origins ...
www.englishmaltesedictionary.com - 144k - [Cached](#)

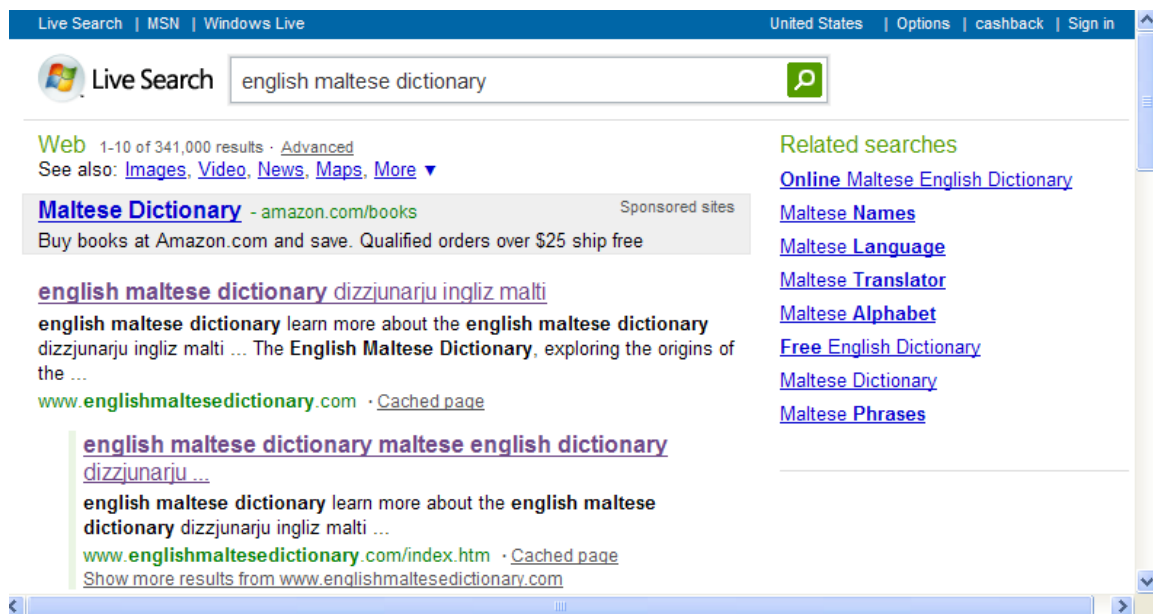
Survul Interactive Technologies: English-to-Maltese Dictionary ...

Survul offers HierFlier - a tool to rapidly and smoothly navigate a huge document, web site, indexed data set, or other hierarchy - for new possibilities in web apps.
www.survul.com/hierflier/e2mdemo

English-Maltese Dictionary

ENGLISH-MALTESE. DICTIONARY. Compiled by: Grazio Falzon ... Since the **Maltese** verb-system has no Infinitive form, the entry for verbs is the ...
aboutmalta.com/language/engmal.htm - 249k - [Cached](#)

Top position on Yahoo.com within 2 days of creating website!!!



Top position on MSN too!!!

I also managed to grab top positions for other keywords on all search engines such as English maltese translation, English maltese etc. with the method I will show you in lesson 4!!! But don't jump to lesson 4 before you have read below how I managed to get the press release out!!

Soon I will be explaining and guaranteeing a way of how you can get on Number 1 position on google.com/news but hereunder you will also find examples of Press Releases that managed to get to NUMBER 1 position on Google.com for highly competitive keywords and high competition for these same keywords and these press

releases stood the test of time, so it's just not something temporarily. You will also in a couple of hours manage to achieve this same result with the tricks I will show you and you will also get tons of traffic to your website through the press release of course.

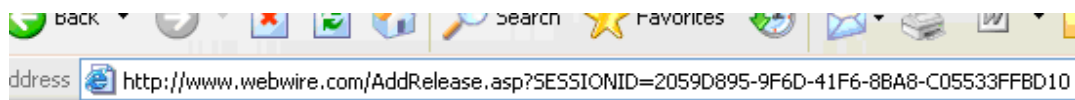
2.0 The Secret method I use to get to **NUMBER 1 Position on google.com/news** in less than an **HOUR!!= GUARANTEED**

As you might already have noticed my preferred submission service is webwire.com. Other services might cost and charge up to \$400 for a press release submission wire service that is not as half as good as what webwire.com offers for a fraction of the price. In fact I suggest that you go for the lowest service they offer if you ever decide to use the paid service submission of webwire.com.

However for the sake of the example to get as fast as possible on TOP position for google.com/news I will be using the webwire.com service as it offers in my opinion the best service around.

So after you register, which should only take a couple of minutes, and select the "Submit a release" option you will get the submit a release menu like hereunder:

Have a look at the registration form, and later read my explanation of the terms in red which will help design a press release that will achieve notorious status in the search engines, even google.com which is known to be the most difficult search engine to crack.



SUBMIT A RELEASE

Step 1 of

* Required field

headline box

RELEASE CONTENT

* Headline:

* Company/Organization/Event:

If the Headline above is also contained within the Full Release below, please below to avoid repetition. Within the Full Release field, you may make minor proper layout and format. The field detects links automatically, therefore ther tags or other Internet programming instructions.

event box

* Full Release:

CONTACT INFORMATION

If any part of the Contact Information below is within the Full Release text box above to avoid repetition. **(All contact fields are required):**

* Contact Name:

* Contact Title:

* Contact Agency/Company:

* Contact Telephone:

* Contact Email:

Press Release
itself

Contact Details

ADDITIONAL LINKS - (OPTIONAL)

If you are interested in placing additional links apart from those possibly within the content of your release, please use the following fields. These links will display within WebPost® and WebRelease® only. If you are distributing via our Targeted Lists and Wire Service Distribution powered by PR Newswire, please integrate these links within the Full Release area above.

Related Links

RELATED LINK #1

Link (www.yourwebsite.com):

Description:

RELATED LINK #2

Link (www.yourwebsite.com):

Description:

SEARCH ENGINE OPTIMIZATION - (OPTIONAL)

If you wish to improve how your release is indexed by the major Search Engines such as Google, Yahoo and MSN; please use the forms below to include up to five (5) keywords related to the content of your release.

RELATED KEYWORDS

Keyword #1: (max. 25 characters)

Keyword #2: (max. 25 characters)

Keyword #3: (max. 25 characters)

Keyword #4: (max. 25 characters)

Keyword #5: (max. 25 characters)

SEO optimization.

Continue

A diagram consisting of a large red arrow pointing from the 'RELATED KEYWORDS' section towards a red-bordered box containing the text 'SEO optimization.'. The arrow originates from the top-left of the keyword input area and points towards the center of the box.

2.5 How to choose the perfect headline to attract traffic.

This is the most important part you should take care of, experience has shown me that FOUR letter headlines are the best.

So let's take the example of the headline I used above which reads "Learn social media marketing"

At a first glance this headline is Dull, ok I agree with you, but just imagine someone searching for the highly competitive keyword – learn social media marketing which is a highly sought after text search and gets into number one position the result that shows a headline of what he himself is searching for, the user searching for this subject has no other option other than to click on this result from the google.com search engine and this will result into a highly profitable press release for you because people will follow the links in your press release (later I will outline this too) to your website and thus achieve the Traffic boost you need.

Also with the methods you will use in the next paragraphs you will also make sure that your press release will stand high in google.com/news for more sought after short-length keywords, such as "social media marketing" "social marketing" etc.

..... but before you start splashing out 4 keyword headlines and expecting to get number one position you have also got to do the following :

In the SEO Optimization tracks :

At the end of the form you should find the SEO optimization keywords, many people don't use these, but you have to make sure that you use these to your advantage to guarantee top positions in google.

Always write the 4 letter headline keywords in the first related keyword and then extract one or two word keywords from the same headline keywords you used.

Thus for our example you will have the following:

1. Learn social media marketing
2. Social media
3. media marketing

There are 5 keywords but only use 3 or 4 or otherwise you will confuse the search engines.

The Event box:

Many people would write some stupid things here, do not do that, you should write a two letter keyword from your heading. So to continue with our example you would write social media or media marketing. This is guaranteed to boost results for these two keywords in google.com/news

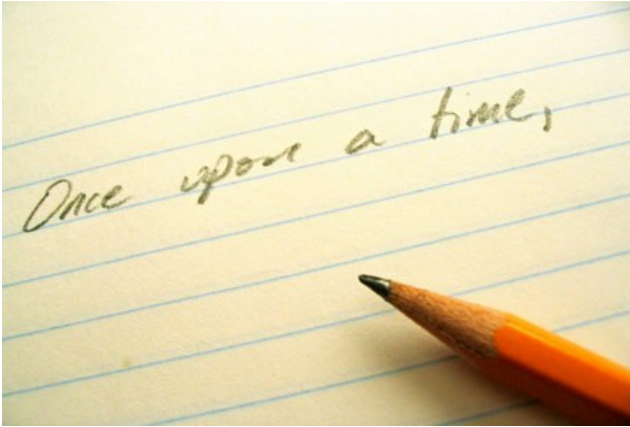
Related Links:

Get your website address in the url and use the 4 keyword headline to link to your press release.

So in this case I am outlining I used "learn social media marketing" to link to the website of the client.

In your case you want also your website, which may be relatively new, to rank high also for this keyword on google.com so that anyone searching for your keywords will either go to the press release or to your own website.

3.0 How do I write my press release effectively.



Even if you know nothing about how to write your press release effectively with the method and tips that I will outline to you, you will be writing effective press releases in less than half an hour. A good press release should be between 250 and 300 words for our purposes and the search engines will rank such a press release much higher than the other I wrote in the past with a length of more than 300 words.



Most important tips about your press release

It is not how the press release is written that matters but the style.

So first you should start your press release announcing your website and adding a link to your website a www.yourwebsite.com would suffice.

IMPORTANT: write your press release as if the user is reading the newspaper.
Keep the following most important TIPS in mind.

1. **Press Releases** should be written in the "third person" and are written like a news story.
2. **NEVER** in your press release try to include "advertising" or "hard sell" language such as "Opportunity of a lifetime"
3. **NEVER** in your press release speak to the reader by including phrases such as "By doing this you will get that ..." or "Are you in need of ...".
4. Include at least one quote. (more about this below)

5. Write in proper English and always spell check your press release before submitting.

Some examples of press release openers I used, feel free to copy and paste and change to your heart's content.

Example 1:

A new blog is promising internet marketers help in finding their way through all the useless hype that is today invading the internet. In a no nonsense writing style <http://www.blogpreneur.com> is experiencing great success. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realize their full potential.

Example 2 :

Online Car Insurance Quotes are now easier to get in a one-stop-shop directly from <http://www.insurancequotemarket.com> Requesting a quote online typically results in savings of up to \$500 per year and it will only take a couple of minutes before you can receive quotes and results.

Example 3 :

Cynthia Minnaar is an experienced Internet Marketeer, she set up <http://www.cyns-home-biz.com> two years ago and has since had great success with this new internet marketing website. For the vast majority of sites, good Internet Marketing can increase visitors many fold and is very often the difference between those sites that are considered hugely successful and the many otherwise excellent sites that languish around the web unloved and never to realise their full potential.

Example 4 :

Subliminal messaging technology has been helping millions of people worldwide to reprogram their mind. Chargeaudio has just launched a membership called "Subliminal OnDemand" whereby clients can benefit from subliminal technology on their computer desktop 24/7 which can be found at <http://www.chargedaudio.com/ondemand/> This exciting new technology will allow you to regain control of your life now, you can be whatever you want to using this easily configurable software

Example 5 :

For the first time ever, a top Reverse Funnel System affiliate is revealing the secrets that he used to create a high six-figure income in less than two months with the Reverse Funnel System. He has compiled these secrets into a report entitled "Reverse Funnel Secrets" which you can learn more about at:
http://www.whoisanthonyruggiero.com/adtrackz/go.php?c=rfs_wso_pr

Example 6 :

Learn Guitar lessons online – it is now possible thanks to a new website which makes it extremely easy to learn guitar online. A quick look at this website shows that you will be learning How to tune a guitar to 'standard' tuning, How to locate all the notes across the fret board fast, How to "warm up" with your guitar, What the "fan", "palm" and "forearm" stretches are and many more, but most importantly you will learn Basic music theory which is EASY to understand. <http://www.GuitarGuide.com> has been launched with sole purpose of teaching Guitar fans worldwide a quick way to start playing the guitar rather than just learning the theory this guide will show guitar enthusiasts how to start with a hands down guide to entertain themselves and their friends with hours of guitar playing.

These examples have all been taken from press releases I wrote and that achieved high success rates for my clients.

The second Paragraph of your press release

After the introduction always include a quote either by you or by some member of your organization, I also like to include a link to your website in the second paragraph

Example 1 :

"As adware and spyware developers are finding more and more ways of how to sneak in your computer, everyone should pay more attention to what he downloads from the internet, but most importantly one should use an adware and spyware protection program. There is no need to use a high priced adware protection software, in fact www.free-adware-protection.com outlines many tips you can use to make sure that you computer remains spyware and adware free" said a spokesperson for this website in a comment.

Example 2 :

The Website owner when interviewed stated that "Overall <http://www.toysforrichboys.com> is a fresh idea for a website it is targeting a particular niche of the internet users since not everyone can afford a ferrari, but everyone can dream of having one, and with this site anyone can try to find a second hand well kept ferrari that is within his budget so this makes the website not just for the rich, but also for ferrari lovers all over the world."

Example 3 :

In an online interview the creator of guitar guide said that "Even if you are a complete new beginner and you never even touched a guitar in your hand, you should read this ebook and you will remain amazed by how fast you can pick up a guitar and get confidence in playing tunes after you read this simple step by step guide, you will get the needed self-assurance in playing in front of an audience in no time"

Example 4 :

In an online interview, Dean states “To set up a profitable business, you just have to do 3 things; attract highly targeted prospects to your website, convert these prospects into buyers and convert these buyers into repeat buyers. While this sounds really simple, the fact is it isn’t! The words you choose to display on your website can literally make or break your business. Such is their importance! Business owners are only now starting to realize how important sales copy is.”

In the second paragraph you can ‘talk’ directly to your readers with the excuse of a mini interview taking place, but in reality your aim should be to include another link in the press release so that people will click it and visit your website and as we all know More Traffic = More Sales!!!

Ending the press releases :

If you are lucky enough your reader would have no need to read through to the end of the press release because you already provided two links back to your website, but just in case you didn’t manage to convince him enough you should do the following,

Outline the major advantages of whatever website / product / service you are providing in easy to read sentences and later at the end of the press release include the following.

For more information please visit : www.mywebsite.com

Example 1 :

Amongst some of the topics you will read about on the blog you will find, debunked myths about internet marketing, strategies and techniques that work and a detailed analysis of products that may help any internet marketer.

In this ground-breaking blog, internet marketers will finally learn how to leverage the marketing expertise of others and instantly drive highly-targeted traffic to your website, that results in sales. The website will not just coach you in the right direction but will provide educational material that will motivate and teach you how to start earning from your online business.

For more information please visit :

Example 2 :

Auto insurance today is compulsory in most states. After all, a car is probably one of the most valuable assets that one purchases in a lifetime and it makes a lot of sense that anyone would insure it, especially since costs and damages after a car accident may sometimes even run into hundreds of thousands of dollars. However it makes a difference where and how you buy your policy. Online policies typically cost 20 to 30 percent less.

When thinking about car insurance you need to insure you'll want enough coverage so you can buy another car in case of theft or in case of an accident. The website itself helps potential insurers to estimate the actual cost of buying a similar car by providing online licensed insurance tools. On the website one may find tips to reduce your auto insurance premium before you start shopping around and comparing different premiums.

For more information please visit www.autoinsurance.com

Example 3 :

..... Reverse Funnel Secrets report, reveals how you can leverage the marketing expertise of others and instantly drive highly-targeted traffic to your Reverse Funnel System affiliate site, that results in sales.

If you want to learn more about the Reverse Funnel Secrets report, please visit:
<http://www.whoisanthonyruggiero.com>

Example 4 :

The ebook contains the answer to such questions as How to Get indexed by Google in under a week, How to Optimize your website for the search engines, how to Get backlinks from .edu sites, Creating Viral linking schemes and getting the most from traffic exchanges.

Top Web2.0 traffic generation techniques are also discussed in the ebook, with techniques on how to get squidoo traffic and to top the cherry on the cake the ebook also includes 3 Powerful Ways to Get Quality One Way Links to Your Website which as a stand alone report might be sold for a hundred dollars, but Nick decided it's better to let everyone know about these traffic generation secrets!

For more information please visit www.ebookforsales.com

Tip : when previewing your website make sure the links to your website work well before you press "Submit"!

This method should get your website to top positions in google after a couple of days maximum!!!! I will just let you know that after submitting your press release make sure that you stay near the phone because some newspapers or offline magazines will start covering your story and might call you for more information or for an interview.

LESSON 4 : META TAGS ARE NOT DEAD!!!

Some gurus are stating that meta tags are dead and that search engines are not even considering them!! This is far from the truth!!

I am ranking very high for some keywords that I placed in my meta tags and you should use them to your advantage too!

Here is an example of the meta tags I use for my website:

```
<head>
<meta http-equiv="Content-Type"
content="text/html; charset=iso-8859-1">
<meta name="keywords"
content="english maltese dictionary english maltese translation maltese
dictionary dizzzjunarju,ingliz,malti">
<meta name="description"
content="english maltese dictionary learn more about the english maltese
dictionary dizzzjunarju ingliz malti">
<meta name="GENERATOR" content="Microsoft FrontPage Express 2.0">
<title>english maltese dictionary dizzzjunarju ingliz malti</title>
</head>
```

TRIVIA : did you notice that I used Microsoft frontpage to create my website?! Why did I leave that there? I could have removed it!!! I leaved that tag there so that you the reader of this ebook will know that it is not important to know how to program in HTML or some other fancy language and you should not be a computer-nerd to create a great website with a great following. The important thing is to have great marketing skills!!

HOW MY LIFE CHANGED AFTER THIS!!

I got contacted by many local newspapers and even by some foreign ones, and they ran stories about my website, at first I tried this method as an experiment but soon advertisers starting calling me to advertise on my website so I decided to monetize this website by helping advertisers get some of my traffic which I get for free!!

I have since quit my job and am now living only on the money I receive in advertising fees every month mainly from two of the couple of advertisers that are doing the rounds on my website.

I am not maintaining much the website nowadays because I am preparing to start a new website soon which will be bigger, better and will attract so much traffic I will probably have to employ people to work with me!! That is my dream... what's yours?!