

Quick Search Optimization Primer

Historical Evolution

What's Important Today

Common Myths



dramatically increase your online profits · be found! & convert!

Jim Tendick
Owner

phone-530-621-3838
cell-530-409-8760
fax-978-359-0476
jtendick@ebizboosters.com

ebiz boosters

search optimization · advanced web technology · online marketing

Search Optimization Historical Evolution

Greenstone.com
Title: Welcome to Greenstone.com
High percentage Page Text/Links
Home, Store, Privacy Policy

90% of Websites Today: Some Aesthetically Nice but no Optimization for Search Results
Net Result is a lost, non-performing website

Greenstone.com
Title: Jade, Rocks, Crystals ...
Keywords: Jade, Jade Crystals, ..
High percentage Words on Page
We have Jade. Any type of Jade you want
Jade, Jade, more Jade

Old School Optimization: Just fiddle with the Meta Tags to stuff them full of keywords.
Too easy to stuff in non-relevant terms to get ranking/traffic

Second Generation: Lots of repeated keywords in the on-page visible text; same for image tags
Still very easy to stuff in good things for search spiders but bad for customers

Third Generation: Doorway (hidden pages), redirects, cloaked pages, invisible text, link farms
*Used today in many places. **Once caught, search engines penalize or ban the site, understand what you are signing up for and why you will rank high.***

Current Generation: Mix of Factors, Each Search Engine Weighs Differently
Google leading edge and uses link/page reputation (Next page)
Yahoo emphasizes words on page more but uses links also

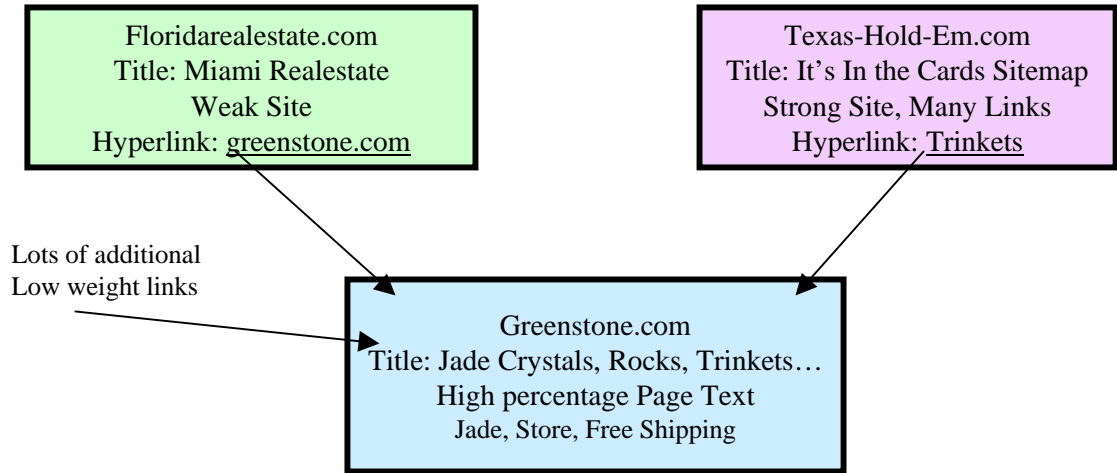
Next Generation: Who knows. Most likely something using artificial intelligence techniques.
One thing for sure: Search Engine's success depends on one thing - Relevant Results
And they continually work on it. Search Engine Algorithms, Optimization techniques and competition evolves continuously. *You need a continual maintenance plan.*
There are no published rules. It takes sophisticated pattern analysis to keep up.

What is Important Today

What Do Other Sites Say About You? What Do You Say About Yourself?

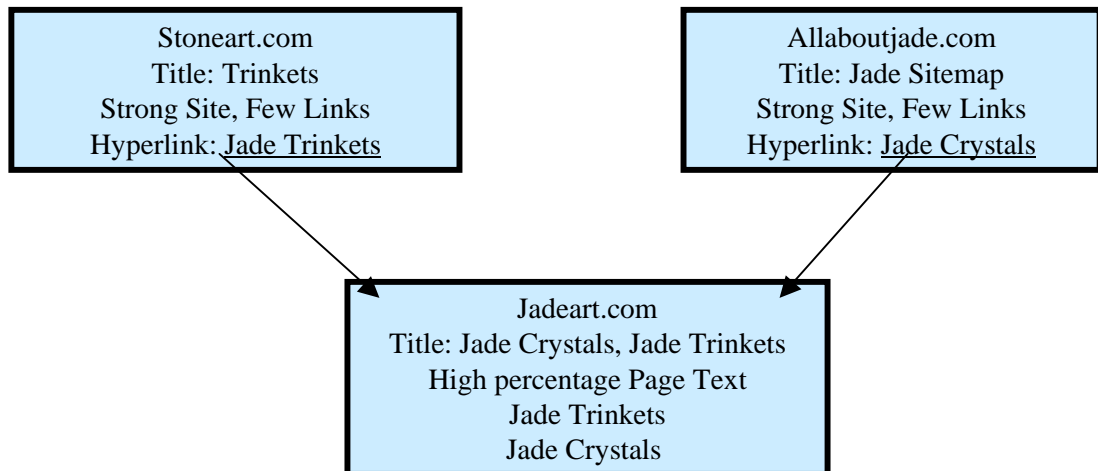
Illustration of Just a Few of the Important Factors in Today's Search Marketplace

Typical "Optimization" Attempt



What would you conclude Greenstone.com is about?
Greenstones? Jade? Trinkets? Free Shipping?

Aligned Relevance

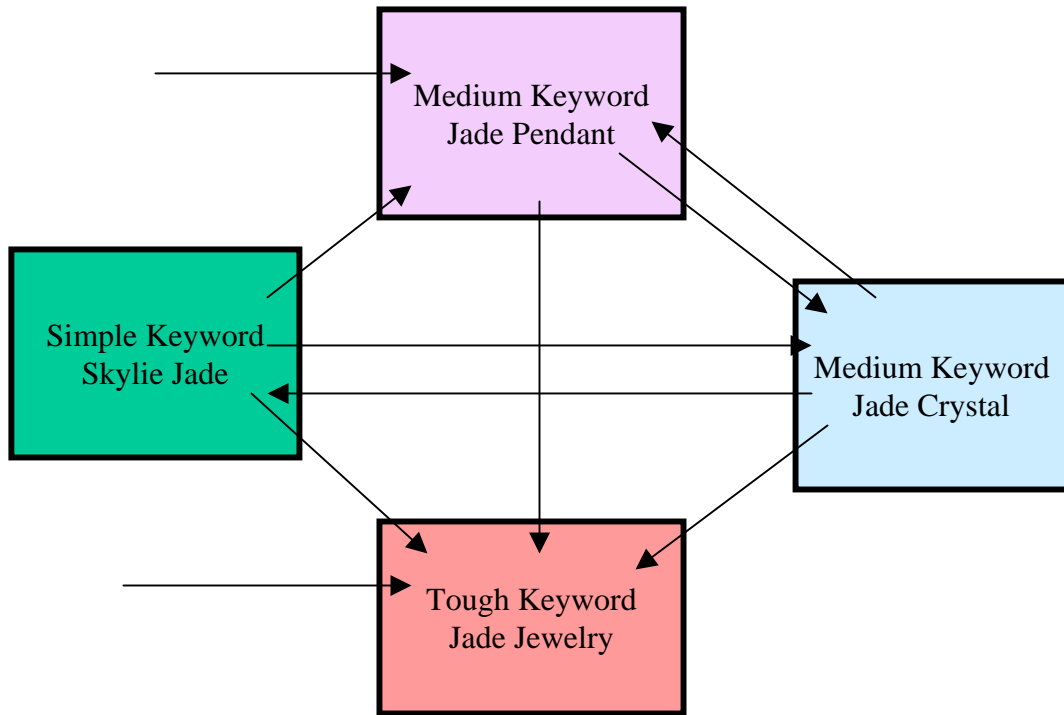


Consistency: Important referring sites, relevant referring titles, hyperlinked visible anchor text has keywords, actual URL link text has keywords, everything in alignment on target site.

Search Engine Spider Conclusion: This Important Site is About Jade Trinkets and Jade Crystals

Dealing Today with Very Competitive Environments

Why a Controlled Collection of “Mini-Nets” Can Be Powerful



At least within your own sites, you can control the highest ranked page to link from, the referring page titles, the anchor text, and all the other factors discussed on the previous page.

You can also control in-bound/out-bound links to give some sites the most weight.

If trends continue, large but highly focused sites likely will do well.

Difficulties are mainly in the expense and added complexity.

Each site is separately hosted and not with the same hosting company.

Each site has it's own full e-commerce store and should have at least 20 pages of content.

In-bound links, paid directory listings, etc. must be created for each site.

Common Optimization Myths

- **Guaranteed Placement**
 - No honest and ethical search firm can tell you that.
 - Everyone would like a guarantee but algorithms and competition change constantly.
 - Best strategy is to understand what it currently takes to place in your target category and how the recommended program will fulfill that.
- **Fast Top Placement**
 - Search Optimization is long term content relevancy. Fast techniques are usually frowned upon (link farms, doorway pages, hidden text ...) and are temporary.
 - You could also rank quickly for a minor term; but who cares?
- **Website Submission Services**
 - Save your money. All the major search engines use crawlers these days. It is actually preferred to be found naturally.
 - You will be found through in-bound links. Put your money/time in building them.
- **I Can Do This Myself**
 - It's a simple matter of twiddling some code and knowing a few tricks; NOT
 - Yes you can do it. The basics are fairly straight forward. The more advanced work though is getting more complicated and takes sophisticated pattern analysis, software knowledge, and tools to stay ahead.
 - Better plan: Let Ebiz Boosters search optimization experts get you the traffic. Use superior web technology for excellent navigation, store fronts, and other compelling ways to hold interest. You know your customers and your business the best. Focus your time on your value proposition, messaging, and marketing statements that encourages and directs your customers to **convert** from browsers to buyers.
- **Optimization has Magical Secrets**
 - Yes there are many secrets and techniques that temporarily work until caught and eliminated by the search engines.
 - **Can you afford to suddenly loose all your traffic?**

Bottom Line: Search Engine Popularity and Success Depends on Delivering Relevant Results

***You'll be Successful with Excellent Content,
A Long Term Optimization Program creating Aligned Relevancy,
and a Powerful Website that Converts***