

Secret Traffic Weapons: Free Google Optimization Guide



Get Your Site Ready to be Spidered by Google! (And the New Yahoo!)

by Tinu Abayomi-Paul

If you haven't signed up to get your site spidered by Google and a guaranteed 10% increase in Alexa ranking , click [here](#). But hurry. This promotion WILL end as soon as enough people have responded for the case study.

Licensing, Disclaimer and Other Legal Info

Licensing

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I can make absolutely no guarantee or claim that your traffic will increase just because you downloaded this ebook. I cannot vouch for the effectiveness of any of the techniques contained herein on your site, because I have no way of knowing whether you

employed them correctly or if any third party product I used has changed since I released this book.

However, I can assure you that each and every method I used worked for me. And I can promise that if you have any specific questions about employing any methods in this book, you can email me, or post to our upcoming forums, and I'll be happy to help if I can.

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How to Use This Free Manual

The first edition of Secret Traffic Weapons was released to a small circle of friends and colleagues and is not for sale, reproduction, or giveaway in any way. If you're lucky enough to have one of the 100 print copies in existence and would like updates, sign up at the website where you got the book.

The copy you are reading now is the Secret Traffic Weapons book, the Google Edition, which is free, and was originally released on Wednesday, March 5, 2004. It is the first updated version of this guide.

If the update or publication date was more than 2 months ago, check for an updated free copy at <http://www.freetrafficdirectory.com> - or [subscribe](#) to our newsletter Free Traffic Secrets- which will contain updates not

released in the ebook.

If you're new to Internet Marketing, you're better off reading the course straight through. Actually **DO** the steps. The closer to the date of publication that you employ these secrets, the better they will work- because a secret is not a secret once everyone knows about it.

And even if the technique is not a secret by the time you get this,

- Ø 90% of people will download this e-course, click through to the site and forget that they ever got it,
- Ø 7% of people will read all the tips and not do any of them for one reason or another,
- Ø 2% of people will do one or two of these things, and
- Ø **less than one percent** of people downloading will employ all of these techniques.

Best place to be is in that less than 1%. You'd be surprised at what a small edge it takes to become a great success.

Here's the set up of this course.

Each listing of a **Secret Traffic Weapon** is divided into six sections.

1. The first line names the weapon for easy reference later.
2. *About This Weapon*: Tells you briefly what it is, what it

does, why it's necessary... that kind of good stuff.

3. *Where to Find More Information or More Information:* Normally a direct link to download the item, visit the link or otherwise divulge the location of this Secret Traffic Weapon.
4. *How Fast You'll See a Difference:* If applicable, this section will be included to show how long it takes for a difference to be made. In sections where it is not applicable, it will not be show, but when it does, it gives a fair guesstimation, based on other people like you, of about how long it will take for you to see a difference in your traffic, based sometimes on how long it took my site to thrive in this fashion.
5. *Quality of Traffic:* If applicable, this section will be included to show how long it takes for a difference to be made. In sections where it is not applicable, it will not be show, but when it does, it gives a fair guesstimation, based on other people like you, of about how long it will take for you to see a difference in your traffic,

Sometimes the actual direct traffic yield may be high, but the quality of hits may be low. Often, because of the unique perspective shared on all the traffic programs out there, this is by design, usually a known resource is being suggested

for some other method than its' intended use.

6. *The Killer*: This will tell you one of three things. Either it will tell you; what other Secret Weapon to combine this with for best results, that extra little bit of information that makes the difference in the way this Weapon works, or it'll tease you mercilessly about the MUCH Juicier Killer Secret Weapon it corresponds to in the other manual.

In Conclusion

Not all of these items are all top-secret in and of themselves. Sometimes the secret is that everyone knows about this but no one actually DOES anything with it. Otherwise it will be the way in which we use the weapon that will yield the best results. BUT, the closer you got this book to its p publication date, the more likely it is that you have a new, secret weapon on your hands which you should employ IMMEDIATELY for best results.

Not everything this book will have a Direct effect on your traffic. But sometimes that indirect result will amplify the effectiveness of another tool you've used.

Not any of these tips, tools, resources, or sites are actual blow-up-your-competitor-with-an-H-bomb weapons. But they can be used to fight off the ultimate enemy of the online business owner- A Complete Lack of Visitors.

When combined, these Secret Traffic Weapons will get your site optimized to be indexed by Google.com.

Now, practice your uppercut, we're about to get started!

Day One: Before You Begin

Secret Weapons for Preparing Your Site to Fully Exploit Its Traffic Potential

These Secret Weapons are for the people who are really and truly brand-new to the Internet or who have been around a while and have never made one red cent on the Internet, from advertising, products, services, or otherwise.

For the rest of you, these will hardly seem Secret or Weapon-like... but remember, the basis for any plan of attack is knowing the basics inside and out. Those of you who are slightly more advanced should skim this section for review, and start your real study in the next section.

A Professional Representative

About This Weapon

One of the most essential tools to opening your own storefront, home base or business center on the web is the acquisition of your own domain name. When you're exclusively selling other people's products, you don't necessarily need one. But the

moment you venture out on your own, you need your own domain name.

Where to Find More Information

Read [this article](#) via autoresponder to find out why you need your own domain name. Click [here](#) to check out the host where my most successful sites reside.

If you're still in testing and don't want a domain name yet, or you're only promoting affiliate links, the only other acceptable option is a sub-domain. People still might not trust it, but you can get spidered by the search engines. You should be able to find one at one of these two sites:

http://www.free-url-redirection.com.ru/Free_Subdomains/

<http://www.bigbig.com/>

But I urge you, as soon as your testing is done, get your own domain name- your clients are thinking- *if this person is too cheap to get their own domain name, they probably have a cheap product... what if they disappear overnight? How can I verify their contact information?*

Already have a domain name? Here's something to think about.

Addresses count in cyberspace too.

It seems like, no matter what you do, your address makes some

kind of difference to what class people tend to sort you in. Living in Manhattan is not the same thing as living in Brooklyn it seems—and opinions on whether it's better to live in Brooklyn or Manhattan will vary depending on who you ask!

Search Engines are the same way. If you can spare the change, you should think of getting another domain name with your most important keywords in it. This shouldn't be your primary domain, however. The new trend is towards branding the name of your site.

If you were selling a book on hypnotic writing, HypnoticWriting.com might be good, but if your top keywords were “how to write hypnotic articles”, HowToWriteHypnoticArticles.com might be a good idea too. The link with your keywords is what you'd submit to search engines, while the URL with your site name may be better when you submit to directories.

How Fast You'll See a Difference in Traffic

This depends on the type of promotion you are doing. Whatever method you use, you'll get better, often faster results with a domain name of your own, regardless of the name of the link.

Quality of Traffic

High. Many directories and search engines will only accept sites with domain names. The precursor to quality traffic is a domain name – it can't guarantee you quality traffic alone, but it

increases your chances a lot. Some free resources you will want to use simply won't work with anything other than a domain name.

The Killer

Getting a domain name for your site is nothing new. But if you already have one, you can combine this with the weapon in day three to get targeted trips to your site from the Google spider.

Pre-Selling Your Content.

About This Weapon

Even if you're not selling anything tangible, you are selling something. You might be you're selling your visitor on returning to your site. Or perhaps, you're selling them on reasons they should trust you with their email address. And if you **do** plan on making money online someday, you're selling them on a service or product.

Every successful online business owner, content webmaster, has a **system** that **works...**

- 1) Create a Web site that builds targeted traffic.**
- 2) Convert that traffic into the sale...**

- by selling a **service** through that site, AND/OR...
- by selling one or more products on that site (ex., **e-goods** such as an e-book), AND/OR...
- by causing visitors to click-through, with an open-to-buy attitude, to several, well-selected merchants who pay commissions for sales generated from such referrals (i.e., **affiliate** income).
- by persuading clients to trust you with their email address,
- by getting a visitor to return another day

This free ebook will walk you through the basics to having content that pre-sells your visitors on your product.

Where to Find More Information

You can download a copy [here](#).

How Fast You'll See a Difference

This is no work of fluff, telling you obvious things that you already know. This is a 513 page FREE **work**book that walks you through the steps of building a strong content-rich site that will rank well in the search engines AND sell your product, complete with action steps set up for you to complete in 10 days.

Quality of Traffic

High – Once you have your visitors pre-sold on what your site offers, you are 90% of the way to the sale.

Day Two: Targeting Your Market ... and the proper keywords

The Proper Keywords

About This Weapon

Once you start tinkering with your site to get better visibility on search engines, you'll want to get ranked for keywords that are relevant to your site. But with thousands of people competing for the keyword "poetry", how will you get your Poetic Gifts site noticed in the fray?

Most marketers will tell you that the primary tool to use is Wordtracker. Until recently, I did too. I'm now of the opinion that there are other tools on the market that are just as effective, or even more effective, than the Wordtracker site, particularly if you're focusing on Google.

But to really get the best results from Wordtracker, you will eventually have to go beyond the free trial. And unless you're only getting a day or a week, most webmasters I know cannot afford to repeatedly use it as a primary tool while they're still getting started, not when there are tools on the Internet that are free and get results that are good enough for initial research. So, I'll be pointing you to some resources you can use for free. Once your sales increase, you can certainly upgrade to the Wordtracker tool.

I'll show you what utilities are available, including Wordtracker, shortly. But first, let's look into the whole reason for researching keywords.

Some webmasters think this is a waste of time, that they'll never get into the search engines, so why try?

This is simply not true. If you have a domain name, or a sub-domain, you can get into the major search engines, and for free. The mistake that most webmasters make is competing with companies that have the money to create the visibility that gets them top results for top keywords. They can do the research, get exposure needed to have hundreds of sites linking to them, pay thousands for the best search engine optimization companies to rank on the first pages for the hardest keywords. So what's a small business owner to do?

Luckily, there is hope for us.

Instead of competing with, maybe 16,800,000 other sites for the general term poetry, why not optimize your site to rank well with hundreds of other less general terms with less opposition?

At first, this sounds like a raw deal. Why should you compete for the top ten position for several less specific poetry terms when you could rank in the top one hundred for the top keyword, poetry?

Funny you should ask- I used to compete for the poetry keyword

for another site I run, until I found out that I could get an equal, sometimes greater amount of traffic by ranking for several less competitive terms. And there are many other reasons why ranking for semi-popular terms works better.

First of all, when was the last time you scrolled to the 20th page of a search engine listing for what you wanted? If you typed in “poet” and couldn’t find what you wanted on the first page, chances are you just searched again with another keyword, or if you’re really savvy, within those results.

Secondly, as previously stated, you can get similar results by ranking higher with a more targeted keyword phrase. Here’s an example.

If sixteen million sites compete for poetry, and you’re listed number one hundred and five (a miraculous achievement with that many competitors), do you think you’d get more traffic than you would if you were listed number one for 100 terms related to poetry that have less traffic, all else being equal?

Think about the way you search. If you want to buy a new car, you don’t type “car”. You will probably type in something more like “price comparison for 2003 Honda Accord”, because that specific search will be more likely to take you to the exact site you want.

What you want to do, is think like the shopper, and determine which keywords to target to be right under their mouse-click when they are ready to buy, browse or compare pricing.

How Fast You'll See a Difference

You will probably see a positive change in traffic just as soon as you can get indexed by the search engine. Depending on how they find you, this can be anywhere from two to eight weeks.

Quality of Traffic

High- targeted traffic is more likely to join, buy or subscribe. Think about the last time you did a search for something and found exactly what you were looking for.

Where to Find More Information

To see a side-by-side comparison of the Wordtracker and Overture listings, check out this free resource at our site by [clicking here](#). I add to this library of free tools that are only available to my ezine subscribers constantly.

There's another tool that will help you do free keyword research. You can download this free software at <http://www.goodkeywords.com>.

You can also follow [this link](#) to use Wordtracker for free. You can use this free trial as many times as you want, and the results are emailed to you – however, the free trial is limited to just one of the less popular search engines. It should be enough to get you started, but when you're ready for serious traffic, it's pretty cheap to use the full version for a day or a week. But once you understand the power of this tool, you'll want to pay for the lifetime subscription.

In the meantime, use the free tools to find your keywords, then log into the Wordtracker site to find out which terms are easiest to rank for. This is what makes Wordtracker such a priceless tool- this way you don't waste time competing for keywords that are harder to get.

The Killer

In the the next update to Killer Secret Traffic Weapons- Google Edition, I found that calculates the difficulty of ranking for keywords specifically for the Google search engine. Even Wordtracker does not have this data in the free trial at their site.

**Day Three:- Creating Optimized Pages
Little-known or Little Used- Information and Resources for
Optimizing Your Site
for Google.com, Yahoo.com and other search engines
Free Information For Optimizing Your Web Pages
*About This Weapon***

Having the best keyword research in the world will do nothing for you if you haven't optimized the pages you want the spider to find, or don't know the latest updated information to have a page the search engine in question will like.

A word of caution though.

My suggestion is that you target your page to be better than the top result for the keyword you're searching for, however, Google.com warns on their site against over-optimization. Building the perfect page is time-consuming and does not guarantee you top placement; it is only one of many criteria. So tweak your page until your results are better than the number one listing for the time being.

If your first try at the page does not give you first page ranking THEN adjust it some more. Just don't feel like you need to spend hours building one page.

Where to Find More Information

I've quoted some of the most relevant content [here](#). See the Killer section of this Traffic Weapon for more information.

How Fast You'll See a Difference

Again, this is contingent upon how soon the Yahoo and Google spiders index your site. If you picked traffic-yielding, targeted terms, you'll probably see results the day you get into the index. The latest book in the Killer Secret Traffic Weapons Series tells you how to get the Google spider to get your site in the index in as little as 5 to 9 days.

Quality of Traffic

Targeted search engine traffic is gold. Most of my traffic from search engines converts within a week. These are often the best leads, because your future client was looking for precisely what you're offering.

The Killer

In the March Mega-Issue of Free Traffic Secrets, I tell you where

you can get the latest information for Yahoo's new search engine spider and Google's latest algorithm for free. These researchers are constantly updating this information and giving away the results FREE if you know where to find it. Sooner or later they're going to realize that people will pay top-dollar to get this information exclusively- you'll want to be one of their subscribers before this happens.

Free Resources For Analyzing the Changes You've Made for Optimization

About This Weapon

Once you've adjusted your site, you're going to want to know if you're on target for the keyword you are researching. The site that includes the report I spoke of has an online analyzer that's not bad. There are several other keyword density analyzers online.

Where to Find More Information

One of the best [keyword density analyzers](#) online is at Search Engine World.

How Fast You'll See a Difference

This one also depends on how good your keywords are and how soon you get indexed.

Quality of Traffic

At the risk of repeating myself, search engine traffic is gold. And a properly optimized page will get that gold for you.

The Killer

It is a lot of work to build optimized pages on your site. There was a time when you would have to build all your pages manually, because you wouldn't want to submit duplicate pages to the search engines. But you don't have to build your pages from scratch any more. The next section will tell you where to get free software and free trials of software that will let you type in the terms you want and build your optimized page for you.

Software to Help You Optimize Your Pages

About This Weapon

Search engine optimization software is essential to helping you get your site positioned correctly in the search engines. This can result in a TKO to many of your competitors, since less than 5% take the time to optimize their sites for inclusion. It automatically generates new web pages that will rank better in the search engines.



They can also

- Ø tell you how to change the pages you have now with customized instructions for each page you have ranked,

- Ø report your positions on each search engine for each keyword you are targeting, and,

Ø often contain WYSIWYG editors that will help you create additional optimized pages

More Information

.Axandra's Internet Business Promoter has a free trial that will help you optimize your existing pages for Google and has a built-in keyword density analyzer. You can see your results in text, PDF, word or web formats. However, the free version will only analyze your META tags. Since only the Title tag is read by the Googlebot spider, it isn't as helpful as Web Position Gold's software. You can download it [here](#).

Download a free trial of Web Position Gold by clicking [here](#). Its' free version is fully functional for the search engines it supports. If you can only download one tool, this is the one to get. It periodically will change the engines the free version supports. In November and December of 2003, this included Google, but for now, it does not.

Still, the general optimization version gives decent results. The full version of this tool is on the expensive side, so I normally suggest that you wait until you can afford the full version, and use it for general optimization, and for the search engines it supports. However, the automation it provides, and the constantly updated information about each search engine is invaluable for on-going research.

How Fast You'll See a Difference

If you do the steps today, you'll see traffic as soon as the Google

spider visits your site, which in our case will be in two weeks, if you've taken advantage of my offer.

Quality of Traffic

High. There are few things better than targeted search engine traffic.

The Killer

[Visit the site](#) to see how I can get help you get spidered by the search engine that most people use within the next month, guaranteed..

Okay, okay, you caught me. There are really TWO killers for this secret weapon. If you start planning now, but hold off on the actual execution of this step until tomorrow, then you can combine it with the second (remember pre-selling?) and fifth day of weapons, tomorrow, for maximum results.

Page Building Secret Weapons

About These Weapons

There are a few special tips you can use that, when combined, can get you a special little edge in your traffic.

Meta Tags

Google is arguably the most important free search engine. It typically ignores the keyword meta tag to rank your site, but currently pays pretty close attention to your Title tag, and will sometimes use the description tag as the text it displays in search results.

Read more about Meta Tags [here](#).

Images with keyword loaded names

It may not be much of a boost, but every little bit counts. If you have a choice when naming an image, name your image after one of your keywords.

More Information

There are plenty of sites where you can find little tidbits like these. Alone they may not make as much difference, but used together, they can give you an edge over your competition.

The number-one secret spilling traffic site is [Trafficology](#). Every month they'll send you a newsletter jam-packed with ideas on how to get more traffic, or how to squeeze more traffic out of what you've already got.

How Fast You'll See a Difference

Again, this depends on the next time the search engines spider visits your site. So it is with site preparation.

Quality of Traffic

Medium- sometimes even if you use all the right tricks, with all the right keywords, for all the best search engines and get a sweet spot...

....then the search engine will completely change the way it ranks sites and you'll lose your rank. The good news is, once you get a firm toehold in the search engine rankings, you normally will not have to make any major changes to stay there for good.

Our current promotion to get into Google's index will KEEP you in Google, once our system is put into effect.

The Killer

Read [this article](#) to find out how to use the OTHER title tag.

There is often controversy over whether or not the Google spider will see the keywords in this tag, but as long as you don't make your page too dense, it can't hurt. The test is using them with the search engine optimization software - just make sure they are on the page when you do your analysis.

Day Four
The Only Submitting - That You Should Do to EXPLODE
Your Results
Google or Otherwise.

Manual Submission to Search Engines and Directories.

About This Weapon

There was once a time when submitting your site to a search engine was completely free, always. While that time is long behind us, some of the most popular engines still offer free listings. For optimum traffic results, it is best to let these spiders find you, however, most people don't know where to place their links to get the spider to visit them.

The next best thing is to optimize your site using the tools in the last section, then submit them manually to the search engines the first time around. After they've each had a manual submission, it's a good idea to resubmit them periodically- WebPosition Gold can best tell you how often, as it changes periodically.

More Information

When you are SURE your site is optimized, click [here](#) to find a list of search engines and directories that still accept free submissions. If you've downloaded Web Position Gold 2 and used at least the free trial version, your site should meet each of

these free indexes' minimum requirements for getting a decent listing. Again, our best bet is to optimize your page to rank well for keywords with less competition.

How Fast You'll See a Difference

Some of the engines and directories listed will have your site spidered within the first two weeks, other times it can take up to a month or more. Especially with directories that have humans reviewing the links.

Quality of Traffic

High. A search engine is one of the best ways to get free traffic. The key is to rank well for as many more targeted, less general listings as you can, then resubmit as often as suggested.

The Killer

There are always better results when a search engine – Especially Google - finds *you*. But how do you get it to find you?

Periodically, the Google search engine sends out its' spider to find more sites to index. Apparently, it starts a core set of sites, and follows each link it finds. The trick is to get your site into that group, in as popular a site as possible.

The powerful thing about this is that if you pick a keyword targeted to your site that Wordtracker finds to have no competition, you'll often come out with a higher ranking than anyone who submitted their site.

And if you optimize your page using WebPosition Gold 2 for a keyword that you have no competition your chances are even better.

So here's the \$10,000 question. What sites are willing to give you a free link, that are still favored by Google? Off the top of my head, I can tell you one that so far, even since the shakeup in Google's database December 5th, [this site](#) still gets spidered by Google on a regular basis.

How do you get into it? Easy. Write a short article, with relevant content and submit it. If it's a good article, it'll be in within a week, and most likely, the Google spider will visit shortly thereafter.

But there are better methods to get higher rankings in Google. In the full version of Killer Secret Traffic Weapons you can find out:

- Ø How to Take Advantage of the Googlebot's habits to get indexed within 5-14 days. Dozens of sites, charge \$47 for this privilege for one link, one-time. Even at my site, I charge [\\$40](#) for a one-time placement of one link, and \$19.99 a month for repeated spider-ing of an entire site. But in Killer Secret Traffic Weapons, you also get the secret to using this technique repeatedly, for life, free.
- Ø How to get other sites to gladly send you optimized Google traffic.
- Ø Step by Step instructions for executing the Google plan. Optimize your pages using the last three weapons together,

for best results. Then go to [this page](#) to see what a search engine spider would see when it comes to your site.



I know in an earlier lesson, I gave you the link to submit to Google's search engine. But I also warned you against submitting. It is SO much better for your results if Google should find you on their own.

Think of it this way. If I came to you and said, "Please, please would you take a look at my site, you know, if you have time, and then, if you like it, would you link to me?"

How do you feel, right now about giving a link to my site? If you're a really nice person * **wink** * - you're thinking – "I don't know, maybe, I guess so, why should I?"

But, what if this happened... you were looking for a cheap way to get more free traffic. No, scratch that, you wanted a LOT of ways to find free traffic. And you wanted to know for sure that these methods would work. So you go to a search engine and you type in "free traffic directory". And you find a site CALLED Free Traffic Directory!

Or you're looking to collect some ebooks on marketing. You've looked around, and you have no trouble finding ebooks, or marketing, but you can't find a site with an ebook marketing section. So you go to Google again, and you type in "ebook marketing section". Wow – there's a site that has more than what

you wanted. In fact, joining the site and adding your link to the members section will get you not only free traffic, but spidered by Google (remember, Googlebot re-spiders my site daily, looking for more "food".)

How do you feel about linking to my site now, given that it was providing what you were looking for, has free information that your visitors might be interested, and can ultimately help your site in the end?.

In either scenario, what do you think you would do once you found what you were looking for? Keep looking? Nah! You'd go to the first place you could find that has what you want.

And the Google spider works in a similar way.

You can either say, "Hi, um, Googlebot? Here's my site. I know you have about 3 million people before me in line today, and two million people after me, but could you put my site in a good position? I know you don't know anything about me and you hear this all the time, but trust me, my site is the best one in the world."

OR, you can go surfing your merry way across the internet, and go – whoops! Did I leave my link there? Wow, Googlebot, I simply don't know HOW you found me! Oh thank you, my site WAS optimized and made absolutely mouth-watering and appetizing for your delight. My site is like steak to you? Why thank you! Yes, of Course I'll take the page one position for the keyword so many are searching for- this is such an honor.

So does that mean you should not do any submitting at all?

Well, no, actually. It doesn't. If you have products to sell at your site, it may be a good idea to submit to Froogle.com

Why?

Around Christmas time, arguably the busiest shopping time of year in Western civilization, Google started publicizing it's counterpart commercial component, Froogle, which leads consumers to exactly the product they are looking for.

So now, people know it's there, and for some of them, Froogle is still a new toy – at this writing it has only been a month since Christmas. People who go to Froogle are already looking for something to buy, and have gone to a resource they trust. Some of that trust can translate to you.

Not to mention that it's free.

The other place you can go to get into Google.com is the site they pull their directory results from, dmoz.org.

At one point, I was a dmoz.org editor, and submitted a friend's site to the sub-category I edited, cultural poetry.

Around that time, every major engine was pulling their main results from dmoz.org, so the traffic I got for her site multiplied times ten in about a month. Not only that, when search engines dropped their dmoz.org listings, she was already in the databases

that they switched to- maybe the search engine spiders started their crawls from there, I don't know.

What I do know is, her site still gets a steady stream of search engine traffic and is still listed at dmoz.org to this day.

Where to Get More Information

You can use this form to submit to Froogle:

http://services.google.com/froogle/merchant_email

Make sure you meet all the requirements, found here:

<http://froogle.google.com/froogle/merchants.html>

If you want to submit an on-going data feed of ALL your products, it's not quite as easy as it sounds, but there's help to be found for all us non-programmers. Start at this site point article :

<http://www.sitepoint.com/article/1060/>

Submit to dmoz.org, the Open Directory Project, here:

<http://dmoz.org/add.html> -

make SURE your site's links are all operational and that your site is ready to be viewed by real people, because the dmoz.org directory is edited by humans.

How Fast You'll See A Difference

Froogle.com is relatively new. So they may not be as backed up as Google. To tell you the truth, I can't really give you an estimate of how soon your site will be added.

Dmoz.org can take months. But it's high quality traffic, and once you're included, chances are almost nil that the Google search engine will reject your site.

Quality of Traffic

It literally does not get any better than this. Google currently is the top search engine, and their results are displayed on Yahoo, although that may be coming to an end. Even still, if you can get into dmoz.org, you'll be in several directories, and the chances that yahoo.com would reject your site go down with every other major directory you make it into.

The Killer

Dmoz.org

In my opinion, there is no better directory to get into than dmoz.org. All my sites were not submitted to dmoz.org, and the majority of them made it in if I did submit them. I was an editor at the time so that probably carried some weight.

Now that they populate Google's directory results, this is a great reason, and a great time, to get listed at dmoz.org.

Froogle

Right now, even though Froogle has been in beta testing for months before it's public Christmas season debut, there is a weird balance of knowledge going on – this is only an informal study, mind you, but so far, almost all the online consumers I know and have talked to, know what Froogle is.

But few of the newbie to intermediate marketers do.

What does this mean to you?

Less competition among more customers. You can be an early adopter, and jump into the fray before everyone and their mother is wise to the www.froogle.com thing. I know it looks a little complex, but try it. Get your products – get any affiliate products you represent- listed, and be ahead of your competition. You never know when you'll get another chance like this.

Ask around. It seems to me that a lot of the newer marketers aren't as obsessed with the online world as those of us who've been around for a long time. Those who are, seem to have been more focused on their site during the two week period that the Froogle link was on the front page of Google.

This will all change in a couple of months. Everyone will start catching up with their email and business chores that have been sitting there since the holiday season. We'll start browsing around and looking to find out what's the next hot, new thing to do for our sites to be seen. Someone will crack the code that is Froogle, and suddenly it will be hard to get into.

If you have even one product for sale, get in Froogle now. It will be easier to move up when you're already in, than it will be to get in when you're not yet.

Case in point: Remember that even Yahoo used to be a snap to get into when it first started.

**Day Five - How to Tell When the Spider Visits Your Site,
More Google-Related Information, Tools, and Resources...
Where You Can Get More Up-to-date information
for Getting Your Site's Page Rank Raised,
And Get the Googlebot to Come To Your Site On
Demand Over and Over Again**

About This Weapon

If you have no way of measuring your results with Google, you have no way of improving your ranking, or how well you are listed in Google's database because it's hard to know how to get where you want to go if you don't know where you are. I'm also going to point you to several other tools and resources that I don't have space to cover here. Then I'll give you more information about the book I've written that focuses on Google, and in updates, gives information showing you how to get an affiliate link into Google, as well as my preliminary results with Yahoo, which may turn into its own book.

Why?

Because there is no reason why anyone should have to go through the 1000 hours of research I went through, spend \$200 for more information, or use the wrong resources and end up banned by Google, when I already have the information compiled in a format that you could be using to gain an advantage over your competitors.

This resource could be at your fingertips in moments. It's all up to you.

More Information

How to track the results of the Google spider's visit

How can you tell if my site has been indexed by Google recently, what it found, and what could show up in Google's search results for my site? I get this question all the time. The answers are simple enough, but not necessarily easy to execute the first time, depending on which methods you choose.

First let's talk about how to get at this information, then I'll tell you what we're looking for.

If you have access to your web logs and your host does not provide web statistics analysis, consider changing web hosts.

Seriously.

That's a basic necessity that helps you know where your traffic comes from, and how to know what's working and what's not. You can also leverage this information into better sources of traffic as we discussed before.

However, for the time being, download your web logs and go to one of my favorite sites:

www.snapfiles.com

They have an excellent collection of free and shareware software. Have you ever attempted to download what sounds like great freeware, only to find the link broken? SnapFilesPro.com keeps its own archives of files. This is also handy if the freeware you love begins to charge for the same version—you can keep your favorite freeware without upgrading, until you're sure that you use it often enough to buy the next version.

I could write a book on this site alone. I've used these tools to build my site for years, saving hundreds and sometimes thousands of dollars.

In the meantime, let's go to their Log Analyzers Freeware section and pick out some software to run on your web logs.

If you're familiar with command-line programs, I would suggest Webalizer. It's free and one of the best packages available. Otherwise, I would say download Golden

Phrases or Xlogan, as both of these analyze multiple formats and will track search engine spiders as well as give you information about referrer pages, which is the tag that tells you where your visitors came from.

If you're desperate and have a powerful PC, I'd say a Pentium 3 or higher, you can use Microsoft Excel or some other spreadsheet program, and use the Find function to search out the data we're in search of – not the recommended course of action, but it'll work.

Just open Microsoft Excel (or whatever program you have- these instructions are for MS Excel 2000 or higher), go to File Open, and at the bottom of the file type window, change the File Type to All types. Then browse to the folder you downloaded your stats to (unzip them first or you won't be able to open the file.)

MS Excel will probably ask you how you want to parse the results. I suggest a character delimited format, once you chose, just press next until you get to a screen that allows the Finish button to be de-pressed.

Be patient, it may take a few moments for the data to load. We'll talk about what we're searching for momentarily.

If you have access to your web logs and your host has installed software to their servers that analyzes the pages and returns the results in your browser, load it up and I'll

tell you what we're in search of shortly.

If you don't have access to your web logs, or if you're as clueless as I once was about these things, there are couple of ways you can get around it for now, but be sure and ask your webmaster or your web host how you can get access to them and what to look for.

You can go to www.hitslink.com and put their code on the pages you want to analyze. I'm not a big fan of placing banners from other sites on your pages except in text format on a members-only or promotional section.

It gives your visitors the option of leaving your site... which they eventually will, however, whenever possible I try not to volunteer an exit route for them at least until they've passed the lead capture stage.

As a temporary resolution, hitslink.com is a good analyzer, which can tell you valuable information about your site.

Another resource you can use is Site Meter. Smaller graphic but less stats. And you'll have to pay for an account that will let you get information about search engine robots.

Now, to get to what we're looking for.

If you're manually looking at your web logs, search for "Googlebot", the search engine spider. If you have a page loaded in your browser that analyzes your pages, look in

the referrer section or the search engine section for information about search engine spiders. You're looking for visits that have to do with Google but don't have search terms associated with them. You should see the word Googlebot too, but your report may refer to it as the Google search engine spider, or robot or agent. It's the same thing.

It's important to note that if you carry AdWords on your site, you're not looking for the Mediapartners version of the Googlebot. If it says anything about Media Partners, this is not the one.

Most likely, it has loaded the page you gave it, your home page and robots.txt. Since search engine spiders can only follow links it finds, if your administration section, web statistics, or any paid areas are not linked to your main site, if you don't have a robots.txt file, don't worry too much, but it's a good idea to have one.

At Google's Site, you can find more information about its web crawling robot, or spider, here. This page also has links to sites that will show you how to make this file, and what should be in it.

Sometimes the Googlebot will split up the indexing of your site into several days work. With my site, the initial spidering got me a quick visit, and I had to call it again to get it to come back, BUT when it was there it spent a substantial amount of time indexing me, despite the fact that my site

was brand new.

Tracking what the Googlebot did is important. Over time it will teach you what works best for your site, and give you ideas on what to tweak for better results.

How to See What Pages of Your Site Google Has In Its Index

There is a lag time between the indexing or updating of your site, and the time it takes to show new results in the database. Depending on your site, where it was linked from, who it was linked from, and who knows what other factors, the amount of time varies.

With our method, it seems to take two to four days on average, for the Googlebot to stop by, and then another two to nine days to appear in search listings for the first listing. Subsequent results with our process are often seen in as little as one day.

There are several ways you can track the results. First, you can use Google itself.

Go to www.google.com and type in `site: then your domain name`. So for yahoo.com, you'd type in `"site:yahoo.com"`. The results will show you which pages of your site are showing up in Google. Bookmark this page and check it the day after you set Google bait, and every day until the page shows up.

If you know you won't have time to check on a daily basis, you can use a site called [Google Alert](#). The great thing about this site is that it will track up to five terms per email address and send them to you via email on a daily basis. Using this you can track your ranking for your most important terms, or see how often your competitor's site comes up versus yours.

To use this to see when pages of your site come up, create an account , then in the search terms section, type in, as one word, whatever is between "www" and your site's suffix (.com, .net, .org, .biz, .uk, etc.) and you will start getting emailed results.

The only problem is that the resulting page is sometimes a day behind Google's actual indexing. But for a free automated resource, you really can't beat it.

There's another way to use Google to track your sites' results. It will tell give you the cached version of your page, which Google stores. It will tell you pages that Google considers similar to yours. It will show sites that it considered linked to you, and show sites that carry your full url, hyperlinked or not.

Go back to Google's site and type in info:yoursitenameandsuffix. So if your site was ExactSeek.com you'd type info:www.exactseek.com.

Curiously, Google will show different results for

info:www.exactseek.com and info:exactseek.com – instead of including results for exactseek.com in the www evaluation, so do both. Bookmark this page and visit it on a weekly basis. Marry this information with your study of your web stats to get more ideas on getting the most out of your weekly or daily exercises involving search engines and links from other sites, not just Google

More Google Related Resources

[Read](#) about link popularity strategies straight from the horse's mouth in this article based on a conference a Google representative attended.

[Surf](#) to GooGuide to get all kinds of updated information about the Google search engine. They also link to Google Cash, which tells you how to make money from AdWords.

[Browse](#) this blog to hear more news from a staff employee at Google, known as the Google Guy. He also posts frequently to webmaster world.

[Forums](#) at Webmaster World have an entire section devoted to Google. Read their FAQ before you post though, your question is probably answered there.

[Here](#) is a direct link to the Webmaster World Google Knowledge Base.

The Killer

All the information I have given you, in a guide that should sell for \$29.00, can potentially be completely useless to you.

Why?

Because if you can't

- Get your site into Google quickly
2. Get a good Google page rank
 3. Have you site come up in search results, and
 4. Do this cheaper than you can anywhere else,

- then someone, somewhere can and will better you at Google, maybe even Google itself.

Paid inclusion in Google will probably not happen. I detail why this is unlikely in my other book. But as the competition heat up between Google and Yahoo, you want to get spidered, indexed, listed and ranked as soon as possible, because no one knows what the future may bring.

Just imagine yourself with all the sales you need to have the lifestyle you've always dreamed about. Picture your bank account with ten times more deposits than withdrawals and for bigger amounts.

The only thing really standing between you and that reality is getting the visibility you need, right now.

My book will show you not only how to get into Google. Anyone could tell you where to submit. Few people can illustrate why you shouldn't ever, ever, ever submit a link to Google, and how to fix the situation if you have. This manual will tell you step by step, what I did, to get a few dozen sites to give me a link, all sites with a Google page rank of three or higher, to link to my website, and how I got Google to reward me with a page rank of 5 for my efforts.

There is so much information in this 94 page. 99% text ebook, that I couldn't possibly tell you what this could do for the visibility of your site, and potentially your sales, in this small space. Here are just a few examples, taken from actual headings in the book.

- Why You Should NEVER submit your website to Google.com, ever and what to do if you have.
- How to Get Into Google without Submitting a Link
- Why You Need to Employ The Techniques in this Manual TODAY
- What the four most important sites are in relation to Google and how to use them
- How to get Googlebot (the Google.com search engine spider) to come to you on demand, over and over again
- Exactly Where to lay bait for the Google spider to get the best results
- What kind of food the Google spider cannot get enough of
- **What Google.com does that it will always do that will keep you in the search engine no matter what happens to its algorithm**
- How to increase your page ranking by getting linked by several dozen sites instead of hundreds
- The way to find and use the best terms for your site and have Google continue to rank your pages highly
- A simple change to your website that can make your page absolutely appetizing to the spider
- How to optimize your pages for the Google spider without making them sound ridiculous
- Where to submit articles for maximum exposure to Google
- How to track the results of the Google spider's visit
- How you can get lay the initial bait for Google perfectly – so that any mistakes you might make after this will be less damaging
- How to avoid mistakes when setting the Google bait
- How to leverage tools everyone knows about but few use effectively to gain a competitive edge over your competition
- The reason why some webmasters can charge up to \$47 to get your site into Google
- Where to get free software that will help you find out what surfers would type in to find sites like yours
- Why the Google Dance Date will be irrelevant to you once you start to use this system
- Why the famous Google “Florida Update” did not affect me, probably won't affect you if you're using these methods, and may even help in the end

- Find out what to read if you want to change the description Google chooses for you
- How to get a one of the most Google-friendly sites to link to you over and over in the context of your site's subject, within seconds, any day, any time
- What your page looks like to many search engine spiders
- How to use this little known information to your advantage
- Invisible Changes you can make to your existing site for the most keyword results
- The kind of doorway pages you should NEVER use
- The only two kinds of pages to build for Google
- Why you need a site map and what to put on it
- What Google.com says about Search Engine Optimization companies - this may surprise you
- Why your current Google Page Rank initially won't matter to your efforts to get listed
- Why the names of the images on your site could be costing you a better search listing
- How to Get More Out of Google results of your sites by adding a little variety to your pages

Learn more about the book [here](#) or order it directly [here](#).

In the meantime, feel free to contact me with any questions you have about any Free Traffic topic, what works, what doesn't- you may see your question or your site, referenced in an upcoming issue of my ezine.

Thanks so much for reading. I hope it enlightened you, and made your search for Free Quality Traffic a little shorter, and a little easier.

Thanks again,

Tinu
tinu@freetrafficdirectory.com.