

Website Traffic System Search Engine Tutorial



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Introduction

There's much controversy over whether or not search engines are really worth your time and effort when promoting your website.

To put it simply: **Yes they are!**

The long-term, targeted, and in many cases FREE traffic generated by the search engines just can not be overlooked.

It does take time to get listed, and even longer to get listed well. But once your site is listed and it is listed well, then you can expect a steady stream of targeted visitors for many months to come.

What will really shock you is that it is not that difficult to get a great listing for some of your most popular keywords.

It doesn't happen overnight, and you can't just push a button and expect to magically appear at the top of the listings, but it can be done.

That's where this tutorial comes into play. I'm going to show you the most important steps that you must follow with each and every page of your website. You'll see what really works, and if you pay attention and make sure you do everything I tell you to, you'll be able to literally throw your website in front of a ton of surfers.

Step 1

Every single page on your website **must** be optimized for the search engines. This means every page needs:

- Page Title
- Meta tags
- Keywords in Header tags
- Alt tags on all images
- Keyword-filled content
- Keywords as close to the top of each page as possible
- Keywords in links to other pages
- Keywords in outbound links

Page Title

Most search engines will use this as part of the information that is displayed when your site shows up in search results. It is also important in the determination of what a particular page is about.

For this reason you should make sure to put keywords in your page title, and preferably at the beginning of the title.

For example, for my AffiliateMatch website, my page title is:

Affiliate Programs Directory – AffiliateMatch.com

This helps my site to rank well for searches on “affiliate” or “affiliate programs” or “affiliate programs directory.”

Meta tags

These things become less and less important as time goes by. At this point I don't believe very many search engines even look at Meta Tags anymore, but since they are easy enough to setup, and because some engines do use them, it can't hurt.

In the [Site Preparation Center](#), you'll find an easy-to-use Meta Tag Generator. Simply enter your keywords and description and it will create them for you. Just copy and paste that into your page and you are set.

Keywords in Header tags

This means creating a heading for each page that contains the keywords you are targeting on that specific page. For example, if you want to target "search engines", create a heading with the following code:

```
<h1>Search Engines</h1>
```

Which would look like:

Search Engines

If that is too large for what you are wanting to use, you can also go with <h2> and <h3> tags instead.

To the search engines, this would be considered an important keyword phrase for your page. It would then compare that to the rest of the text found on that page and use these to determine the most important keywords for that particular page.

Make sure you do this on **every** page of your website.

Alt tags on all images

Make sure every image on each page has the Alt attribute. You want to put keywords in these.

The way this looks is:

```

```

The actual purpose for this tag is to display text for those that surf with images turned off, or when you move your mouse over an image this text is what will popup.

Somebody along the line figured out you could stuff keywords in there because some search engines use the information in the alt tags for keyword relevancy.

Keyword-filled content

You really can't get away from this one. The more content-filled pages your website has, the better. No matter how much you try to trick the search engines, the fact of the matter is they like lots of relevant content.

The best way to do this is with articles. Articles can be reused in so many different ways, and they add excellent search engine bait for your website.

Keywords as close to the top of each page as possible

This is my favorite, and I only wish I would have figured it out sooner!

What this entails is very simply making sure you have the keywords you are targeting with a particular page as high up in the code for that page as possible.

To see this, open your web page with Notepad and look through all the gibberish ... Title, Meta Tags, all that junk and look for the very first words that would be visible to someone reading your page.

The absolute first words need to be keywords!

As an example, take a look at my AffiliateMatch website by clicking [here](#).

Once that window opens up, go to the View Menu, and then Source. This is the actual code that makes up this page, and is also what the search engines see.

After you wade through all the gobbledygook, you'll get to the text that visitors will actually see. In this graphic I've highlighted the first two words:



```
www.affiliatematch[1] - Notepad
File Edit Search Help
<td width="200" bgcolor="000000"></td>
<td width="425" bgcolor="#8DBEDB" align="top"
style="padding-left: 5px; padding-top: 5px"><p><font
face="Verdana" size="1"><a href="/programs/"><b>Affiliate
programs</b></a> can be a very powerful source of income for
your website. We'll show you the best programs to make you
the most money.<p><b>AffiliateMatch.com</b> will help you
create the perfect match between your website and the <a
href="/programs/"><b>affiliate programs</b></a> that will
help you <b>make money</b>.</font></p>
</td>
</tr>
<tr>
```

The very first words on that page are affiliate programs. That's the phrase I'm targeting. Go to Google.com and

type in affiliate programs and see what site is number one.

Keywords in links to other pages

This is important as well. Make sure when you have links to other pages on your site, or to other websites, that you use your keywords in the link.

For example, if you are targeting "search engines" on a particular page, create a link to something like search engine listings. The page it points to can simply be a list of the most popular search engines.

Here is the same screen shot of the source code from my AffiliateMatch website, but this time I've highlighted it so you can see that the first two words are also part of a link, and they are even bolded to give even more emphasis:



```
www.affiliatematch[1] - Notepad
File Edit Search Help
    <td width="200" bgcolor="000000"></td>
    <td width="425" bgcolor="#8DBEDB" align="top"
style="padding-left: 5px; padding-top: 5px"><p><font
face="Verdana" size="1"><a href="/programs/"><b>Affiliate
programs</b></a> can be a very powerful source of income for
your website. We'll show you the best programs to make you
the most money.<p><b>AffiliateMatch.com</b> will help you
create the perfect match between your website and the <a
href="/programs/"><b>affiliate programs</b></a> that will
help you <b>make money</b>.</font></p>
</td>
</tr>
<tr>
```

Search engines will use the text you are using in your links to help determine what your page is about, and what the page you are linking to is about.

Keywords in outbound links

This is the same as the last one, except this refers to using keywords in the links to other sites. Again, if you are talking about search engines on a page, and link to someone else's site for an article on search engine positioning, put "search engine positioning" in the actual link so it looks like:

[search engine positioning](#)

The alternative that many people use, but that doesn't help their search engine ranking any, is to just put the website address like:

<http://www.joeshomepages.com/~redy4u/search.htm>

This doesn't help either of you too much...at least not as far as search engines are concerned.

Step 2

Link popularity has quickly become the **most important factor** in determining whether you show up on page 1 or page 1,000 of the search results.

Requesting links is tedious, boring, and too closely resembles **work!**

But you have to do it. Bottom line...if you want to get any traffic from the search engines, that is.

In the [Site Submission Center](#), you'll find a helpful tool called the [Link Requestor](#) to make finding and contacting link partners easier.

It still takes time and effort, but the rewards are **huge!**

Stay away from the shortcuts on this one because they'll cause you more harm than good. Spend the time finding sites that have lot's of links pointing to them and that get a great deal of traffic.

Each time you convince a decent site to link to your website, you stand to gain more visitors to your site. As more and more sites link to you, you'll see your search engine traffic start to increase as well.

Think about it: What if every site that links to you sends you 10 visitors per day. Find just 10 of those and you've picked up another 100 visitors per day...FREE!

Burn a little midnight oil and get that number up to 100 sites, and you now have 1,000 visitors a day sifting through your site!

Some links won't bring you any traffic at all, and others will send one here, and one there. These add up over time, though.

Another reason I stress finding your own link partners rather than using some of the "5,000 links a day" programs is that the latest search engine trends are to rank the sites that link to you.

This means that 10 sites that have 100 sites linking to each of them is better than 100 sites with only 10 sites linking to them.

Basically, the search engines are starting to give a higher weighting to sites that link to you that are more popular themselves.

This makes sense because if an important site likes your site enough to link to it, then the search engines will like you too.

This is called Link Relevance, or Link Importance.

By the way, if you want to check your link popularity and that of your competitors, you can use the [Link Popularity Checker](#) to do so.

Step 3

Another absolute must in creating a site the search engines will love is adding new content on a regular basis.

The more keyword-rich pages you have on your site, the more for the search engines to feed on. Basically you want to have as many different ways to get into your site as possible.

As mentioned in Step 1 above, the easiest way to do this is to write articles. When you write an article, post it on your site, then submit that page to the search engines using the [URL Submitter](#).

Another great way to add content to your site is through publishing a newsletter. Not only do you get to reuse the articles you write for your newsletter, but you can also create a Newsletter Archives section of your website.

Let's say you write 2 articles for each issue of your newsletter. After you send out your newsletter you put that issue in the Archives section of your website, then separate the 2 articles out into their own pages and put them in the Articles section of your site.

You've now added 3 additional pages to your website by simply reusing your newsletter content.

Don't forget to submit each of these pages to the search engines after you have them on your website. This gets the spiders running across these new pages so they can index them and start sending you extra traffic.

Step 4

Create a site map for your site. Take some time and link to each and every page on your website, and include a short description for each page. This will take some time, but if you add this to your list of items to do whenever you add a new page to your site, it won't be so bad.

Link to this page from your home page and from each of the pages on your website. Most crawler-based search engines (like Google) really love to find pages through other links.

A site map makes their job easier, and it ensures that each page of your site will eventually get indexed.

Make sure to include a few of the keywords that you've targeted on each page in the description that you create on your site map. This will also help in the ranking for each page.

Conclusion

I know this may sound difficult at first, but it really isn't.

Just get yourself in the habit of automatically: Adding Meta Tags, using Header tags, putting keywords near the top of your page, requesting links, and adding new content.

If you follow these steps and make them a habit, you'll quickly start to see better search engine ranking, which will translate into more traffic!