

HOW TO GET TO THE TOP

Search Engine Secrets

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Getting your web site ready for search engines

There are 4 steps you need to take to make sure your site is ready to be posted to the search engines:

Step #1 – Title

Your web site should have a title. The title will show at the very top of your browser in the bar that is usually blue in colour.

Rules to follow:

- ✓ Title should be 6 to 12 words.
- ✓ It is important to have no more than 12, or most search engines will ignore your site.
- ✓ Be sure to include your main keywords (see below), in your title.

Step #2 – Meta Tags

Before listing your site into the search engines you need to make sure you have META TAGS on the main page of your web site. Make sure your web master has included Meta Tags in the HTML of your site. They will consist of keywords, and a short description of your site. There are other meta tags that your web master might include, but these two are the most important.

Keywords are the words that people may put into a search engine to find your site. Not sure what words to use? Go to <http://www.submitexpress.com/keytracker.html> and search for keywords that suit your site best.

Rules to follow:

Keywords:

- ✓ Never use more than 255 characters. Anymore, and most search engines will ignore your site.
- ✓ Separate keywords with a comma.
- ✓ Try using keyword phrases as well. I.E. “dog, dogs, big dogs, black puppy,”

Description:

- ✓ Your description should be no more than 2 – 3 sentences.
- ✓ Include your main keywords in your description.
- ✓ If possible use the word ‘free’ in your description. If you can offer your clients something for free, then it will encourage them to visit. You can give away free information, or a free report.

Step #3 – Web Site Popularity

Search engine robots will also check to see how popular your site is. The way they determine if your site is popular or not, is by looking to see how many sites you are linked to, and, if they also link back to your site.

Rules to follow:

- ✓ You should have a “links page” on your site, and have at least 50 links.
- ✓ Make sure that they all link back to you, and check these links from time to time to make sure they are still linked to you. The more often you check these, the more likely your site will stay “popular”.
- ✓ Make sure all links are ‘related’ to your site. For example, you would not want to link with sites about dogs if your site is all about marbles.

Step #4 – Submit Your Site to the Search Engines

Rules to follow:

- ✓ Make sure your site is listed to the search engines every three months. (No *sooner* or your listing will be deleted.)
- ✓ Please note: It can take anywhere from 3 weeks to 3 months for your site to appear in the search engines.
- ✓ The more search engines your site is listed to the more popular your site will appear. The more popular your site is, the higher you will be in the search engine rankings.
- ✓ We can submit your site to over 6,000 search engines and directories for only \$75 each time it is done. For more information please visit: <http://www.rlsite.com>.
- ✓ For only an additional \$25 we will make sure that your site has the proper meta tag, and title to make sure your site does well in the search engine rankings.

Closing comments:

Even when you do all of the above, there is **no guarantee** that your site will get to the top in all search engines. The only way to get to the top is to **pay for the position**. If you would like more information of the best strategies on how to affordably get your site to the top, please email me at leanne@treasurewebdesigns.com.

If you do all the above correctly, you will get very near the top, or at least on the first page. The first page of a search engine is where most of the hits will come from.

Affordable website design and graphic design: <http://www.treasurewebdesigns.com>

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