



Internet Marketing
2008

Yap Tat Meng

Internet Marketing 2008

By Yap Tat Meng

**Copyright 2008 by Yap Tat Meng
All rights reserved.**

No parts of this book may be reproduced in any form without the written permission of the author, except by a reviewer who may quote brief passages in a review.

This ebook is a concise version of the book “Internet Marketing for Seniors from concept to delivery” and is free for distribution. You may also redistribute it in any way you deem fit, provided no part of it is materially changed in totality or in part. It must also not be sold. The contents of this book is correct at the time of publishing.

Contents

Your strategies	4
How to come up with a new idea	5
Your product	7
Next, can you make it?	8
Your marketing plan	9
Your delivery	9
Your collection system	10
Your promotions	10
Branding	11
How to be found?	11
Top 3 Tips to get indexed	12
Important factors for good search engine rankings	15
Do you need to be concerned with Page Rank?	18
Do you have duplicate contents?	20
Google's new Pay Per Action	21
Ever heard of search engine spam filters?	22
Google's tips.....	23
Can your new site get ranking in forty eight hours?	25
Google's Algorithm	26
Are image search important?	28
How do search engines describe your web site?	29
Over optimized?	30
How to get to the top	31
Have you been stung by Adwords	33
Is your web site being sabotaged?	34
Web site designed wrongly.....	34
What is semantic indexing?	35
Why your rankings dropped?	36
Do you need the new sitemap file?	36
Make your web site umber 1.....	37
Linking patterns.....	38
About the author.....	last page

Internet Marketing 2008

Your strategies

Are you going to market something? Would you want to market a product through the Internet? Yes, you obviously do, otherwise you won't be taking the trouble to read this free ebook, right? However, although many of us who harbors a dream of one day being able to sell our very own product, there are many of us who will chicken out even before we go and find out more about the way to do it. Well, there are shirkers and doers. I hope that you belong to the later ones.

This ebook that you are about to read is a concise version of the book entitled 'Internet Marketing for Seniors from concept to delivery' that I have published. Although it is a concise version, it will give you sufficient information to use as a guide to make that 'big' idea of yours into reality. Of course there are a lot of free information out there about Internet Marketing but I will concentrate on one of the most asked questions that will confront the marketer, and that is, 'what can I sell on the net?'. I believe this is the most pressing question and one of the most important hurdles that an Internet Marketer will have to overcome. Although there are articles that suggested hundreds of potential products for you to take up, they are mostly outdated and not worth your while to consider. Just imagine when thousands of similar items are found at affiliate sites; what would be the chance of you, a late comer, to compete with them! In short, you must not follow those suggestions, otherwise you will waste ten years of your life for taking a wrong direction. I will not say that all those product

ideas are useless, but if you can take a different perspective of them, you might come up with a fresh new idea and prosper on it! I will elaborate on it and show you how. But before that, I would like to suggest to you about adopting a strategy.

Would you create a new product and sell it using Internet Marketing? All right, it sounds like a very ambitious idea, but believe me, it is achievable as I have done it many times before. Before you chicken out, I have to advice you not to take an easier route by taking up an offer from those thousands of affiliate sites out there selling some one else's product. The truth of the matter is that 95% of affiliate's sites don't make any money. Be smart, come up with a new product of your own and let others sell it for you instead! That will be the best strategy that you can take at this time, 2008. Period.

How to come up with a new Idea?

Coming up with an idea is easy. Or is it? It is easy, if you just know how! Let me take you back in time to a period during your younger days. Think back and think hard. I am sure you must have thought of a fanciful idea way back, perhaps during your younger rebellious days? Of course you had conveniently forgotten about it. Now is the time to bring it back. Never mind how ridiculous it was. This is the Internet age, the more ridiculous it is, the better!

What ever idea that you have, whether it is of a tangible or an intangible kind, you will need to make it suitable for marketing through the internet. I will tell you about what to and what not to sell on the internet later on, but first, allow your idea more time to develop. Ideas evolve and mutates. Whilst it is still in your mind, you will have to ask

yourself a lot of questions like 'what if I were to put a little bit of attachment here' or 'if I were to combine a movable part there' sort of query. You have to visualize it moving, flying or even exploding. You will have to role play it and see what the possibilities are. Let the whole thing simmer.

Let us take an example

I would like to give you an example of where to look for a new product idea, after which you will begin to see possibilities in every corner of your surroundings. Let us take a look at our cutleries like forks, spoons, cups, plates and glasses. When you have guests, you will normally offer them tea and coffee. You will normally wash and rinse the cups and plates before serving them. Sometimes, you might have to wipe them off with a table cloth. The purpose is of course to clean it before you use them to serve your guests. However, it is not always that you have clean cups after all the rinsing, and wiping because the water or the cloth might have already been contaminated. I would like to propose a secondary method of further cleaning of these cutleries. Let me propose a portable oven-like contraption that you will place all the cutleries into. This contraption has an electrically run ultra violet lamp. Its main purpose is to expose all the cutleries for a minute or two so that all the pathogens (germs and bacteria) can be killed. It will render your cutleries doubly clean, so that when you use them to serve your guest that cup of tea or coffee, you are confident that your guest will not go home with stomach aches (assuming that the other snacks are hygienically safe). Further more, you can also place the foodstuffs in this contraption for sanitizing, just like the cutleries. The proposed contraption is a simple device with an electrical wired violet light lamp and can be produced without much effort. It uses already known technology. What is new is the concept of sanitizing those cutleries that you use to serve your guests. When your guest finds out that you have gone through great efforts to ensure their safety, they will leave with great appreciation. Just imagine if this thing took off in homes. It will spread to the other

outlets that serve foodstuffs to people! It could be a billion dollar business! And you say you have no good idea? Want more ideas? So you see there are many great possibilities even at places that you normally take for granted! All you have to do is to use your imagining power to visualize it. You can do it right in front of your eyes!

In case you still find it hard to come up with fresh ideas, you might want to consider using advance visualization techniques to sharpen your mind. Or perhaps you can get yourself a copy of my book entitled 'Inventing: the moment before the spark came', which teaches you how to condition your mind to spark creations. The book's ISBN is 978-1-4303-1304-5 and is available online at LuLu, Amazon, BarnsandNoble and Target.

Remember we were talking about those hundreds of suggested ideas from free ebooks? Well, you can actually use some of those ideas there as seed ideas. You then use your visualizing powers to turn those seed ideas into something else. New ideas always come from existing ideas. Smart people can use their inventiveness to turn a stale product into an exciting product. So can you.

Your product

Products can either be categorized as tangible or intangible ones. Intangible ones include information ebooks and computer programs and they are easier to sell because they can be delivered electronically and instantaneously. There is no shipping cost to talk about. However, since it is easier to create, there is also more competition out there. You should get into some niches that have fewer competitions, or something that is completely new. As like anything that is marketed through the internet, you will have to get to terms on things like 'keywords'. We will touch on it later because it is of great importance.

Tangible products are more problematic because when you have to ship it, there are many considerations to be taken into account. Shipping charges are mainly determined by the weight of the product. Volumes are also taken into account because no matter which method you ship it, space is a limiting factor. Generally, the heavier and bulkier the product, the higher is its shipping cost.

*If your product is weighty and cost less than a hundred dollars, it is not suitable for marketing through the internet.

*If the volume is large but priced below two hundred dollars, then it is not viable for selling through the net.

*Products that can be returned for wrong sizes and colors should not be considered as well.

There are of course other considerations as well, so you will need to ponder over it before you embrace Internet Marketing.

Next, can you make it?

You either make it whole or part or outsource it out to third parties. Products that are simple in nature can be made with very little effort. Consider your own capabilities first before you launch any sort of manufacturing. You will need some sort of expertise. You also need capital, a proper place and plenty of time. I would however recommend that you dish out the manufacturing to a third party and instead concentrate on the marketing aspect of it. In case you have a product that is new, you will need to be careful as not to reveal it to the third party before you made them sign a non disclosure agreement. You might also have to look into product protection and things like patents and trade marks. Filing Intellectual properties is a time consuming and costly affair, so before proceeding, do a proper research of it first.

Your marketing plan

When you are considering your marketing plan, you will need to take into account the type of product that you have. First of, decide whether you are going to sell it yourself or you allow others to sell it for you. If your product has plenty of competitors, you will be better off selling it yourself. But if your product is a new item that has got very little competition, then getting others to sell it for you would be more viable. You could then use an affiliates program or a franchise system to market it. Which ever method that you choose will also have to take into considerations like whether it is going to be a local or international affair.

Locating your markets is an important part of any marketing campaign. You will need to do a research study to determine where your market would likely be. The more research you do, the better.

Your delivery

If you sell it through your website, then, your logistics will require warehousing, packaging and administration. Setting up an ecommerce site to do your selling is easy if you know a little bit about computers. However, you will need to learn about basic HTML and you need to do a research on other people's website. If you are starting from scratch, you will need at least six months of preparation. You could of course buy those ready made set ups and start of immediately. Delivery or fulfillment is very important and if you falter along the way, or you cannot deliver what you promise, then your internet reputation will nose dive. And bad news spread very fast!

Sometimes, it is better to set up a small brick and mortar outlet to kick start your campaign, rather than to use an internet only business Model. It really depends on the type of product that you have. Selling

to your local neighborhood might be easier as you will already have known contacts there. You can deploy an internet setup later on when you have gained some measure of confidence.

Your collection system

If you want to sell anything through the internet, you will need a good payment system. For starting on a small budget, you can use PayPal and CheckOut to test your market. It is quick and efficient and you don't need a programmer to deploy it.

Most Internet Marketing companies will require a good merchant account to do collections as they progress. Merchant accounts are quite affordable now in the Western countries, but it is still a hassle in developing countries. The bank charges are quite reasonable too. However, integrating a merchant account into your shopping cart is not as straight forward method as you want, and if you have different products to deal with, with different shipping charges, then you will really need to test your system properly. Any problem here will drive your customers to abandon buying and never to come back again.

If you cannot get a merchant account from your bank, then you can use third party programs from Worldpay and 2checkout as well as many others. If your product is not time sensitive, then accepting bank checks and money wire might work.

Your promotions

Like most marketing companies, your Internet Marketing outfit will have promotion campaigns using both on-line and off-line methods. Sales promotion is an effective means of getting people's awareness about the company's presence. Sales campaign should start as early as possible. In today's business, if you have something that is not very news worthy, you still need to shout it out. If you keep quiet, then

the rest of the world might not know you exist. For your local area, try to use some local press releases to announce your promotions. If you have an item that has got world potentials, then the best method to promote it is to use on-line press releases. It does not cost much and the news can spread widely and remained there for a long time.

Branding

A company is known by its brand and an internet company must also brand itself using both on-line and off-line methods to establish itself. Before you even start trading, you will need to plan your branding strategies. Think very carefully what is it that you want people to remember you for. A good brand will impart unto the users pleasant memories. It will also include all your channels, including your packaging, your delivery systems and even your front desk. Any complaints must be handled professionally and any bad press must be overcome as fast as possible.

How to be found?

The internet is a numbers game. If you have a website, you will need to optimize it so that it can be easily found. You will need 'natural traffic', that is to say a lot of your prospect can find you without you dishing out money to draw them in. You also need good 'conversion', that is to say when your prospect come to your website, they should buy from you instead of just taking a look. Generally, only one to two percent of your traffic will convert and buy from you. So you see, you need a high traffic number in order to make that one to two percent meaningful, in terms of revenues. It thus becomes a prerequisite of any e-commerce website to be able to attract high traffic. Failing which, you will have to 'pay' for your traffic. There are various schemes where websites can get their traffic like Google's 'pay-per-click' and Overture's ('pay-per-inclusion'). These methods will however cut into your earnings as each click to your website can cost from ten cents to ten dollars. If you cannot afford to pay your way there, then you will have to learn how to optimize your website and

your set up. About eighty percent of buyers find their seller from the internet. You need to learn about Internet Marketing techniques fast, otherwise you might just wait and wait for your customers and yet they don't come. Big companies don't bother about being found on the net because they have big budget to spend on advertisements. Small guys will have to learn to get things for free. In order to be found on the net, you need to be found on the first three pages of the search engine's listings called SERPs. This is because most people will not go beyond the first three pages, unless their job is to do researching. Your potential buyers will most likely pick on the first page listings.

Search engine optimization is all about how to turn your web pages to show up in the front. It is very competitive out there. If you are just starting, then you are already a late comer. But late comers can also succeed, albeit with a lot of hard work. We will now talk about the important things that you will have to perform. There are two things to do. One is called on-site optimization where all the work will be done on the site itself. The other one is called off-site optimization which means that you will need to do it on other people's website, like getting links from them. Optimization is not a one time process, but a long term exercise. You will need to do it as long as your web site needs visitors (the free kind). In the internet, more visitors mean more buyers. No visitors mean time to close shop! We will now elaborate on things that you have to do. Before anything, you will need to be indexed by the major search engines. It doesn't happen automatically either. You really need a lot of effort. Here are some tips.

Top 3 tips to get indexed on Google within 48 hours

Tip 1: Get a link from an existing site

Links are very important for high rankings on Google, Yahoo and MSN. The more (quality) links you have, the higher your page ranks. It used to be easy to get free links from search directories, but since

most of them have converted to pay-for-links in order to survive, getting these links should not be easy anymore. You should spend more time using other methods. One easy way to get a link to your website is to join a forum. Choose forums site that are related to the topic of your website theme. By just posting relevant comments at these sites, you will be allowed to put a one way link back to your site. This way, you add value to your site and get a free link back. Others who read your comment might click on your link just to see what you have on your site. However, do not spam forum sites with worthless comments, for they may reflect badly on you. Then again, not all forums allow your link to be spider by the search engines. They have some tags like the 'no follow' tag that helps them to retain their own page rank. More of it later.

Tip 2: Create an external blog

Put up a blog and create useful contents. Then put a link back to your site. As Google like blogs, it will quickly index them and along the way, it will also find your website. In this way, you could get your website indexed in less than a week. Some in less than forty eight hours!

Tip 3: Get as many links as you can

If you have many other website linking to yours, then the search engines will find you and give you good rankings in heir search results (SERPs). The trick then is to get as many websites linking to you as soon as possible. But do not get links all of a sudden as the search engines might think that you are paying for those links. They abhorred paid links, and you might be relegated to their suspect's list.

1. Which type of link should you go for?

There are various types of links- One-way, Two-way and Three-way links. Which type should you go for then?

One-way links

One way link is a simple link from one website to the other. If your site is offering a free computer program, then other sites might want to put a one way link to your site to show their visitors that there is a free program for them to download. So giving away something useful for free is a sure way of getting plenty of one way links. The other method is to put up useful contents like articles and free e-books.

Reciprocal links

You get a reciprocal link if you link to a website and that website links back to your website. You normally write to their webmaster and request a link back. Preferably, put a link to their site first so that the other guy will sense your goodwill and out of courtesy, they might give you a link. Reciprocal links used to be popular but it seems that search engines are giving less relevance to them now. You also have to be careful as to who to link to as there is such a term as 'bad company' and 'link farms' that will adversely affect your ranking if your site is linked to them.

Three-way links

As reciprocal links are getting out of favor, someone invented the three way links. Here is how it works. Website A links to website B, website B links to website C, website C links back to website A. For all intents, there is only one way links, so the search engines might think that the links are natural and not cooked up. However, as search technologies are improving all the time, it is only a matter of time before this ruse is found out and the search engines relegate less relevance to such links.

What matters?

1. Plenty of inbound links. It shows that the site is somewhat of an authority. Good inbound links will help you to get higher search engine rankings. It is worthwhile to spend time on getting links.

2. A single link from a relevant site is worth more than twenty other irrelevant sites put together. Go out there and find relevant sites and plead to them to exchange links with you. If you have good relevant contents that are useful to the other relevant site, they might even give you a one way link.

{{Something to think about: A study shows that as many as 45% of all queries are re-finding queries; that is to say people often search back the same thing that they did before. It also means that they are searching for something that might change with time, like updates. In order to help them remember your site, do something out of the ordinary so that it stays lock in their mind. Mediocre contents will never get any re-visits! Useful contents with updates is the trick}}

3. Plenty of inbound links. It shows that the site is somewhat of an authority. Good inbound links will help you to get higher search engine rankings. Get more inbound links, but don't buy them!

Important factors for good search engine rankings.

There are many factors to consider before you get good search engine rankings. Most major search engines have hundreds of factors to consider, and they are called algorithms. They also change constantly. Here are the main ones that you should pay attention.

On-site factors

On-site factor is one of the things that you can do to the content of your web pages. The title Meta tag is one of the most important elements as that is the first thing that search engines look at. Meta tags are meant for the search engines and normally you do not see it, unless you click on the 'view source' dropdown tag of your browser. It is a HTML code.

Put your relevant keyword on the title tag first. Help the search engines to properly identify your page content and you will get good rankings. Make it short, but relevant to your site content.

You should also have relevant keywords spattered over the whole page. Write it in a natural sequence, more at the top and less of it at the bottom of the page.

The next thing is keyword density. You should not have more than three percent of it in the page. You can have plurals, adjectives, nouns and verbs of the keywords but not repeating the same word many times in a sentence. The art is to write in a natural fashion, not like spammers who usually squeezed two same keywords in a sentence. Different pages should also have different title meta tags. It is logical to assume that you put different contents on different pages. So are keywords.

Off-site factors

The main determinants of off-site factors are links. You will need relevant links. Get as many as you possibly can. One-way links are preferable. Sometime back, webmasters use to sell their one-way links for a monthly fee. But search engines don't like bought links and so do not go and buy links from others. The other thing is that it is important to have relevant 'anchor text' when you get links from others. These text are the basis that search engines refer to the contents of your site. Weak or wrong anchor text will not bring any benefit from the links. Most of the time, you do have a choice to frame your anchor text, but in case you don't, then politely ask for correction from the site that give you the link.

Then there is keyword

Most of the information on the internet is searched and presented using keywords. So knowledge of keywords is an important factor in attaining good search engine rankings. If you want to be found, you will need to learn how to use keywords wisely. Before you decide which keyword to target, do your research first. People always think

they know which word to use in describing their web content. In reality, they are normally wrong! Then there are different terms used in different countries to describe the same thing. If you want to be found, you will need the right keyword. How you describe your product is very important. Do more research on it before deciding.

After you have decided on your keyword, you will need to find out what is the competition out here for that particular keyword. On the net, you are competing to be found! More competition means more difficult to be found. For any keyword, there will be hundred of thousands of web pages in the search results. And they are ahead of you. How will you beat them to the first page listings? Sometimes, it is easier to target a keyword that is less competitive, or a keyword phrase with four or five words. Then there is the technique of using wrongly spelt words as people's spelling is getting worse with frequent usage of SMS languages. With keywords, you get better with practice, and lots of it. As competition is getting intense, having additional websites with wrongly spelt names will tap on the increasing number of young people miss spelling when they key in their search terms. There is also an increasing use of searching using cell phones. Here, using wrongly spelt terms is common, as well as some using local slang unwittingly.

Remember, even if you have obtained a lot of links, and have plenty of contents, you still need to target the right keyword or keyword phrases. When a person wants to buy something, he will first do his research on the net. When he finds something, he is more likely to use a two letter keyword. There will obviously be a few thousand results. Then he will use a four or even five letter keywords to narrow down his search. Finally when he wants to choose the website to buy, he might use a completely different keyword phrase.

If all your efforts are not getting you anywhere, there is an alternative method and it is called pay-per-click or pay-for-inclusion. You can choose your keyword and you pay your way to be found. It cost money of course, but there are many webmasters out there that has mastered the technique and they earn more than they pay out to the search engines.

{{Important notes on European Search Market:
Germany: Google-85%,Yahoo-5%, T-Online-2.5 %, MSN-1.5,
France: Google-88%, Yahoo-4%, MSN-2%, Orang-2.2%, Free-1.2%
United Kingdom: Google-77%, Yahoo-8%, Ask-4.5%, MSN-3.7%
Remember, Google USA results are different from Google UK,
Google Germany and Google France. You will need to fine tune your
website for these areas as well}}

Do we need to be concerned with Page Rank?

Page Rank (PR) is the little green pixel bar introduced by Google to rate the popularity of websites. You will need to install the free program on your browser to view the ratings. The ratings are from zero to ten, where ten is the highest. Normally, popular sites like MSN and Yahoo will be rated a nine and unknown sites get no ratings at all.

Then there are blacklisted sites that have a grayed out appearance instead of the little green bar. In the eyes of webmasters, knowing which site rank well and which site gets blacklisted is important. You will want to link to a site with high rating and will not consider a site that has been blacklisted! Links from a high ranked site will mean a sort of endorsement and so webmaster will go all out to get them, either for free or by paying.

How does Google rank sites then? There are a few hundred determinant factors, but the main ones are relevant links from other websites. If you have the most sites linking to you, then you are some sort of authority site, and will most often be listed number one on the search listings. Obviously it is highly coveted. But because webmasters can outwit Google by using underhand techniques, Google has down played the ranking system in its search engine listings so it is not necessary to obtain high PR in order to be listed number one. Another thing is that PR can be faked, so put your trust somewhere else.

{{Are Search Results getting less relevant?

A study revealed that younger people have put their trust in search results such that they will readily take the number one listings as the most relevant, even though it might not be in reality. Older people are less trusting though and they will even drill down the results up to a few pages (more than three) down the line. There is also a tendency to ignore advertisements on web pages, including adverts like Adwords and AdSense on Google associated websites.}}

What do the Search Robots see?

It use to be humans that collate and rank websites and their results were listed on directories. Results was listed under the alphabetical order so if your website name starts with an 'a', you will be listed on top. It is however no more possible due to the large number of websites so computer program robots are used instead. As present robots are not intelligent enough, it could only read text content. It can't read diagrams and animations, so if your pages consist mainly of graphical contents, the robots will ignore you, or perhaps slot your page listings to something that is less relevant.

But sometimes, a picture paints a thousand words, so you will need to put an 'alternate tag' next to your picture file so that the robots can categorize it properly. Increasingly, websites are designed with flashy images such that it becomes annoying to visitors. Search engines are not very favorable to these flashy sites and might rank them very low. If you want the search engine to rank you high, optimize your text, keywords and page layout.

As search engine robots' diet is mainly text, unscrupulous webmaster used various methods to trick it into getting high rankings. They used cloaking methods like invisible text and redirect pages to show different pages to the search robots and web viewers. Such tricks should not be considered if you want to remain clean in the eyes of search engines. Some tricksters even use CSS stuffing's to cheat on

the search engines and it would be a matter of time before the search engines caught up with them.

{{Google comments on buying and selling links

"If, however, a webmaster chooses to buy or sell links for the purpose of manipulating search engine rankings, we reserve the right to protect the quality of our index. Buying or selling links that pass PageRank violates our webmaster guidelines."}}

Do you have duplicate contents?

Most webmasters is worried about duplicate contents because search engines treat them as spams. The thing is that you might not even know whether you have them out there on the net. If you have a rich content site, chances are that someone else might have copied it and put them in their website without your knowledge. The search engines might then treat your site as the one that is duplicating the contents, although yours was the original site with the content. Fortunately, search robots cache their files with a date, so those with the earlier date will be given the benefit. However, robots have infrequent visits to sites, so theoretically, they could spider the copied site first before they spider your site, thus treating your copy as a duplicate!

Anyway here is Google's thinking on what they termed duplicate content.

"Duplicate content are substantive blocks of contents within the same domain or across different domains that are identical or very similar."

"Forums that generate both regular and stripped-down mobile-targeted pages, store items shown (and -- worse yet -- linked) via multiple distinct URLs, and so on. In some cases, content is duplicated across domains in an attempt to manipulate search engine rankings or garner more traffic via popular or long-tail queries."

If you find someone else duplicate your contents, write to them politely and ask them to remove them.

If your contents are in multiple languages (for example English and Spanish) then Google doesn't view that as duplicate content. Occasional snippets such as quotes also won't be flagged as duplicate content."

What does Google do if it finds duplicate content?

Google wants to filter duplicate contents from the search results as it wants to present a diverse cross-section of unique content in the search result.

"In the rare cases in which we perceive that duplicate content may be shown with intent to manipulate our rankings and deceive our users, we'll also make appropriate adjustments in the indexing and ranking of the sites involved.

However, we prefer to focus on filtering rather than ranking adjustments ... so in the vast majority of cases, the worst thing that'll befall webmasters is to see the "less desired" version of a page shown in our index."

{{Yahoo! Answers captures 96% of Questions and Answers market share

"The market share of visits to Yahoo! Answers was 47X greater than the share of visits to its nearest competitor, Answerbag."}}

Google has a new advertising package called Pay-Per-Action.

All this while, people have been using Pay-Per-Clicks through Google's Adword and Adsense systems. These packages offer advertisers a means to bring in customers by paying a small sum of fee for each click, irrespective of whether the visitor buys or not. It has been very popular with new websites that has not gain any ground on the search results listings and it offers immediate visitors.

However, some people misused the system and tried to cheat advertisers by falsely clicking on the paid links. It is known as click fraud. They use people from third world countries to intentionally click on advertiser's paid links. The advertisers unknowingly pay for these clicks and the fraudsters collect part of the payment from Google and even split their ill gotten gains with the people who were lead to click the links. The search engines are concerned with these miss deeds.

In order to overcome this problem, Google came up with Pay-Per-Action where advertisers need only pay when the click leads to a buy. Fair game then, but it is still too early to know whether it will replace the problematic Pay-Par-Click system. This new method will however impact on existing affiliates programs from Commission Junction, Link Share and Click Bank as they operate a similar system.

[{{ComScore February U.S. search engine rankings](#)

["In February 2007, Google Sites captured 48.1 percent of the U.S. search market, gaining 0.6 share points from the previous month. Yahoo! Sites maintained its second place ranking with 28.1 percent of U.S. searches, followed by Microsoft Sites \(10.5 percent\), Ask Network \(5.0 percent\) and Time Warner Network \(4.9 percent\)."](#)}}

[{{Google tests Google Voice local search](#)

["Google Voice Local Search is Google's experimental service to make local-business search accessible over the phone. \[...\] Search for a local business by name or category. You can say 'California steak' or just 'steak'."](#)}}

Ever heard of search engine spam filters?

Search engines always maintain that they give the surfer the best results and they will go all out to get rid of undesirable sites. Because the search results are read by computer robots, they can't be sure their results are what human beings want. Coupled with the ingenuity of spammers, websites can be rigged to fool the search robots into thinking that they are the contents that the searcher wants. In view of

the large number of rigged and spammed web pages, the search engines have to recourse to using computer programs or filters to prevent their SERPs from presenting spammed results.

Here are a few from Google called Sandbox, Trust Rank and domain age filter.

Sandbox- to prevent new websites from attaining high ranking too quickly.

TrustRank-also to prevent newer sites from achieving fast ranking.

Domain filter-also considers the age of the site; older sites are preferable.

There are many other filters as well.

You can only get out of these filters if your site is:

1. More than six months old
2. You cannot get too much inbound links too fast
3. Build up more relevant contents

[{{Browser statistics.](#)

["Statistics showed that Internet Explorer 6 is the most common browser, XP is the most dominating operating system, and most users are using a display with 1024x768 pixels or more, with a color depth of at least 65K colors. Firefox now commands 33%}}](#)

Google Tips

Here are some confirmed tips regarding how Google treat some spamming issues.

Google's supplemental index

A while back, Google introduced the 'supplemental results' where pages that it deemed unimportant to be relegated to a reserved list of

of supplemental results. It will not show up unless there are no relevant results from the main listings. Many webmasters then found their web pages under the supplemental column and many were aggrieved. Fortunately, Google has done away with it now and you will not have your web pages in that list anymore.

Paid links

An absolute No to paid-for-links as far as Google is concerned. If you are caught having paid-for links, then your ranking might suffer. How do they find out then? Google has these maps of links. If your links are mostly of the high PR type and if they see no reason why it should be connected, then they will have a good suspicion that yours are paid links. In such a case, get some low PR links to balance out the high ones so that it look more natural, but still, do not acquire inbound links too fast.

Outbound links

Some time back, webmasters were leery of giving outward bound links, thinking that it might dilute their own PR. But Google now says that such out bound links are acceptable but not too much of it. If you own too many domains, search engines will be suspicious. Some webmasters use a colony of sub web sites to link back to their main site, thus artificially boosting PR but search engines are aware of these techniques. They consider it spamming. One of the newer ways is to use many free Blog sites to direct PR to their main site. However, such techniques will be found out and the search engines would down rank the whole bunch of links.

What about Catalog pages?

Search engines don't look too appreciative of catalog sites which have the tendency of being found all over the web. You must have unique contents to get a high billing. Do a research on the first ten listings on any keywords category and you will learn what is considered relevant. To learn what the search engines want, you

need to do plenty of research and also reverse engineer your way to peel at the inside of the onion. Further more, the SERPs change very often, sometimes the results will differ within twelve hours.

Can your new site get ranking in a week's time?

It used to be possible to achieve high ranking in Google within forty eight hours after becoming live, but not anymore. Here is the approximate period before you can get any sort of ranking after your web page becomes live.

Google-fifteen weeks (due to many filters)

Yahoo-four weeks

MSN-three and a half weeks

[{{Take note: Google testing TV ads in California](#)

["Google is conducting a small scale test of television advertisements in the Northern California town of Concord \(east of San Francisco\), and there are additional that Google is close to signing a deal with Dish Network, a satellite television provider, to supply advertising to its television subscribers."}}](#)

Search engines want to put trustworthy sites on top of their SERPs or so they claim. Getting the search engines to consider your site thrust worthy is a lot of job, and it takes time, certainly no buying your way in.

You can become a trustworthy site by:

1. Listing your company particulars like addresses and phone.
2. Give it a clean professional feel
3. Don't put the 'buy' button on the index page
4. No unscrupulous Java Scripts which is designed to do harm
5. Plenty of unique contents that are not found in others web site.
6. Show guarantees
7. A good returns policy (even downloadable contents).

Google's Algorithm

Google makes changes to its algorithms constantly, due to SERPs that it found to be irrelevant. It normally has to do with keywords context. Certain keywords have a totally different meaning due to the time factor. Certain words and terms can become popular due to media usages. So how you place your keyword on your web page is an important criterion because of changing concepts.

If you want to get high rankings on Google, it's important to know whether you should use your keywords as a phrase or as separate words on your web pages. Different phrases do have different meaning with changing time and certain words become in vogue due to a happening.

Keyword Stuffing

Stuffing web pages with plenty of keywords used to be the common technique among webmasters to gain high rankings. It does not work anymore, but still a lot of webmaster doesn't know about it. It is natural language now, the more natural the text flow, the better it is. Your main keyword should not be more than three percent of the total text on the page and spattering them randomly over the page is recommended.

What Google says

"Webmasters are free to do what they want on their own sites, but Google reserves the right to do what we think is best to maintain the relevance of our search results, and that includes taking action on keyword stuffing."

Keyword stuffing might be unintentional

Do have sufficient number of text on your page so that the chances of using repeated words often will not render your page a spam page. If you are short on vocabulary, then the tendency to use repeated

words is very high. Using the verbs, adjectives and noun variants could be a safer alternative.

Do you need a robots text?

The robots.txt file is a simple text file that is placed in root directory of your website (<http://www.example.com/robots.txt>). It commands the search robots whether to index the page or not. You can also have a time period for indexing. You can use a simple text editor to create a robots.txt file. These are the commands.

User-agent: googlebot

Disallow: /cgi-bin/

This robots.txt file would allow the "googlebot", which is the search engine spider of Google, to retrieve every page from your site except for files from the "cgi-bin" directory. All files in the "cgi-bin" directory will be ignored by googlebot.

You will need the robots text file so that you can at least control who can and who can't spider your files and also at what times.

Sometimes there are just too many busy body robot spiders coming to churn up your bandwidth. Major search engine robots will normally obey the command, but lesser known ones will not be bothered.

Here are some new commands

Noindex- don't index

Disallow-not allowed

Noarchive-do not cache

Nofollow-don't parse for page rank

NoODP-don't take snippet from DMOZ

You have to be careful as using the wrong command will adversely affect your web page indexing. Or worse, your web page drops out totally from the SERPs. Some of these terms are accepted by different search engines, so you will need to update your knowledge to see which engines have adopted them. In case you are not sure, then don't include the robot text file. The search engines will then do what they deem fit, and you will probably incur a higher bandwidth.

{{Google confirms that shared IP address aren't bad for high rankings
"Lots of sites are hosted on shared IPs. If this had a negative effect
on ranking, it would harm most of the sites on the web--and that's not
good for small webmasters or for our users. So, understandably,
sharing an IP should not have an effect your ability to rank."}}

Are image search important?

Image searches are edging into the mainstream of searching mainly because it is harder to find things on the main search listings using only text. If the item that we are searching is in the form of a known image, then it is much faster to do an image search. Another thing, the younger searchers love images. Until recently, nobody knew how the images were ranked, so very little optimization techniques were discussed. Recently, Google has begun to include images and movie files (from YouTube) in its SERPs and so it would be important to optimize images in our web pages as well.

The ranking system from Google seems to suggest some similarities used for the normal keyword searches, so if you have a page that ranks well, then the image files on it will also rank high, provided Google knows what your image is. It is therefore important to put an 'alternate tag' on your image file so that the search engine can rank it. A copy of your movie file should also be loaded up to YouTube and properly tagged and linked as the site now belonged to Google.

{{June 2007 paid search market share: Google, Yahoo, Microsoft
"Google continues to dominate, with three-fourths share. For the third
month running, Microsoft took one point of share from Google, rising
to 6%. Yahoo held steady at 21%. These are very small share
changes and should be interpreted accordingly."}}

{{Internet advertising revenues continue to soar
"Internet advertising revenues (U.S.) for the first six months of 2007 were nearly \$10 billion, setting yet another new record and representing a nearly 27 percent increase over the first half of 2006. Internet advertising revenue totaled nearly \$5.1 billion for the second quarter of 2007, exceeding the \$5 billion mark for the first time in a quarter, a 25.4 percent increase over the same period in 2006."}}

How do search engines describe your web site?

It is important for website to be ranked high to be found. But when your site is found, the twenty or so words (called snippets) that the SERPs describe your site is equally important. This is because most searchers are in a hurry, so they have to scan the listing first before they click on the links. There are generally two types of searchers. One type already knows what they want, whereas the other doesn't. For the first type, they will scan the snippets and only click on them if it describes what they want. The second type are more casual, and usually don't have very specific idea, so they will probably click on every link, from top to bottom. Whichever type of searcher, they will be affected by what is described in the snippets. If you were to look at the SERPs, you would have noticed that most of the snippets are similar. So if your snippet is out of the ordinary, the chance of people clicking on it is higher, even though yours may be lying at the bottom. People are bored with the same thing, the same descriptions. They are curious about new thing with a new description. So they click just to see what all is about! You can determine these twenty words yourself, and it is called Meta tags. You can write and change the Meta tag on your page, and the search engine will show what you have written. Just one of those things that you can have your say!

{{Google Subscribed Links integrated into Universal Search
"Google now integrates Subscribed Links results in-between other organic search results, as part of the 'universal search' initiative". So the future of free listings is coming to an end?}}

Over Optimized site?

When optimizing your website, do not overdo it as it might not work for human beings. You can optimize for the search engines, but you should also make your site readable to human beings.

As search engines become more intelligent, they can also detect over optimization on your site. You will therefore have to be careful with your on-page optimization, otherwise the search engines might relegate you to be down ranked. Google has a 950 filter that detects over optimizations and they will down rank you by 950 positions! In order to not unwittingly over optimize, write out your copy and ask someone else who knows nothing about optimization techniques to read it. If he has trouble understanding the contents, or have difficulty reading it aloud, then you need to make corrections.

Why listings in the first three pages is important

With top listings your site will be found in the internet. Not found at the top means no sale, or you have to pay to get your customers. How would surfers normally react when they go surfing? Here is a revelation.

"Key among the findings relating to the current search engine user community is that 62% of search engine users click on a search result within the first page of results and a full 90% of search engine users click on a result within the first three pages of search results. [...] Fewer search engine users are willing to click on results past the third page now (10%)."

When you have an ecommerce site, not being listed on the first three pages will mean that you are invisible on the internet. We are talking about the natural searches of course, but many are now resorting to use Pay-per-Clicks just to draw in the customers. Most of the time, they loose money to the search engines! But there are people who have mastered Pay-par-Clicks and are making good money. They do their research and are targeting niche keywords that are less costly to use. Miss-spelled keywords are popular now and they cost very little!

How to get to the top

Keyword is everything

What you should do

1. Learn how to write good targeted keywords.

Keywords, or keyword phrases, are the words and phrases that your target audience types into search queries. You need to learn what the terms people use in describing things. Different localities have different terms and slang. It would be good if your target keyword is specific and not broad range. It is easier to sell a niche product than a general item.

2. Use your target keyword phrases in your title Meta tags, visible HTML text, alternative text, and anchor text. Spread it nicely throughout the page.

3. Good contents are like your movie scripts. You need to spend some time in writing it, never do it slipshod manner. It has a beginning and a good ending, so that your visitor will enjoy reading it. Don't leave the contents writing to your web designers.

4. Do not make a Flash page introduction, also known as a splash page. The search engines can't read it and will treat it as worthless stuffs.

Targeting wrong keywords will lead you to low ranking because there is an intense form of competition on the internet. Keying in two words search terms will normally get a few million results, so if you are new to the game, how will you be able to slot into the first pages of the SERPs? The logical way is to target perhaps a three or four word phrase and to move into niche areas that have very little competitions.

Another important issue is that you need to have plenty of text content on your web page. High text content will give you plenty of keyword combinations so the chances of people finding your site are greater, although it might not be through your main keywords. You will definitely gain from more visitors this way. If your web site only consists of images and animations and very little text, you can be sure that it will never rank well. Just key in some well known brand names and you will see their pages have nothing but flashing images. But if you were to key in their keyword (describing their product or service) you will not find their website in the front pages. However, they can afford it as they are well known, but You, the new guy in the block can't afford not to be found!

2. Search engines takes into consideration; the number of inbound links when they do their ranking of your site. More links mean more endorsement for your site. As search engines don't employ humans to review your website, it uses the number of links to infer as links are put there by humans. The thinking is that if more humans endorse a website, it is safe to assume that the website must be worth visiting. Or in other words, more popular or more trusted.

What search engines don't like.

Hidden links, doorway pages, paid links, cloaking, spamming sites, sites with dangerous Java Scripts are some of the things that search engines hate. If they find them on your web page, then they will blacklist it and even down rank it a few hundred positions.

Google, Yahoo and MSN can detect most types of hidden links and their techniques are getting better all the time. Still, some webmasters are ahead of the curve, but not for long. Do not waste your time conceiving such techniques but use your time to improve page contents and legitimate links.

[{{March \(2007\) market share: two-thirds of the US online population is using Google](#)

["Anyone out there who's been watching search for a few years is likely familiar with 'The Google Dance.' Well no worries, we don't plan to make our readers keep dancing. We just want to make sure you have the most accurate figures"}}](#)

{{Top 10 search terms in 10 categories

Take a look at the top 10 search terms in the following 10 categories:

IT and Internet, automotive manufacturers, movies, Internet advertising, food and beverage brands and manufacturers, pharmaceutical and medical products, blogs and personal websites, broadcast media, shopping rewards and directories, travel destinations and accommodations. If you have not yet decided what products to sell on the internet, then let these categories inspire you}}

Have you been stung by Adwords?

If you have been selling on the net for some time, then it is likely that you have come across Adwords advertising. You might have used it yourself and it is most likely that you have spent a bundle of money on it. Have you lost money? Like anything new, you will have to pay a fee to learn it. Some have mastered it and some have even written books about how to make money from it. However, when a thing gets popular, its price gets higher and so making money from it becomes more difficult.

Such is the Adword phenomenon. You need patience to outwit it, and plenty of time as well. You would be better off getting more inbound links than to spend a fortune mastering it! Pay-per-Clicks are getting more expensive by the day, so if you have a product that only makes minimum margin, it is best to find other ways to get customers. Then there is that 'click fraud' problem that has already reached 20%, and still climbing! Can you afford to pay to such fraudsters?

Here is the new X-robots tag and how you can use it.

Starting from 2007, Google and Yahoo will adopt the X-robot tag that will allow webmasters to control access to non-web page documents,

such as Adobe PDF files, video and audio files. You have to put the tag in the header of your http server file in order for it to work. It tells the robots what can be indexed.

Is your website being sabotaged?

Your competitors can use your URL to post to bad links, forums and networking sites without your knowledge. There are also many other dirty techniques employed by these jealous people, so if your site is ranked high, you will need to be vigilant. They can also buy links for you and report to the search engines behind your back. You will get a black eye then. So are cloaking techniques done on your behalf, but without you knowing! Anything can happen on the internet. Another way to sabotage is to falsely report a copy right infringement on another site. Your contents can also be duplicated or even high jacked by your competitors, so it would be good practice to constantly check whether others plagiarize your text.

{{Is Yahoo selling out?

"By removing the tinted box and leaving out the words 'sponsored results', Yahoo is effectively selling the number one search result. [...] it appears that Yahoo has gone out of their way to seamlessly blend an advertisement with their search results."}}

{{Click fraud reaches 19.4% in Q2/2007

"The overall industry average click fraud rate was 19.4 percent for Q2 2007. This is an increase from 14.1 percent for the same quarter in 2006 and 14.8 percent for Q1 2007."}}

Websites designed wrongly?

Yes, many websites cannot be properly read by the search engines and as a result, they don't appear in the SERPs. And the owners don't even know about it! But it looks great, with all those flashing

animations? Here are some more reasons why some websites don't get listed in the SERPs.

1. Search robots ignore image, animation and flash files.
2. Search engines don't read JavaScript links.
3. Wrong html coding
4. Codes that leads robots in an endless loop.
5. Page with no optimization what so ever.
6. Server errors that nobody is aware of.

In summary, get a person who knows search engine optimization to advice on your your web site design. A little bit of money spent is worth its value in gold.

What is semantic indexing?

Semantic indexing is the new way to look at the different contents of a page. If your page have a lot of 'word1' and 'word2' spattered all over, the search engines will use its knowledge to assume that your page contents theme is related to the combination of the two words put together, although your real theme is not based on the combination of the two words put together. Here, the search engines are just trying to see the bigger picture, culled from its own data base of knowledge, even though you might not be aware that there is a meaning when the two words are put together!

Well, it is still too early to be concerned with semantic indexing, except to know that when people key in the singular phrase, the search engine will include the plural forms in their SERPs as well. With semantic indexing, your web site might appear in the SERPs of a different keyword from the one that you are used to.

If you sell chocolates, it would be better to put up some pages that also describe related items like 'candy floss', 'popsicles' and 'bubble gums'. You see, with semantics, the search engines have widened their interpretation of keywords. It would be advisable to get links from sites that have a semantically related theme.

Why your rankings dropped?

1. Frequent major updates which may render the page completely different. The search engines might interpret it as a totally different theme, so it will re-rank it and put it somewhere else. Google has a special filter for changed pages.
2. Suspect links from sites that have gone out of favor with the search engines.
3. Other sites have beaten you in their linking if you falter in getting new links. Some webmasters spent their time religiously getting links.
4. Or maybe you have unwittingly engaged in forbidden practices and been found out.
5. Search engine algorithm changes.
6. Technical problems. Server always down when the robots come indexing. You need good service providers and web host as well.

Do you need the new Sitemap file?

Sitemap files are XML files that make it easier for the search robots to index your website. Unfortunately, smart spammers have found a way to smell your contents and scrapped it back for their own use. They do it using computer programs and their main purpose is to quickly put up contents (other people's sweat) in their site to earn Adsense money. It is in automatic mode, and very fast and easy money.

Preferably, don't use sitemap files, otherwise, your contents might be stolen without you knowing. There are plenty of scammers out there making a living out of other people's effort. They also collect so much content and they mashed them up to such an extend that even if you found them out, you will never be able to recognize which part of their content belongs to you!

Make your website number 1

1. Check your log files and see what is happening there. Who comes and under what keywords they find you will show you where you stand. Are there any error pages when the search robots come around, like 304 and 404 pages that can frustrate anyone? See which robots find your site and see how often they spider your site. If no robots come, then it means trouble, or something is wrong somewhere. A good webmaster should also be a good doctor.

2. Site architecture is an important feature of a good website, both to search engines and human visitors. First, make your site search engine friendly, and then make it human friendly as well. Connected pages should be clearly labeled so that the robots and human knows what they are being lead to. Do not lead them on a merry go round.

3. On the internet, most things are categorized by their keywords, even images and animation files. Targeting wrong keywords will cost you dearly as you would have miss drawing in the right buying visitors. With keywords, you will need research, research and more researching. Using Pay-per-Click can sharpen your knowledge of keyword uses and copywriting!

4. Contents remained king so create unique contents that are not found in other sites. When you have unique contents, search engines will not ignore you. They will put you up on a special pedestal and it will form your brand!

{{61 billion searches conducted worldwide in August 2007. "More than 750 million people age 15 and older – or 95 percent of the worldwide Internet audience – conducted 61 billion searches worldwide in August, an average of more than 80 searches per searcher. [...] Google Sites ranked as the top worldwide search property in August with 37.1 billion searches conducted. [...] Yahoo! Sites ranked second with 8.5 billion searches, while Baidu.com, a Chinese language search engine, followed in third place with more than 3.2 billion searches."}}

Linking Patterns

Search engine listings usually contains ten listings per page. Who gets the number one spot is the job of the search engines algorithms. And they are blind to most things except for some text. As search engines robots can't interpret website content like humans, they have to use different ways to ascertain what the webpage is about and then to rank them. So they use links as a main criterion. The thinking is that the more links a webpage gets, the more authoritative it is on that particular keyword term. As links are put there by humans, it is a human endorsement. The robots just take a ride.

As the SERPs in the first three pages will make a difference, webmaster tried various methods to get listed there. As the competition gets intense, some webmasters began to use unscrupulous techniques to get to the front. The search engines fought back with new methods of ranking including looking at who is linking to whom. So linking patterns is an important criterion now. It seems that linking from keyword related sites count the most. You don't get any marks for just linking to any Tom, Dick and Harry! And to make it even more critical, getting links from 'bad company' will see your ranking nosedive. 'Bad company' means those groups that sell their links and groups that arrange for links like 'link farms'. And don't rush to get links from forum and blog sites either, as they don't count anymore. So are networking social sites.

{{Searchers tend to use more than one search engine
"Search providers had the highest visitor retention rates, with an average of 71 percent of June visitors at home returning in July among the three leading search players. [...]
Notably though, a substantial portion of visitors went to more than one of these three search sites in July. MSN/Windows Live Search had the highest audience overlap, with 84 percent of its unique visitors also going to Google Search, Yahoo! Search, or both."}}

A analysis of top Google SERPs revealed that:

- Google give importance to keywords in the title tag as criterion for high rankings. Put your important keywords in the H1 tag. Leave your less important words in the H2 and H3 tags.
- Keywords in bold or italic tags seem to have a slight effect on the top rankings. When your image file also has alternate tags that relate to your important keywords, then the page will get a higher ranking. Thus, image files with alternate attributes will lend credence to the page as far as ranking goes.
- If you were to look at the SERPs, you will find that most of the listings have the keyword in their domain names. It would be good practice to use domain names that point to the main keyword.
- The file size does not matter in rankings, but because large files have plenty of contents, many keyword combinations are possible. The chances of your web site being found are higher, even though your site does not rank high in your main keywords.
- Authority and top sites generally have more inbound links than those at the bottom of the listing pages.

With these tips and tweaks, you should succeed in getting top listings. Wish you the best.

Thank you for staying with me,
Sincerely,
Yap Tat Meng

Author of books:

“Internet Marketing for Seniors from concept to delivery”
and

“Inventing: The moment before the spark came”

Both the books are available at LuLu and Amazon

With thanks from www.AirCoast.com

About the author.

Yap Tat Meng has been an internet entrepreneur since 2000, and has successfully created his own brand of patented products and sold them through the internet. When he was younger, he had this dream of one day selling his own brand of product, but because the cost involved was very prohibitive then, it remained just a dream. When the internet came, he saw the opportunity and without hesitation, took every opportunity to learn how to use the computer, even though he was passed the age where it would be considered to be useful to take up a computer course. He persevered and finally even created his range of unique products and sold them throughout the world using nothing more than the internet.

Today, he has taken time to pen his many years of experiences into a book form. He would like to believe that there are many out there who would like to cherish their own dreams and that he would like them to use his books as an inspiration to achieve their goals.

The author can be contacted at tmyapterry@gmail.com and will answer all your queries regarding search engine and web marketing.