

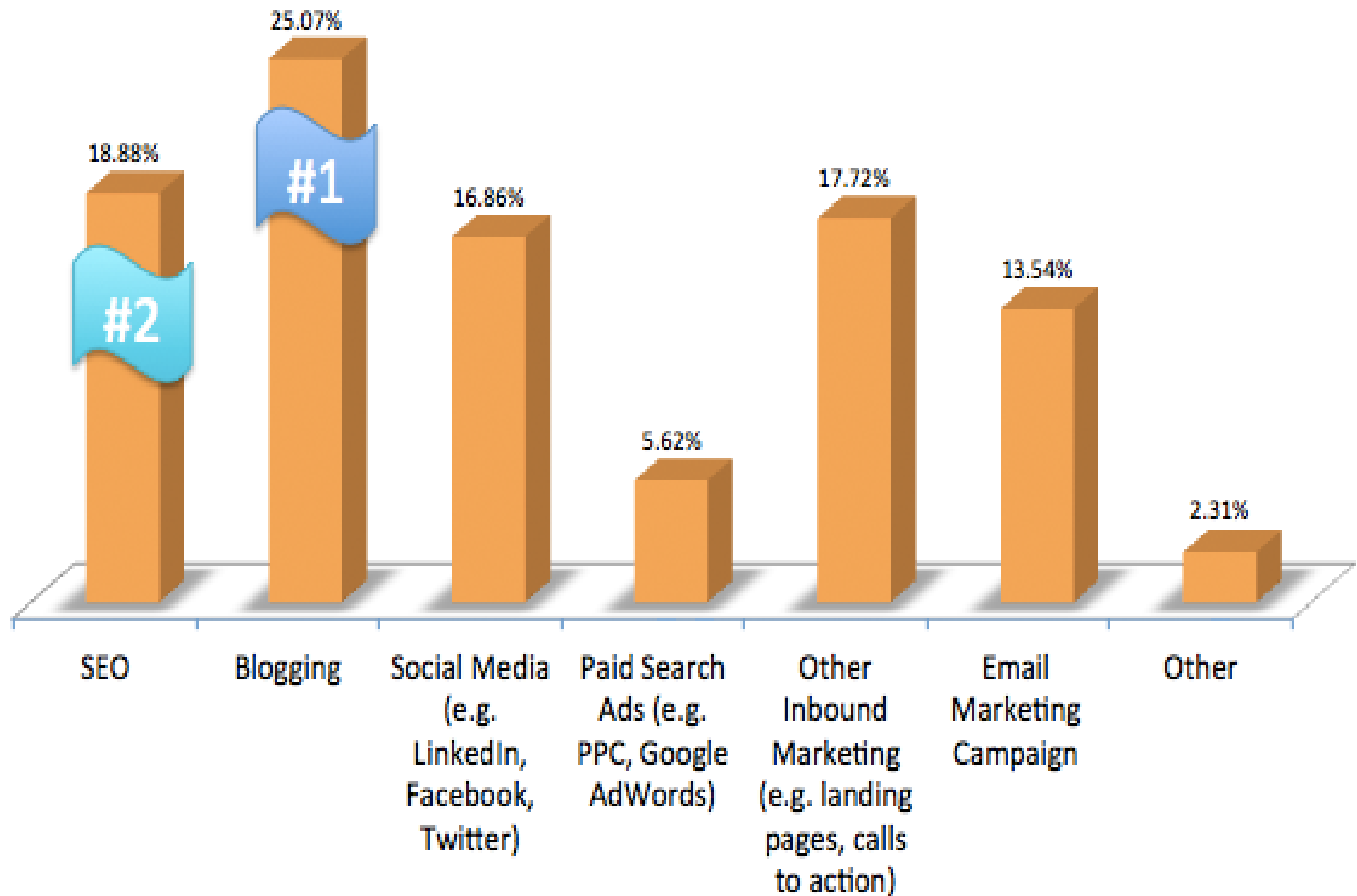


General Agenda

- **Search Engine Strategies**
- **SEO Admin Tool (Django-Python)**
- **Linking and Url Strategies**
- **Social media**
- **Traditional Strategies**
- **Email Strategies**
- **Miscellaneous Strategies**
- **Paid Advertising Strategies**
- **Domain Authority**
- **Google Map and SEO**



What factors do you attribute to traffic increase?



Agenda - Search Engine Strategies

- **Search Engine Strategies**

1. Rich Keywords Page Title
2. Meta tag description
3. Keywords in Header H1, H2, H3
4. Position Keywords and Description
5. Navigation and Site Map
6. Developing Web pages
7. Setup and Tune - **S**earch **E**ngine **O**ptimization
8. Promote Local Business and Media (*Image, Video*)

Agenda – SEO Admin Tools (Django)

- **DJANGO Admin Tools**
 1. xxx
 2. xxxx

The Django logo, consisting of the word "django" in a white, lowercase, sans-serif font, set against a dark green rectangular background.The Python logo (two interlocking snakes, one blue and one yellow) followed by the word "python" in a grey, lowercase, sans-serif font, and the word "django" in a white, lowercase, sans-serif font on a dark green background.

Agenda – Linking Strategies/ Media

- **Linking Strategies**

1. Submit Your Site to Key Directories
2. Reciprocal Links
3. Write articles
4. New Releases
5. Url Best Practices

- **Social media**

1. Begin a Business Blog
2. Social Media community
3. Forum Visitors Bookmark AddThis Tool
4. Engagement Metrics

Agenda – Traditional Strategies

- **Traditional Strategies**
 1. Include Your URL on Stationery, Cards, and Literature
 2. Promote using traditional media
 3. Develop a Free Service
- **Email Strategies**
 1. Install a “Signature” in your Email Program
 2. Publish an Email Newsletter
 3. Aggressively Ask for Email Sign-ups
 4. Send Transactional and Reminder Emails
 5. Send Offers and Exchange Emails

Agenda – Miscellaneous Strategies

- **Miscellaneous Strategies**

1. Announce a Contest
2. Devise Viral Marketing Promotion Techniques

- **Paid Advertising Strategies**

1. Advertise in an Email Newsletter
2. Begin an Affiliate Program.
3. Purchase Pay Per Click (PPC) ads
4. List Your Products with Shopping Comparison
5. Rent targeted, commercial email lists

Search Engine Strategies

To remember

Ranking Factors:

Traffic and Engagement Metrics

- Search Visits
- Total Visits
- Direct Visits
- Global rank
- Time on site
- Bounce rate
- Page views

• Search Engine Strategies

Perhaps the most important — and inexpensive — strategy is to rank high for your preferred keywords on the main search engines in “organic” or “natural” searches (as opposed to paid ads).

- ❖ Search engines send **robot** “spiders” to index the content of your webpage, so let’s begin with steps to prepare your webpages for optimal indexing.
- ❖ The idea here is not to trick the search engines, but to leave them abundant clues as to what your webpage is about. This approach is called “search engine optimization,” abbreviated as **SEO**.



1 - Rich Keywords Page Title



What It does ?

- It has the most SEO power of any tag on the page for improving keyword relevance.
- Its contents are the source for the blue-link text shown in the search engine results pages .
- It's the best place to get an accurate and concise description of the content on the page,

Why it's important ?

- Title tag optimization is important because the content of the title tag is used by:

- **Web Browsers:**



- **Social Bookmarking:**



- **Search Engine:**



- **Users:**



- ❖ **1 - Write a Keyword-Rich Page Title.** Write a descriptive title for each page — rich in keywords you want people to find you with — **using 5 to 8 words**. Remove as many “filler” words from the title (such as “the,” “and,” etc.) as possible, while still making it readable. This page title will appear hyperlinked on the search engines when your page is found. Entice searchers to click on the title by making it a bit provocative. Place this at the top of the webpage between the <HEAD></HEAD> tags, in this format: <TITLE>Web Marketing Checklist — 37 Ways to Promote Your Website</TITLE>. (It also shows on the blue bar at the top of your web browser.)
- ❖ Plan to use some **descriptive keywords** along with your business name on your home page. If you specialize in silver bullets and that’s what people will be searching for, don’t just use your company name “Acme Ammunition, Inc.,” use “Silver and Platinum Bullets — Acme Ammunition, Inc.” The words people are most likely to search on should appear first in the title (called “keyword prominence”). Remember, this title is your identity on the search engines. The more people see that interests them in the blue hyperlinked words on the search engine the more likely they are to click on the link.



Page Title Best practices - In Summary

- Use only one per page, placed within the <head> tag
- Put important keywords first.
- Place top-performing keywords in descending order,
- Review title naming convention for remaining pages.
- Review title for home page.
- Include acronym.
- Use numbers.
- Use modifiers (*best, offers, buy, cheap, reviews, ...*)
- Use keyphrases instead of keywords.
- Ensure site branding goes last
- Use no more than 69 characters, including spaces
- Avoid using stop words (*by, it, as,*)
- Reflect the most important keywords used in the page's body text
- Give every page a unique title,
- Avoid duplicating the exact text string within the <h1> tag
- Avoid keyword stuffing (*do not place too many keywords*)
- Avoid using too much commas (*-, _ /, ..*)
- Don't over use synonyms
- Don't use special characters

2 – Meta Tag Description





2a. Write a Description META Tag.

- ❖ Some search engines include this description below your hyperlinked title in the search results. The description should be a sentence or two describing the content of the webpage, using the main keywords and key phrases on this page. Don't include keywords that don't appear on the webpage.
- ❖ Place the **Description META** Tag at the top of the webpage, between the <HEAD></HEAD> tags, in this format:
<META NAME="DESCRIPTION" CONTENT="Increase visitor hits, attract traffic through submitting URLs, META tags, news releases, banner ads, and reciprocal links.">
- ❖ The maximum number of characters should be about **255**; just be aware that only the first **60** or so are visible on Google, though more may be indexed





2b. Write a Description META Tag.

When I prepare a webpage, I write the article first, and then develop a keyword-rich title (#1 above). Then I write a description of the content in that article in a sentence or two, using each of the important keywords and key phrases included in the article. This goes into the [description META tag](#).

- ❖ Next, I strip out the common words, leaving just the meaty keywords and phrases and insert those into the keywords META tag. It's no longer used much for ranking, but I'm leaving it in anyway. I think it may have some minor value.
- ❖ So to summarize so far, every webpage in your site should have a [distinct title and META description tag](#). If you implement these two points, you're well on your way to better search engine ranking. But there's more that will help your ranking....



3

Keywords in Header H1, H2, H3





3. Include Your Keywords in Headers (H1, H2, H3).

- ❖ **Search engines** consider keywords that appear in the page headline and sub heads to be important to the page, so make sure your desired keywords and phrases appear in one or two header tags.
- ❖ Don't expect the search engine to parse your Cascading Style Sheet (**CSS**) to figure out which are the headlines — it won't. Instead, use keywords in the **H1**, **H2**, and **H3** tags to provide clues to the search engine. (*Note: Some designers no longer use the H1, H2 tags. That's a big mistake*).
- ❖ Make sure your designer defines these tags in the **CSS** rather than creating headline tags with other names.



4

Position Keywords and Description



4a. Position Your Keywords in the First Paragraph of Your Body Text.

- ❖ Search engines expect that your first paragraph will contain the important keywords for the document — where most people write an introduction to the content of the page. You don't want to just artificially stuff keywords here, however.
- ❖ More is not better. Google might expect a keyword density in the entire body text area of maybe 1.5% to 2% for a word that should rank high, so don't overdo it.

4b. Include Descriptive Keywords in the ALT Attribute of Image Tags.

- ❖ This helps your site be more accessible to site-impaired visitors and gives additional clues to the search engines.
- ❖ The ALT attributes *do* help get your images ranked higher for image search (see #12 below).





4c. Use Keywords in Hyperlinks.

- ❖ Search engines are looking for clues to the focus of your webpage.
- ❖ When they see words hyperlinked in your body text, they consider these potentially important, so **hyperlink** your important keywords and key phrases.
- ❖ To emphasize it even more, the webpage you are linking to could **have a page name with the keyword** or key phrase, such as blue-widget.htm— another clue for the search engine.



5 Navigation and Site Map





5. Make Your Navigation System Search Engine Friendly.

- ❖ You want search engine robots to find all the pages in your site. **JavaScript** and **Flash navigation** menus that appear when you hover are great for humans, but search engines don't read JavaScript and Flash very well.
- ❖ Therefore, supplement JavaScript and Flash menus with regular HTML links at the bottom of the page, ensuring that a chain of hyperlinks exists that take a search engine spider from your home page to every page in your site.
- ❖ Don't set up your navigation system using HTML frames (*an old, outdated approach*); they can cause severe indexing problems.





5c. Create a Site Map.

A [site map page](#) with links to all your pages can help search engines (*and visitors*) find all your pages, particularly if you have a larger site.

You can use free tools, XML-Sitemaps.com to create XML sitemaps that are used by the major search engines to index your webpages accurately. Upload your sitemap to your website.

Then submit your [XML sitemap to Google](#), Yahoo!, and Bing (formerly MSN), following instructions on their sites.

By the way, [Google Webmaster Central](#) has lots of tools to help you get ranked higher. Be sure to set up a free account and explore what they have to offer.



Remember Linking and HTTP return code

AN SEO'S GUIDE TO HTTP STATUS CODES

Every web page you visit returns a status code, to give the browser additional information and instructions. Search bots see these codes, and some of them can impact SEO. Here are a few of the big ones:

CAST OF CHARACTERS

 The Visitor  The Robot  Link Juice  The Pages

HTTP STATUS CODES

200  **200**
OK/Success Everyone arrives at Page A. There is much rejoicing!

301  **301**
Permanent* Everyone is redirected to the new location, Page B.

302  **302**
Temporary* Visitors and bots are redirected. Juice is left behind.

404  **404**
Not Found Original page is gone. Visitors may see a 404 page.

500  **500**
Server Error No page is returned. Everyone is lost and confused :-|

503  **503**
Unavailable Asks everyone to come back later. A 404 alternative.


* Technically, code 301 is "Moved Permanently" and 302 is "Found", but SEOs refer to them as "Permanent Redirect" and "Temporary Redirect".

THE CANONICAL TAG

REL  **REL**
Canonical Alternative to 301-redirects. Visitors still see Page A.

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Google Webmaster Tools as Google Search Console.^{[1][2]} It has tools that let webmasters:

- Submit and check a [sitemap](#).
 - Check and set the crawl rate, and view statistics about when Googlebot accesses a particular site.
 - Write and check a [robots.txt](#) file to help discover pages that are blocked in robots.txt accidentally.
 - List internal and external pages that link to the site.
 - Get a list of links which Googlebot had difficulty crawling, including the error that Googlebot received when accessing the URLs in question.
 - See what keyword searches on Google led to the site being listed in the [SERPs](#), and the click through rates of such listings. (Previously named 'Search Queries'; rebranded May 20, 2015 to 'Search Analytics' with extended filter possibilities for devices, search types and date periods).
 - Set a preferred domain (e.g. prefer [example.com](#) over [www.example.com](#) or vice versa), which determines how the site URL is displayed in SERPs.
 - Highlight to [Google Search](#) elements of structured data which are used to enrich search hit entries (released in December 2012 as Google Data Highlighter).^[3]
 - Demote [Sitelinks](#) for certain search results.
 - Receive notifications from Google for manual penalties.^{[4][5]}
 - Provide access to an [API](#)^[6] to add, change and delete listings and list crawl errors.^[6]
 - Rich Cards a new section added, for better mobile user experience.^[7]
- 

6

Developing Webpages





6. Develop Webpages Focused on Each Your Target Keywords.

- ❖ SEO specialists no longer recommend using **external doorway or gateway pages**, since nearly duplicate webpages might get you penalized. Rather, develop several webpages on your site, each of which is focused on a target keyword or key phrase for which you would like a high ranking.
- ❖ Let's say you sell teddy bears. Use [Google Insights for Search](#) or the free keyword suggestion tool on [Wordtracker](#) to find the related keywords people search on. In this case: write a separate webpage featuring the keyword "**teddy bear,**" "**teddy bears,**" "**Vermont teddy bears,**" "**Vermont bears,**" "**the teddy bears,**" **teddy bears picnic,**" "**teddy bears pictures,**" etc.
- ❖ You'll write a completely different article on each topic. You can't fully optimize all the webpages in your site, but for each of these focused-content webpages, spend lots of time tweaking to improve its ranking, as described in point #10.



7

Setup and Tune Search Engine Optimization





7a. Fine-tune with Careful Search Engine Optimization.

- ❖ Now fine-tune your focused-content pages and perhaps your home page, by making a series of minor adjustments to help them rank higher. Software such as **WebPosition** allows you to check your current ranking and compare your webpages against your top keyword competitors.
- ❖ I use it regularly. **WebPosition's** Page Critic tool provides analysis of a search engine's preferred statistics for each part of your webpage, with specific recommendations of what minor changes to make.
- ❖ The best set of SEO tools is Bruce Clay's **SEOToolSet**. You can find links to many SEO articles on this site.



Be an SEO overachiever



on-page

PageCritic

Competitive Keyword Optimization

Find out how well a webpage is optimized for a specific keyword and see how it compares to its real-world competition. [Learn more](#)



off-page

InLinks

Inbound Link Analysis

Analyze any domain's backlinks and internal links for opportunities to make the most of your linking building strategies. [Learn more](#)



show results

Reporter

Online Rank Tracking

Track your search engine rankings over time for greater insight into the effectiveness of your ongoing SEO efforts. [Learn More](#)

Tools for Battle

Get To Know Your Competition

Evaluate a competitor's inbound links for opportunities to boost your link building efforts. Get an in-depth look at how a webpage's keyword optimization compares with its highest-ranking competitors. Track your competitors rankings alongside your own for greater insight into how effectiveness of your ongoing SEO strategies compare.

Have Your Data And Eat It Too

Take in the highlights with a single glance at each report's overview summary. Filter and sort easy-to-read data tables and dive deep to examine each metric in full detail. Download report views to printable PDF files, and export data to XML and CSV format for immediate use in



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ADVANCED SEO TOOLS
FOR DATA-HUNGRY MARKETERS

SEO is a marathon, not a dash. Get off the starting line with the SEOToolSet suite of organic optimization tools.

Try SEOToolSet risk-free



SEO TOOLS



Monitor rankings, research competitors, analyze links and much more. Try these advanced SEO tools built for

SEO TRAINING



Learn SEO methodology and best practices from an industry leader. SEOToolSet Training courses include a free

8

Promote
Local Business
Media (*Image, Video*)





8a. Promote Your Local Business on the Internet.

- ❖ These days many people [search for local businesses](#) on the Internet. To make sure they find you, include on every page of your website “*the street address, zip code, phone number, and the five or 10 other local community place names*” your business serves.
- ❖ If you can, include place names in the title tag, too. When you seek links to your site, you should request links from **local businesses** with place names in the communities you serve *and* complementary businesses in your industry nationwide.



8b. Promote Your Local Business on the Internet.

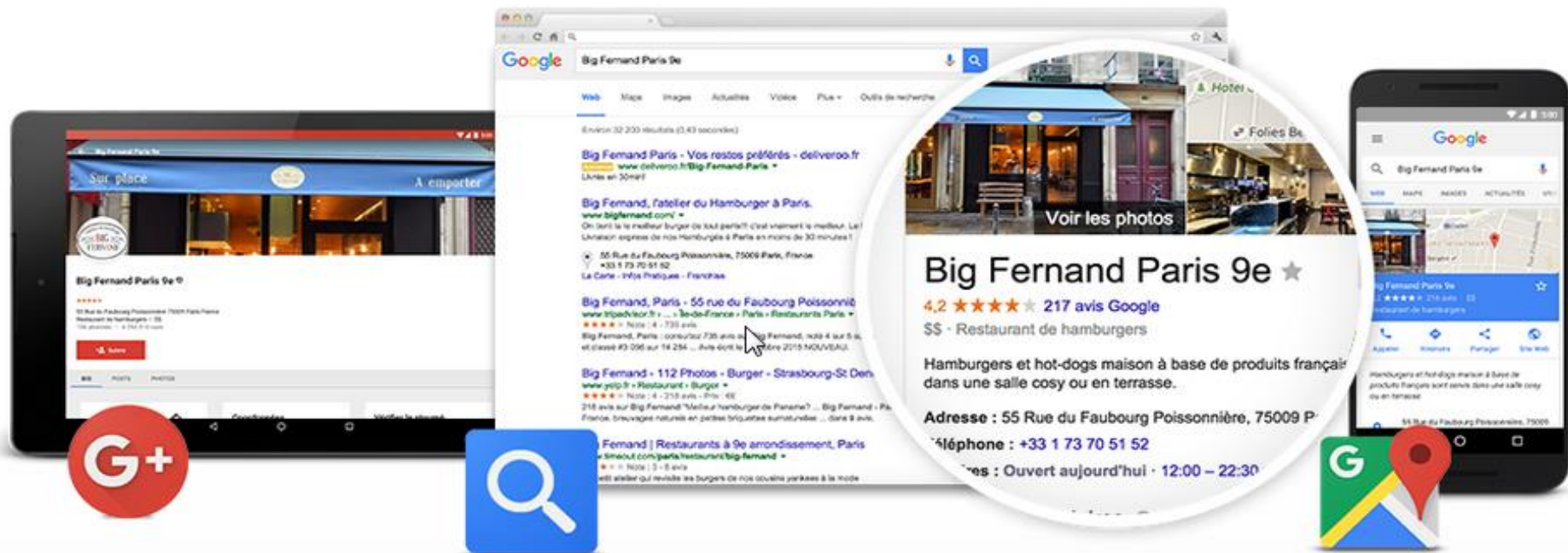
- ❖ Also create a free listing for your local business on [Google Places for Business](#), [Yahoo! Local](#), and [Bing Local Listing Center](#).
- ❖ That way your business can show up on a map when people do a local search. For more information, see articles on local marketing below



Faites-vous connaître gratuitement sur Google

Google My Business est la vitrine de votre entreprise pour ceux qui vous cherchent sur Internet. Soyez visible et attractif dans la recherche Google, sur Google Maps ou sur Google+.

Inscrivez votre entreprise sur Google



About Google My Business

Google My Business is a free and easy-to-use tool for businesses, brands, artists, and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business.

- Manage how your business information appears across Google, including Search and Maps, using Google My Business—for free.
- Interact with customers new and old and tell them the story of your business.
- Get started at google.com/business.

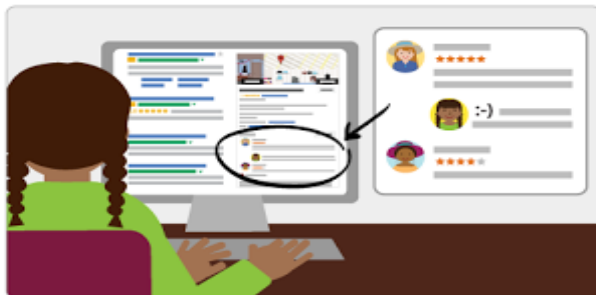
Benefits of using Google My Business

Manage your information

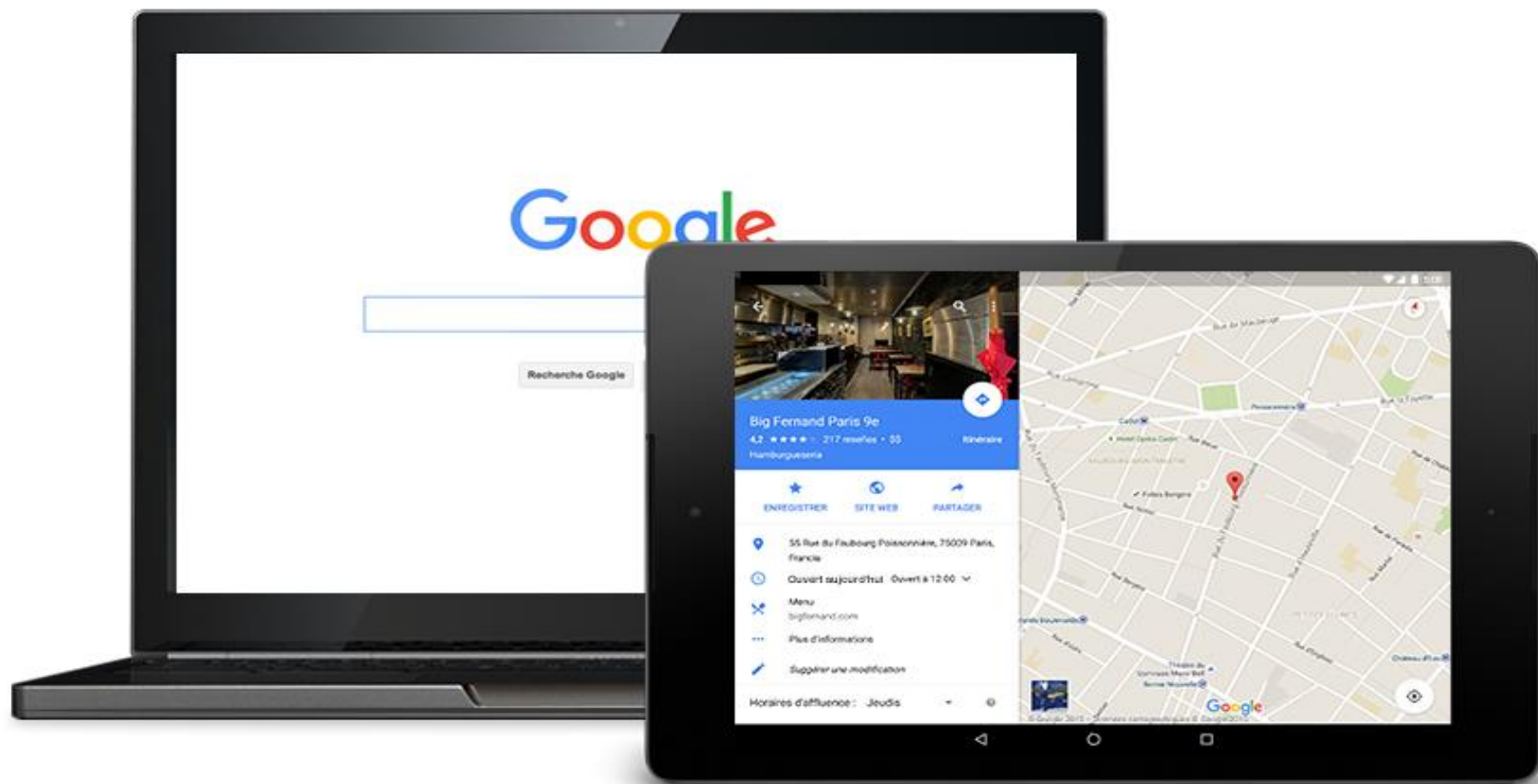


Manage the information that Google users see when they search for your business, or the products and services that you offer. Businesses that verify their information with Google My Business are twice as likely to be considered reputable by consumers. When people find your business on Google Maps and Search, make sure that they have access to information like your hours, website, and street address.

Interact with customers



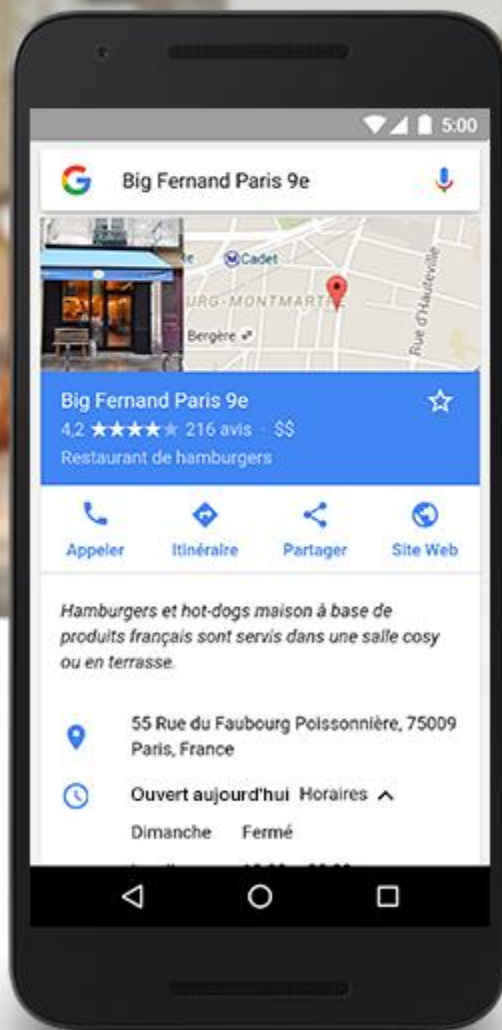
Aidez les clients à vous trouver sur Google



Avec Google My Business, toutes les informations relatives à votre entreprise sont visibles dans les résultats de recherche Google, sur Google Maps et sur Google+. Vos clients peuvent ainsi vous trouver facilement, quel que soit l'appareil utilisé.



Echangez facilement avec vos clients



8c. Promote Your Video, Images, and Audio Content.

- ❖ Google’s “universal search” displays not only webpage content, but also often displays near the top of the page relevant listings for images, videos, local businesses , and audio clips.
- ❖ Therefore, consider creating such content appropriate to your business and then optimizing it so it can be ranked high enough to help you. For example, **if you were to get a top-ranking, informative video on YouTube that mentions your site, it could drive a lot of traffic to your site.**
- ❖ For more information, search on “optimizing images” or “optimizing videos.” You can see how I use videos to promote my business on my [Web Marketing Today YouTube Channel](#).





Web Marketing Today



Web Marketing Today

S'abonner 2 841

- Accueil
- Vidéos
- Playlists
- Chaînes
- Discussion
- À propos

Vidéos en ligne



How to Develop a PPC Bidding Strategy - with Matt Van Wagne.

989 vues • il y a 4 ans



How to Leverage All Your Marketing for Link Value - with ...

377 vues • il y a 4 ans



Keyword Research to Help You Develop Content - with Ron Jon...

881 vues • il y a 4 ans



Continuous Website Improvement thru Conversion ...

516 vues • il y a 4 ans

Chaînes populaires



Nota Bene

S'abonner



DirtyBiology

S'abonner



Math se fait des fil...

S'abonner



Road to Saiyan

S'abonner



ScienceEtonnante

S'abonner



Experimentboy

S'abonner

Linking Strategies

• Linking Strategies

Links to your site from other sites drive additional traffic.

- ❖ But since Google and other major search engines consider the number of incoming links to your website (“*link popularity*”) as an important indicator of relevance, more links will help you rank higher in the search engines.
- ❖ Google has a measure called **PageRank** that reflects the quantity and quality of incoming links. All links aren’t all equal. Links from trusted, popular sites help your site rank higher than links from lower traffic sites. You’ll find articles on linking strategies on our site.



1 –
**Submit Your Site
to
Business Directories**



1. Submit Your Site to Key Directories

- ❖ since a link from a [directory](#) will help your ranking — and get you traffic. A [directory](#) is not a search engine. Rather, it is a hierarchical listing of sites sorted according to category and subcategory.
- ❖ Be sure to list your site in the free [Open Directory Project](#), overseen by overworked volunteer editors. But if you don't get listed right away, don't be impatient and resubmit, or you'll go to the end of the queue.
- ❖ A link in this [directory](#) will help you a lot.





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+



Arts

Movies, Television, Music...



Business

Jobs, Real Estate, Investing...



Computers

Internet, Software, Hardware...



Games

Video Games, RPGs, Gambling...



Health

Fitness, Medicine, Alternative...



Home

Family, Consumers, Cooking...



News

Media, Newspapers, Weather...



Recreation

Travel, Food, Outdoors, Humor...



Reference

Maps, Education, Libraries...



Regional

US, Canada, UK, Europe...



Science

Biology, Psychology, Physics...



Shopping

Clothing, Food, Gifts...

1b - Submit Your Site to Key Directories

- ❖ [Yahoo! Directory](#) is another important directory. Real humans read submissions; so be careful to follow the instruction given.
- ❖ Hint: Use somewhat less than the maximum number of characters allowable, so you don't have wordy text that will tempt the Yahoo! editor to begin chopping. [Yahoo! Directory Submit](#) requires a \$299 annual recurring fee to have your site considered for inclusion within seven business days.
- ❖ Other paid business directories that might help are [About.com](#) and [Business.com](#).



Yahoo Small Business is now Aabaco Small Business. [Learn more](#)

We make small business easier



Create a website



Sell online



Market locally



Existing Yahoo Small Business customers set up your Aabaco account

Do more for your business listing with Localworks

Start by finding your business:

Find



Localworks

~~\$49.99/month~~ \$29.99/month

Get your business listing on Yahoo, Google, Yelp, WhitePages, Bing, MapQuest, Superpages, and more!

- Guarantee your presence in 60+ local directories
- Enhance your listing with offers, more photos, and extra details
- Quickly change and update your listings across the Web
- Easily track performance

Get started now

With Localworks you can...



List your business across 60+ sites

Correct errors and push new information out to all directories so your listings are always up-to-date.



Create a profile for your business

Using a step-by-step template, create a profile with photos, videos, and offers to make your listings unique.



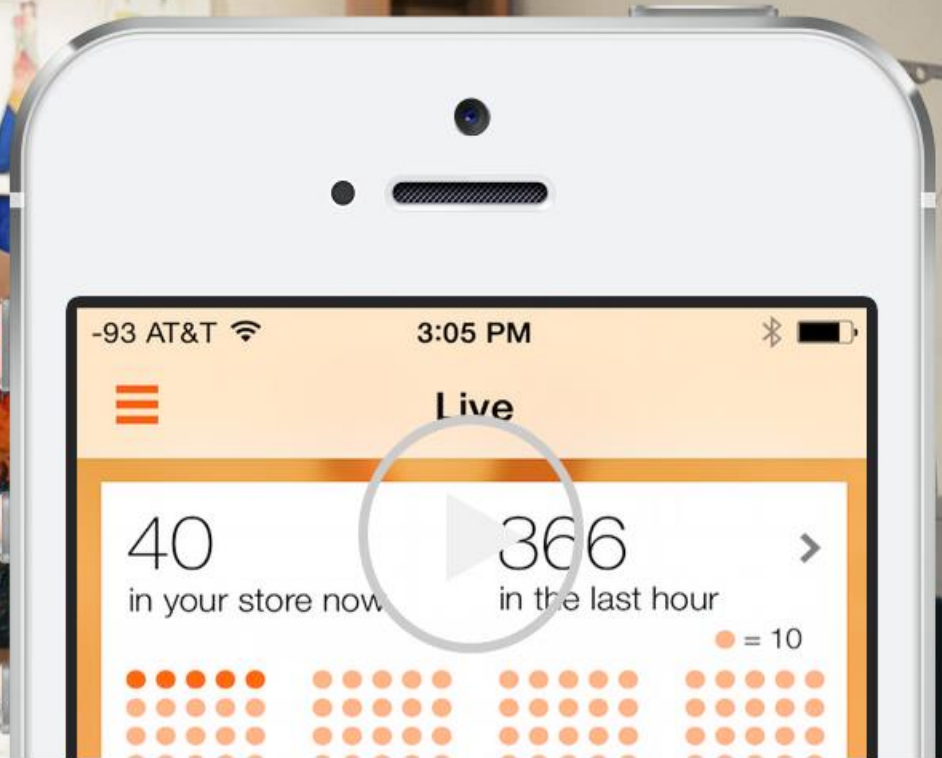
Correct inconsistent information

With business listings on more than 60 sites, you'll tap into a network of 150 million local searches per month

It's here. Live Insights for mobile

To access the iPhone app, sign up for Live Insights for free:

[Sign up for Live](#)



Find the tools you need in our [App Gallery](#)

web ceo
Move your site **to the top!**

Web CEO

Conversion Analytics Pro
Convert more of your visitors into customers

Conversion Analytics Pro

Google Shopping
Tap into Google with Product Listing Ads

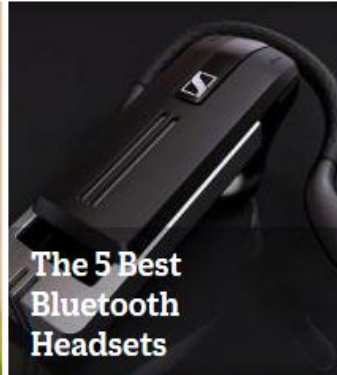
Google Shopping



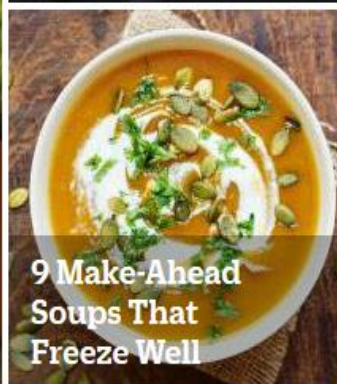
10 Apps That Can Stop You From Procrastinating



Elise Moreau
Trends Expert



The 5 Best Bluetooth Headsets



9 Make-Ahead Soups That Freeze Well

How can I make sure my cabbie doesn't take me for a ride?

Find out here:

about travel >

Trending on About.com

Extraordinary Cranberry Pum Muffins



Diana Rattray
Southern Food Expert

Why Do Yoga? 10 Reasons to St Now



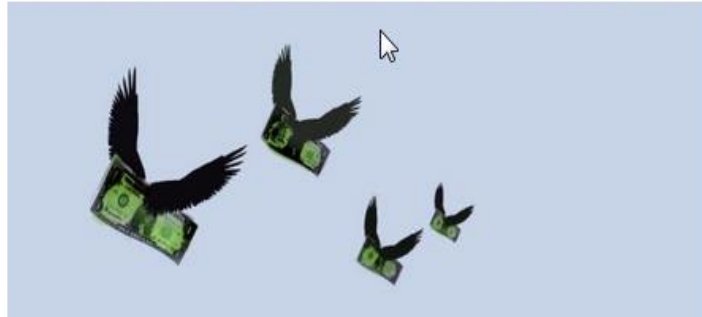
Ann Pizer
Yoga Expert

Fitness Myths You Have to Sto Believing



Elizabeth Quinn
Sports Medicine Expert

5 Things to Do When You Can't the Bills



Find knowledge, products, and services to grow your business

Find Answers Now

Search



How Much Should You Pay Yourself as a Business Owner?



6 Freelancer Skills to Benefit Your Business



5 Tips to Better Customer Interaction on Social Media

1c - Submit Your Site to Trade Organization Sites and Specialized Directories

- ❖ Some directories focused on particular industries, such as education or finance. You probably belong to various trade associations that feature member directories. Ask for a link. Even if you have to pay something for a link from the organization, **it may help boost your PageRank.**
- ❖ Marginal directories, however, come and go very quickly, making it hard to keep up, so don't try to be exhaustive here. Beware of directories that solicit you for “upgraded listings.” Unless a directory is widely used in your field, a premium ad is a waste of money,
- ❖ But the (*free*) link itself will help boost your PageRank and hence your search engine ranking.



1d - Submit Your Site to Trade Organization Sites and Specialized Directories

- ❖ [SubmitWolf](#) is a directory submission tool I've used with good success. You complete a listing form in the software interface.
- ❖ Then they submit your listing to all the appropriate directories they know of, plus links to sites that require manual submission.
- ❖ It's a timesaver and works well. **Just be careful to submit only to actual directories, not "linking sites."**



Submit Wolf PRO

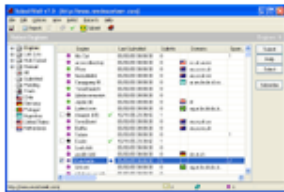
SubmitWolf 7.0

You may have the best web site in the world, offer the best products or services, but all of that means nothing if no one knows about you.

When your site is competing with over a billion other web pages, you need an unfair advantage. SubmitWolf and SEO Toolkit can give you that advantage.

SubmitWolf v7.0 is an easy to use, professional website promotional tool, which automates the process of promoting your web pages on the Internet. It can dramatically increase the number of visitors to your web site.

SubmitWolf v7.0 automatically registers your websites with all the main Search Engines, Directories and Link pages. Contains a full database of Search Engines that take automated and manual submissions.



[SubmitWolf v7.0 Overview](#)



[Buy It](#)



[Download](#)



Features

- SubmitWolf engines are upgraded daily
- Covers all known Engines that take automated submissions
- Quick links to all known Engines that only accept manual submissions
- Built in submission guard prevents websites from being banned due to repeated submissions (spamming) to search engines
- Offers a wide range of website categories to select from enabling submission to specialty engines
- Lists the number of emails each engine sends after submission, engines with excessive emails can be omitted from the submission
- Integrates with PrioritySubmit.com premium listing services and pay for inclusion engines including, Overture Site Match, Yahoo Directories, ScrubTheWeb, Slider, whatUseek and many others.
- SubmitWolf v7.0 features overview.

More about Submitwolf

- [Submitwolf Features](#)
- [SubmitWolf Enterprise](#)
- [Submitwolf FAQ](#)
- [Submitwolf Manual](#)
- [Submitwolf Overview](#)
- [Submitwolf Policy](#)
- [Testimonials](#)

Over 3000 commercial URL submission services are powered by SubmitWolf Enterprise.

SubmitWolf is best used in conjunction with the SEO Toolkit to ensure your website is optimised before submitting, but can also be purchased as a stand alone product.

Why pay a submission service to promote just a single URL, when for just \$169.00 you can own the software which many such services themselves use.

With over 3,000,000 copies downloaded, SubmitWolf v7.0 is the leading



2 – Reciprocal Links



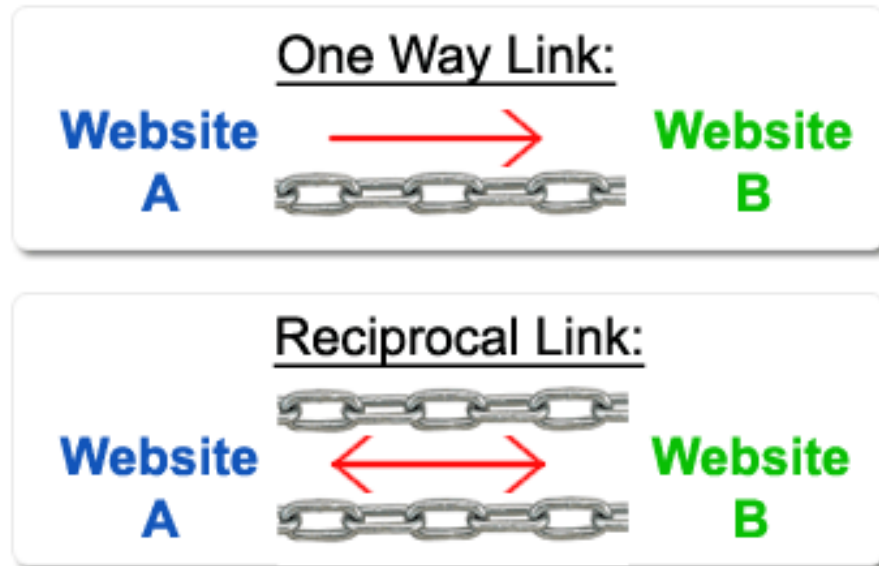
2. Request Reciprocal Links

- ❖ Find websites in your general niche and request a reciprocal link to your site (especially to your free service, if you offer one, see #24 below).
- ❖ Develop an out-of-the way page where you put links to other sites — so you don't send people out the back door as fast as you bring them in the front door. Your best results will be from sites that generate a similar amount of traffic as your own site.
- ❖ High-traffic site webmasters are too busy to answer your requests for a link and don't have anything to gain. Look for smaller sites that may have linking pages.



Reciprocal link [\[edit \]](#)

A reciprocal link is a mutual link between two objects, commonly between two [websites](#), to ensure mutual traffic. For example, Alice and Bob have websites. If Bob's website links to Alice's website and Alice's website links to Bob's website, the websites are reciprocally linked. Website owners often submit their sites to reciprocal [link exchange](#) directories in order to achieve higher rankings in the [search engines](#). Reciprocal linking between websites is no longer an important part of the search engine optimization process. In 2005, with their Jagger 2 update, Google stopped giving credit to reciprocal links as it does not indicate genuine link popularity.^[8]



2b. Request Reciprocal Links

- ❖ Check out Ken Evoy's free SiteSell Value Exchange. It (1) registers your site as willing to exchange links with other sites that have a similar theme/topic content and (2) searches for sites with similar topical content.
- ❖ Additionally, two automated link-building software programs stand out — Zeus and IBP Link Builder. Both of these search the web for complementary sites, help you maintain a link directory, and manage reciprocal links.
- ❖ However, use these programs to identify the complementary sites, *not* to send impersonal automated email spam to site owners.



Ken Evoy

Ken Evoy's SiteSell.com line of Online Business products, software, and services, including SiteBuildIt web business solutions

...

... is an international provider of e-commerce information and software solutions, which have empowered over 100,000 entrepreneurs and small businesses to outperform larger, well-financed competitors. With its flagship product, [Site Build It!](#), SiteSell is revolutionizing the way small businesses achieve online success. Thousands of satisfied customers across the globe rely on [Site Build It!](#) to harness the commercial power of the Internet. Based in Montreal, Canada, with offices in Seattle, Washington, SiteSell is a privately-held corporation that has been profitable since its inception. Led by a seasoned management team, the company employs 30 professionals from the United States, Canada, Australia and Europe.

KEN EVOY

President and CEO Ken Evoy is the founder of SiteSell Inc. and the creator of the revolutionary Web site-building system, [Site Build It!](#) Dr. Evoy is also the author of a series of widely-acclaimed "best on the Net" e-commerce books and courses, which have empowered hundreds-of-thousands of people and small businesses around the world to succeed on the Web. Due to Dr. Evoy's efforts, the SiteSell brand is highly-respected by top influential Internet business personalities around the world.

[Search SiteSell.com](#)

Zeus, god of Internet Marketing !

We are # 1 In Google for the Keywords: [Link Marketing](#)

Make the [Google Webmaster Guidelines](#)
Your Guidelines to Success

You won't see this on another Internet Marketing web site

**The Zeus Internet Marketing Robot Is The ONLY Professional
Link Building Tool**

Generate qualified visitors to your web site in numbers beyond your wildest dreams.

Zeus is designed for anybody who wants to get **High Listings in the Search Engines** and **Increase Traffic to their site.**

Zeus is the original link building tool in use since 1997 and is the most widely used link marketing tool on the Internet today.

We were the first linking software company and invented every known link marketing concept in use on the Internet today. We coined the phrases 'Link Partner' and 'Themed' before Google even existed. Zeus has won more 5 star awards than any other linking software.

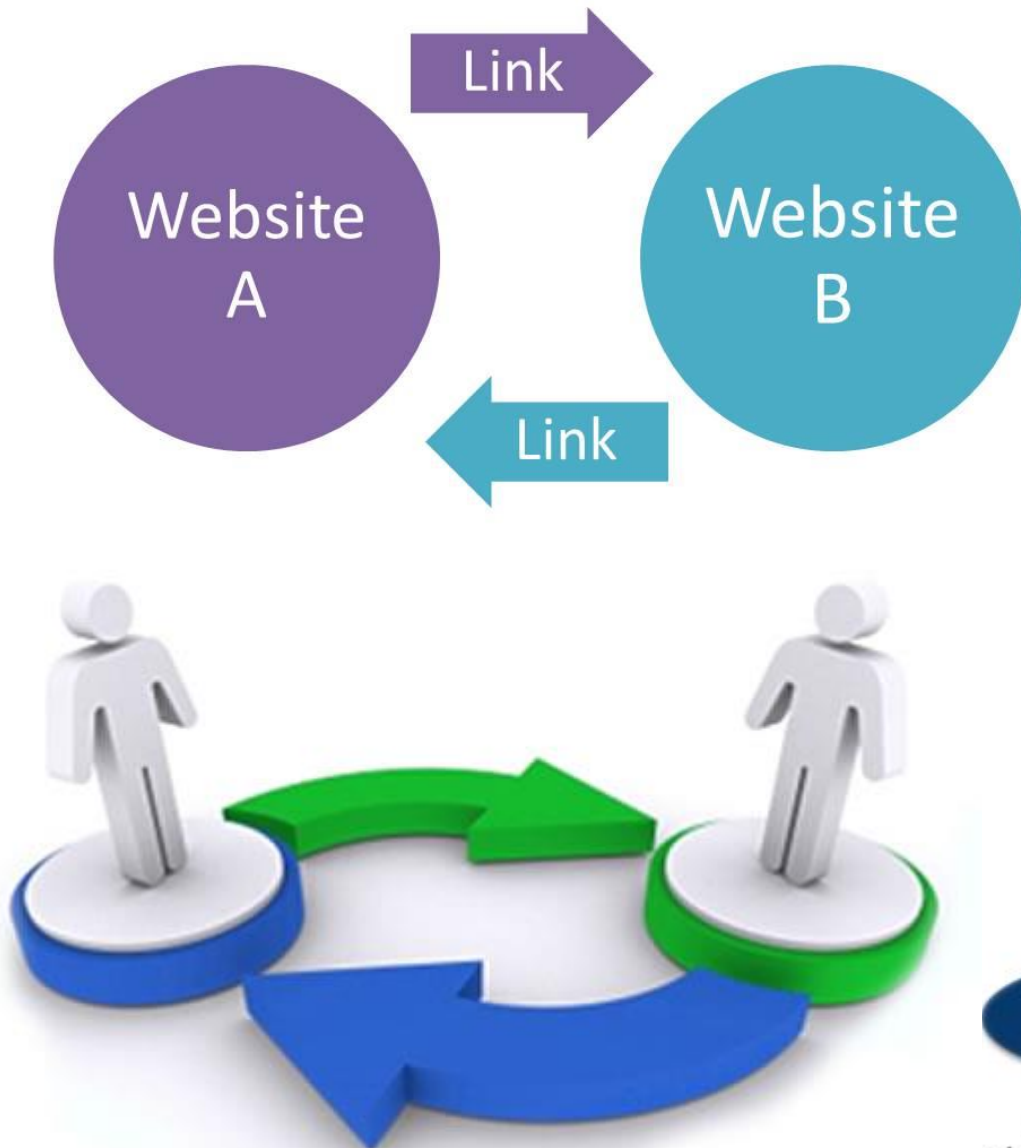


2c. Request Reciprocal Links

- ❖ When you locate sites, send a personal email using the contact email on the site or to the administrative contact listed in a [Whois Directory](#).
- ❖ If email doesn't get a response, try a phone call. As a warning, only link to complementary sites, no matter how often you are bombarded with requests to exchange links with a mortgage site that has nothing to do with your teddy bear store.
- ❖ One way Google determines what your site is about is who you link to and who links to you. It's not just links, but quality links you seek. **Reciprocal linking** as hard, tedious work, but it doesn't cost you a dime out of pocket!
- ❖ Keep working at this continuously, a little bit at a time. Patience and persistence will get you some good links, so keep at it.



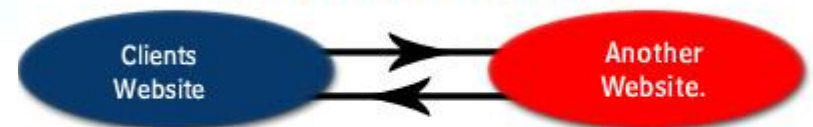
Reciprocal Linking



Reciprocal Links



RECIPROCAL LINK EXCHANGE



Link from client's website pointing toward another website and simultaneously link from another website pointing towards client's website.

WHOIS *behind that domain?*

Whois lookup - find out who owns that domain!

Search

Search by either...

- Domain Name e.g. networksolutic
- IP Address e.g. 205.178.187.13

Announcing a great feature for WHOIS users

You can now start a WHOIS lookup directly in your browser!

Use the format: www.networksolutions.com/whois-search/netsol.com and you'll come directly to our WHOIS results page. Stay tuned for more useful features coming soon to WHOIS!

What is WHOIS?

When you [register a domain name](#), the Internet Corporation for Assigned Names and Numbers (ICANN) requires your domain name registrar to submit your personal contact information to the WHOIS database. Once your listing appears in this online domain WHOIS directory, it is publicly available to anyone who chooses to check domain names using the WHOIS search tool.

There are a variety of third parties who may check domain names in the WHOIS check database,

WHOIS Results for melado.com

melado.com is available!

This premium* domain is up for resale. It may be purchased immediately for \$6,099

Add to Cart

melado.com

Is this your domain name? [Renew it now.](#)

For more information on Whois status codes, please visit

<https://www.icann.org/resources/pages/epp-status-codes-2014-06-16-en>

Domain Name: melado.com

Registrar URL: <http://www.godaddy.com>

Registrant Name: Domain Administrator

Registrant Organization: NameFind LLC

Name Server: NS2.NAMEFIND.COM

Name Server: NS1.NAMEFIND.COM

DNSSEC: unsigned

For complete domain details go to:

<http://who.godaddy.com/whoischeck.aspx?domain=melado.com>

The data contained in GoDaddy.com, LLC's Whois database, while believed by the company to be reliable, is provided "as is" with no guarantee or warranties regarding its accuracy. This information is provided for the sole purpose of assisting you in obtaining information about domain name registration records. Any use of this data for any other purpose is expressly forbidden without the prior written permission of GoDaddy.com, LLC. By submitting an inquiry, you agree to these terms of usage and limitations of warranty. In particular, you agree not to use this data to allow, enable, or otherwise make possible, dissemination or collection of this data, in part or in its entirety, for any purpose, such as the transmission of unsolicited advertising and solicitations of any kind, including spam. You further agree not to use this data to enable high volume, automated or robotic electronic processes designed to collect or compile this data for any purpose, including mining this data for your own personal or commercial purposes.



VOLS
À PRIX
MINIS

Jusqu'à
78%
d'économies

RÉSERVEZ

Jetcost

Search Again

3 – Write article



3. Write Articles for Others to Use in Websites and Newsletters.

- ❖ You can dramatically **increase your visibility** when you write articles in your area of expertise and distribute them to editors as free content for their email newsletters or their websites.
- ❖ Just ask that a link to your website and a one-line description of what you offer be included with the article. This is an effective “viral” approach that can produce hundreds of links to your site over time.
- ❖ You’ll find lots of information on how to do this from the most popular article-marketing site, EzineArticles.com. When you create a free membership account, they begin sending you instructions and ideas each week.



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**SUBMIT YOUR HIGH-QUALITY,
ORIGINAL ARTICLES FOR MORE
EXPOSURE, CREDIBILITY &
TRAFFIC BACK TO YOUR WEBSITE.**

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- Gaming
- Home Based Business
- Internet and Businesses Online
- Legal
- Real Estate
- Relationships
- Travel and Leisure
- Automotive
- Cancer
- Finance
- Health and Fitness
- Home Improvement
- Investing
- News and Society
- Recreation and Sports
- Self Improvement
- Women's Interests
- Book Reviews
- Communications
- Food and Drink
- Home and Family
- Insurance
- Kids and Teens
- Pets
- Reference and Education
- Shopping and Product Reviews
- Writing and Speaking

4 – New Releases



4. Issue News Releases.

- ❖ Find newsworthy events and send news releases to print and Web periodicals in your industry. The links to your site in online news databases may remain for several months and **will temporarily improve traffic** to your site and increase link popularity.
- ❖ Use an **online news release** service such as PR Web. Placing your website URL in online copies of your press release may increase link popularity temporarily.
- ❖ Two additional linking strategies, discussed below, are to ask visitors to bookmark your webpage and to develop a free service, which will greatly stimulate links to your site.



5 – URL Best practices



5. URL Best Practices.

- ❖ Use **single domain** & Sub domain
- ❖ **Readable Url components** (no number or special cryptic signs !!)
- ❖ Use Keywords in URLs, still a good thing
- ❖ Multiple URL serving same content: the evil, use Canonical feature
- ❖ **Exclude dynamic parameters**
- ❖ **Shorter URL** , not above 50-60 characters
- ❖ **Match Url to titles** Most of the time
- ❖ No use to including **stop words** !!
- ❖ Remove/control for unwieldy punctuation characters
- ❖ Limit redirection hops to two or fewer
- ❖ Fewer folders is generally better
- ❖ Avoid hashes in URL that create separate/unique content
- ❖ Be wary of case sensitivity
- ❖ Hyphens and underscores are preferred word separators
- ❖ **Keyword stuffing** and repetition are pointless and spammy !



5b. Page URL

- ❖ Include one primary keyword in a page URL
 - The web pages in your domain may be optimized for many different keywords. It is said that the best way is to focus only on one keyword phrase and to include it directly in the URL address. Use hyphens (-) instead of underscores (_) in URLs.
- ❖ Use hyphen(-) instead of underscore (_) in Urls
 - When you use underscores to separate words in a URL name, Google will read it as one single word. This means that **the_best_seo_practices** will be treated by search crawlers as **'thebestseopractices'**. That one is hard to read, right?
- ❖ Choose a static URL address instead of a dynamic one.
 - There are two types of web addresses: **static** and **dynamic**.
A static URL looks like that:
your-domain-name.com/category/the-best-seo-practices
A dynamic one can look like this:
your-domain-name.com/category/?p=028705
- ❖ Keep a Url address brief, descriptive and relevant.
 - This way you'll make searcher's life a bit easier.



Social Media

• Social Media

Our next type of website promotion comes from the mushrooming field of social media, in which people are encouraged to interact with each other, and respond to each other's blog postings and comments

- ❖ You should be aware of four types of **social media**: (1) **blogs**, (2) **social networking sites**, (3) **social bookmarking sites**, and (4) **forums**. Don't be upset if the distinctions between types of social media tend to blur.
- ❖ Social media help promote your site by **sending direct traffic, producing links to your site**, and generating awareness. The subject is too diverse to go into detail here. You will learn more in our social media articles on this tutorial.



1 – Begin a Business Blog



❖ 1. Begin a Business Blog.

- ❖ Want links to your site? Begin a business blog on your website, hosted on your own domain. If you offer excellent content and regular industry comment, people are likely to link to it, increasing your site's PageRank.
- ❖ Consistency and having something to say are key. If you have a blog on a third-party blog site, occasionally find reasons to talk about and link to your own domain.



2 – Social Media community



2. Become Part of a Social Media Community.

- ❖ Some of the best online communities for business include [Facebook](#), [LinkedIn](#), and [Twitter](#). In addition, you may want to participate in a social bookmarking community in which members share with each other information about websites, articles, or news items that they like (*or don't like*).
- ❖ These include [Digg](#), [Delicious](#), [StumbleUpon](#), and [Google Bookmarks](#). Search engine spiders troll these sites looking for links to something new and relevant.
- ❖ You can usually place a link to your website in your profile, but the biggest gain comes when other people mention you (*which generates traffic to your site*), link to you (*which increases your PageRank and brings traffic*), or bookmark you (*which increases your PageRank and brings traffic*).



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Delicious



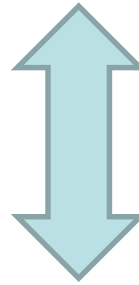
melado

Search

Sign In

Shop

Sign Up



My Links 0 Results - view all

[Sign in](#) to search your links

All Search Links 0 Results - view all

[Sign in](#) to search your links

My Following Links 0 Results - view all

[Sign in](#) to search your links

2b. Become Part of a Social Media Community.

- ❖ One important reminder, **don't join a community to spam** them or talk incessantly about your business. Like any community you must listen, comment, and make a genuine contribution for the good of others. Don't hog the conversation. Otherwise, your self-serving links and comments will hurt your reputation.
- ❖ **Don't bother with groups consisting of pure spam.** Instead, find groups where a serious dialog is taking place. Don't use aggressive marketing and overtly plug your product or service.
- ❖ Rather, add to the discussion in a helpful way and let the “signature” at the end of your email message do your marketing for you. People will gradually get to know and trust you, visit your site, and do business with you.



3 –

Forum

Visitors Bookmark

AddThis Tool

3. Promote Your Site in Online Forums and Discussion Lists

- ❖ “old school” social media. The Internet offers thousands of very targeted email based discussion lists, online forums, and groups made up of people with very specialized interests.
- ❖ Use [Google Groups](#) to find appropriate groups. Search online for blogs or other forums.



3b. Promote Your Site in Online Forums and Discussion Lists

- ❖ It seems simple, but ask visitors to bookmark your site or save it in their Favorites list. I use a widget called [AddThis](#). When you put the Add This JavaScript on your webpage, it automatically determines the **title and URL of that page**.
- ❖ When visitors click the button on your page, they are automatically taken to a page that allows them to choose which bookmarking service they prefer, and then pre-populates the appropriate form with the title and URL of your webpage.
- ❖ I use AddThis throughout my website, as well as in my newsletters. If you have good content that people want to bookmark, this can generate hundreds of links to your site and significantly raise your rankings.



I want to grow my visitors

Grow your website with tools trusted by over 15 million sites.

Get Started



4 – Engagement Metrics

4 – Engagement Metrics

❖ Social Media Goals

❖ Best social Media Metrics :

- ❖ Conversation rate.
- ❖ Amplification rate.
- ❖ Applause rate.
- ❖ Economic value.
- ❖ Four Metric that Rock

Google Plus Metrics: First Cut At Measuring Success

	Total	Own Posts	Reshared	
Posts	82	81	1	} These metrics report activity and not outcomes. Look. Ignore. } Measure the KPIs below, understand what you do that improves them!
Location	0	0	0	
Photos	18	18	0	
GIFs	1	1	0	
Videos	9	8	1	
Links	6	6	0	
Comments	1031	1028	3	
per post	12.57	12.69	3.00	Conversation Rate
+1's	2581	2562	19	
per post	31.48	31.63	19.00	Applause Rate
Reshares	1461	1442	19	
per post	17.82	17.80	19.00	Amplification Rate



	Twitter	Facebook	Google+	Blog	Youtube
# Posts:	8	9	4	3	4
# Comments:	13	22	5	22	5
# Re-tweets/Shares:	14	19	7	3	3
# Favorite clicks/Likes/+1:	3	81	19	16	28
1. Conversation Rate					
# Comments per post:	1.63	2.44	1.25	7.33	1.25
2. Amplification Rate					
# Re-tweets/Shares per post:	1.75	2.11	1.75	1.00	0.75
3. Applause Rate					
# Favorite clicks/Likes/+1 per post:	0.38	9.00	4.75	5.33	7.00

Imported data from analytics tool 1 time/day

	Twitter	Facebook	Google+	Blog	Youtube
4. Economic Value:					
Value per visitor:	0.13 \$	3.72 \$	1.22 \$	1.43 \$	0.74 \$

TrueSocialMetrics

Metric Diagnostic

	Twitter	Facebook Page	Google +	Blog
1. Conversation rate	6.70	1.50	4.20	72.33
Comments per post				
2. Amplification rate	17.15	0.00	12.35	2374.33
Re-Tweets per post				
3. Applause rate	8.25	22.00	22.05	180.67
Favorites per post				
4. Economic Value	1.02	0.80	2.00	0.00
Value per visitor				

Traditional Strategies

Traditional Strategies

Just because “old media” strategies aren’t on the Internet doesn’t mean they aren’t effective. A mixed media approach can be very effective.



1 –
**Include Your URL
on
Stationery, Cards, and Literature**



1 - Include Your URL on Stationery, Cards, and Literature.

- ❖ Make sure that all business cards, stationery, brochures, and literature contain your company's URL. And see that your printer gets the URL syntax correct. In print, I recommend leaving off the "http://" part and including only the www.domain.com portion.



2 –
Promote using traditional media



2 - Promote using traditional media

- ❖ Don't discontinue print advertising that you've found effective. But be sure to include your URL in any display or classified ads you purchase in trade journals, newspapers, yellow pages, etc.
- ❖ View your website as an information adjunct to the ad. Use a two-step approach: (1) capture readers' attention with the ad, (2) then refer them to a URL where they can obtain more information and perhaps place an order.
- ❖ Look carefully at small display or **classified ads** in the back of narrowly targeted magazines or trade periodicals. Sometimes these ads are more targeted, more effective, and less expensive than online advertising.
- ❖ Consider other traditional media to drive people to your site, such as **direct mail, classifieds, post cards, etc.** TV can be used to promote websites, especially in a local market.



3 –
Develop a Free Service



3 - Develop a Free Service

- ❖ It's boring to invite people, “Come to our site and learn about our business.” It's quite another to say “Use the free kitchen remodeling calculator available exclusively on our site.”
- ❖ Make no mistake, it's expensive in time and energy to develop free resources, but it is very rewarding in increased traffic to your site — and a motivation to link to the site!
- ❖ Make sure that your free service is closely related to what you are selling so the visitors you attract will be good prospects for your business. Give visitors multiple opportunities and links to cross over to the sales portion of your site.



Email Strategies

Email Strategies

Don't neglect email as an important way to bring people to your website. **Just don't spam**, that is, don't send bulk unsolicited emails without permission to people with whom you have no relationship.

- ❖ Many countries have anti-spam laws.
- ❖ I'll mention just a few important elements here. You can learn more from our articles on email marketing.



1 –
**Install a “Signature”
in your Email Program**



1 - Install a “Signature” in your Email Program.

- ❖ potential customers get in touch with you. Most email programs allow you to designate a “signature” to appear at the end of each message you send.
- ❖ Limit it to 6 to 8 lines:
 - ❖ **Company name, address, phone number, URL, email address,** and a one-phrase description of your unique business offering.
 - ❖ Look for examples on email messages sent to you.



2 – Publish an Email Newsletter



2 - Publish an Email Newsletter.

- ❖ While it requires a commitment of time, creating a monthly email publication is one of the most important promotion techniques. It could be a newsletter (“ezine”), list of tips, industry updates, or new product information
- ❖ Whatever you believe your customers will appreciate. This is a great way to **keep in touch with your prospects**, generate trust, develop brand awareness, and build future business.
- ❖ It also helps you collect email addresses from those who visit your site, but aren’t yet ready to make a purchase. You distribute your newsletter inexpensively using email marketing services such as: **iContact**, **Constant Contact**, and **AWeber**.
- ❖ If you have a very small list, some of these services let you use their services free until you grow larger. **Blogs** are very popular, but don’t really replace email newsletters
- ❖ . You have to go to a blog to read it, while an email newsletter
- ❖ appears in your inbox asking to be read.



Try Award-Winning Email Marketing **for Less!**

Growing your business is easy with iContact's email marketing solution. Go from signing up to sending your first message in minutes. No marketing experience required, no strings attached.

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BE A MARKETER

All it takes is Constant Contact email marketing

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SIGN UP FREE TODAY!

No risk. No credit card required.

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EASY TO USE
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Why Do 100,000+ Email Marketers Trust AWeber?

Find Out Today - 30 Day FREE Trial

All the tools you need to send emails the right way.

Email is perfect for keeping your brand top of mind and staying connected with those who make a purchase, read your blog or meet you in person. And when you join the community where **email automation** began, you get access to all features and a team that's 100% devoted to your success.



3 –
Aggressively Ask for Email Sign-ups



3 - Aggressively Ask for Email Sign-ups.

- ❖ If you want to get subscribers to your email [newsletter](#), you'll need to work hard at it.
- ❖ Include a subscription form on every page of your website. Promote sign-ups through free [whitepapers](#), [e-books](#), or other products. If you have a local business, ask customers to sign up for your email list to get “special Internet only offers.”
- ❖ [Also ask other businesspeople when they give you a business card if you can send them your email newsletter.](#) While only the email address itself is necessary, I always ask for a first name also, so I can personalize the newsletter and the email subject line with the recipient's name.



4 –
**Send Transactional
and
Reminder Emails**



4 - Send Transactional and Reminder Emails

- ❖ A transactional email is sent to an existing customer to initiate, remind, confirm, or thank the person. Be creative. If you keep careful records, [you can send emails to customers on their birthday](#) to remind them to return to your site.
- ❖ [Subscription confirmation emails](#) can also mention several popular products. You might remind customers that it has been three months since their last order and ask if it's time for a refill.
- ❖ [Thank you for your purchase emails](#) can offer a coupon to bring your customer back for a future sale. Use your imagination, but don't pester your customers. You're there to serve them, not the other way around.



5 –
**Send Offers
and
Exchange Emails**



5a - Send Offers to Your Visitors and Customers

- ❖ Your own list of customers and site visitors who have given you permission to contact them will be your most productive list. Send special offers, coupon specials, product updates, etc.
- ❖ They often initiate another visit to your site. If you have a regular newsletter, you can include many of these in your regular emailing.

5b - Exchange Email Mentions with Complementary Businesses

- ❖ You might consider exchanging email newsletter mentions with complementary businesses to reach new audiences.
- ❖ Just be sure that your partners are careful where they get their mailing list so you don't get in trouble with the anti-spam laws in your country.
- ❖ I'll mention renting email lists below under Paid Advertising approaches.



Miscellaneous Strategies

Miscellaneous Strategies

Here are a couple of strategies that don't fit elsewhere.



1 –
Announce a Contest



1 - Announce a Contest.

- ❖ People like getting something free. If you publicize a contest or drawing available on your site, you'll generate more traffic than normal.
- ❖ Make sure your sweepstakes rules are legal in all states and countries you are targeting
- ❖ . Prizes should be designed to attract individuals who fit a demographic profile describing your best customers.



1 –
**Devise Viral Marketing
and
Promotion Techniques**



1 - Devise Viral Marketing Promotion Techniques.

- ❖ **viral marketing** uses existing communication networks to spread the word exponentially
- ❖ . Word-of-mouth, PR, creating “**buzz**,” and network marketing are offline models.
- ❖ Promotion strategy above, “**Write Articles for Others to Use for Website and Newsletter Content**,” is a kind of viral approach.



1b - Devise Viral Marketing Promotion Techniques.

- ❖ The key to the best viral marketing, however, is **create something that generates buzz and is so cute / fascinating / fun / bizarre** that it gets passed by viewers to their friends via email and social networks,
- ❖ Thousands of times, so that it propels more and more people to your website, and, hopefully, helps enhance your brand, produce sales, and ultimately boost profits. Internet marketers often seek to launch viral campaigns on **Digg** or **YouTube**.
- ❖ **Digg** is a social bookmarking site with such power, that if enough people “Digg” you, you appear on the Digg front page and receive a huge number of visitors in a few hours.
- ❖ If your **video goes viral on YouTube**, you could get tens of thousands of visits to the site you promote in the video. However, viral marketing is difficult to do well.



Paid Advertising Strategies

Paid Advertising Strategies

None of the approaches described above is “free,” since each takes time and energy. But if you want to grow your business more rapidly, there comes a point when you need to pay for increased traffic.

- ❖ Advertising is sold in one of three ways: (1) traditional CPM (cost per thousand views), (2) pay per click (PPC), and (3) pay per action (PPA) or cost per action (CPA) approaches. Examples of the latter are affiliate program and lead generation programs. Banner ads get such a low click-through rate (0.2%) that I don't recommend paying much for them.
- ❖ Banner ads typically cost about 50 to \$1 per thousand page views, except on targeted sites. Do some small tests first to determine response. Then calculate your return on investment (ROI) before spending large amounts. Here are some methods to explore:



1 –
Advertise in an Email Newsletter.



1 - Advertise in an Email Newsletter.

- ❖ Some of the best buys are small text ads in email **newsletters** targeted at audiences likely to be interested in your products or services.
- ❖ Many small publishers aren't sophisticated about advertising and offer very attractive rates.
- ❖ More effective (*and more expensive*) is to send out an appropriate solo email to the targeted list's subscribers. These often get a good response.



2– Begin an Affiliate Program.



2 - Begin an Affiliate Program.

- ❖ Essentially, a **retailer's affiliate program** is a CPA program that pays a commission to other site owners whose links to the retailer's products result in an actual sale.
- ❖ The goal is to build a **network of affiliates** who have a financial stake in promoting your site. If you're a merchant, you need to
 - ❖ (1) determine the commission you are willing to pay (consider it your advertising cost),
 - ❖ (2) select a company to set up the technical details of your program,
 - ❖ (3) promote your program to get the right kind of affiliates who will link to your site.
- ❖ Software and service companies are available to facilitate the process. The problem is getting enough affiliates who will actually work hard to promote your products or services. These "super affiliates" will probably consist of only 1% to 3% of your total number of affiliates.



3—
Purchase Pay Per Click (PPC) ads.



3 - Purchase Pay Per Click (PPC) ads

- ❖ **Yahoo! Search Marketing, or Microsoft adCenter.** This strategy is way down the list, but it is vitally important. Most Internet businesses will want to explore using **Google AdWords** to drive targeted traffic to their websites.
- ❖ These **PPC** ads appear on the search engine results page, typically both above and to the right of the organic or natural search engine results. Since they are **keyword-driven**, they can be quite relevant to what a searcher is trying to find.
- ❖ Your **ranking** in this list of paid text ads is determined by :
 - (1) how much you have bid for a particular search word compared to other businesses,
 - (2) the click-through rate on your ad,
 - (3) your **Quality Score**, which reflects the relevancy and quality of your ad and the landing page it points to.

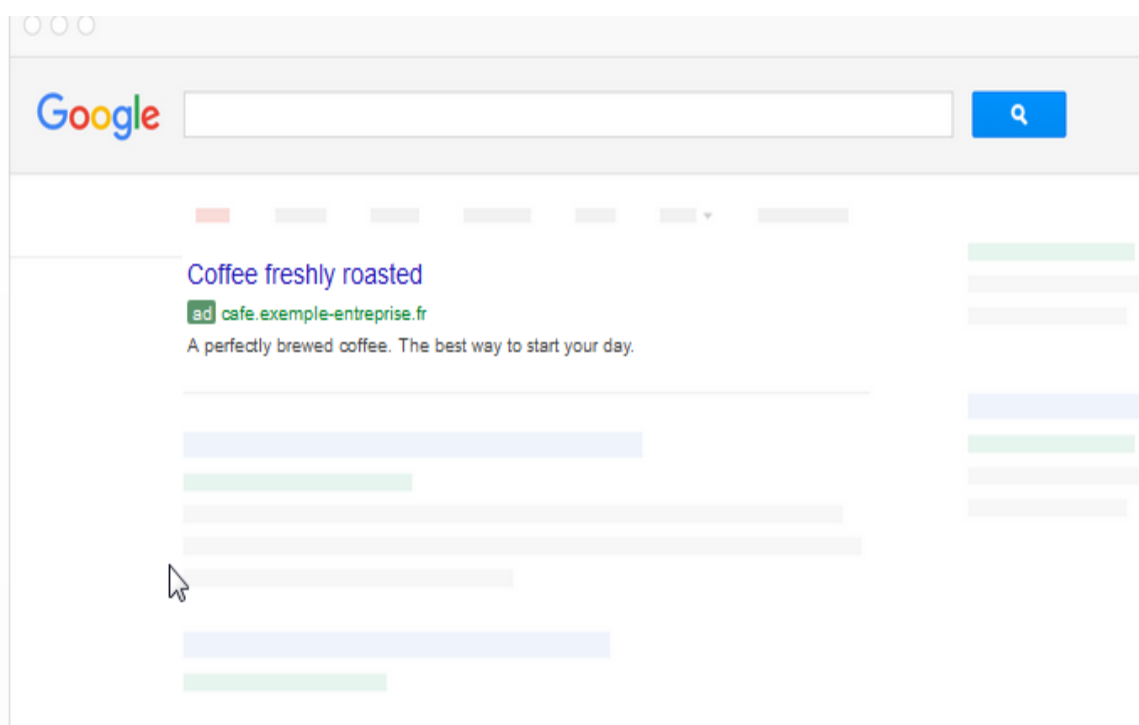


Your ad on Google today

Be visible to users when they search on Google for your products or services. You only pay when they click on an ad to visit your website or call you.

start

Free Hotline: 0805 980 269 *



Why Google AdWords?



Attract new customers

Whether you're looking to increase the number of visits to your website or your business, increase online sales, to always receive more calls or retain customers, Google AdWords is the tool you need .



Reach the right people at the right time

Google users find your business just when they are looking for what you offer.



Make your promotion at the local or global level

Set your ads to target users of certain countries, regions or cities, or those located within a given radius around your business or your store.



If you need us, we are here

With Google Adwords, you can manage your campaign you or contact us for free free telephone support at 0805 980 269 . *

3b - Purchase Pay Per Click (PPC) ads

- ❖ PPC ads can be a cost-effective way to get targeted traffic, since you only pay when someone actually clicks on the link.
- ❖ But I strongly recommend that you study this carefully and expect a learning curve before you invest large sums of money in PPC advertising. You can find articles on Paid Search on our site.



4—
**List Your Products
with
Shopping Comparison Bots
and
Auction Sites**



4 - List Your Products with Shopping Comparison Bots and Auction Sites.

- ❖ If you're an online merchant, you'll want to consider this. Shopping bots compare your products and prices to others. Some work on a PPC (Pay Per Click) basis, others on a CPA (Cost Per Action) basis, perhaps with a listing fee.
- ❖ Bots to consider include [mySimon](#), [BizRate](#), [PriceGrabber](#), and [Shopping.com](#). Shopping sites that include comparison features include: eBay, Yahoo! Shopping, and [Amazon Marketplace](#).
- ❖ You pay to acquire first-time customers, but hopefully you can sell to them a second, third, and fourth time, later on.





HIGH TECH BABY GADGETS AND GEAR

Whether you're going to have a baby, just had a baby or you know someone who is, here are some baby gadgets and gear that you might want to check out.

[READ MORE & SHOP OUR PICKS >>](#)

1 2 3 4 5

WEEKLY DEALS



Save 30%

Diamond Earrings



WAS: ~~\$2,486.00~~
YOU SAVE: \$746.00

\$1,739.00

[▶ See more Earrings](#)



Save 50%

Childrens Tablet



WAS: ~~\$99.99~~
YOU SAVE: \$50.00

\$49.99

[▶ See more Tablets](#)



Save 50%

Beats by Dre Pill



WAS: ~~\$499.95~~
YOU SAVE: \$100.00

\$99.95

[▶ See more Perfume](#)



Save 65%

Portable Heater



WAS: ~~\$249.99~~
YOU SAVE: \$160.00

\$89.99

[▶ See more Heaters](#)

-29%

Scriban pin massif, Beta

499 €
350,20 €

[Voir !](#)


La Redoute


Weekly Special Promotions


- Sun & Ski**
 \$25 Off \$125+ Order
[See all Sun & Ski Deals ▶](#)


Shop and Save on Millions of Products.

Search

 Appliances


 Auto Parts


 Babies & Kids


 Books

 Cameras


 Clothing

 Computers


 Electronics

 Flowers & Gifts

 Furniture


 Grocery & Gourmet


 Health & Beauty


 Home Improvement


 Indoor Living


 Industrial Supply


 Jewelry & Watches


 Magazines

 Movies


 Music

 Musical Instruments


 Office

 Pets

 Software

 Sporting Goods

 Toys

 Video Games

Women's Dresses 391,373 Matches

☰ List View 🗪 Grid View Sort by ▾

Refine Search ▾

Price Range ▾

Under \$32 97055

\$32 - \$60 98010

\$60 - \$99 97429

\$99+ 98879

\$ to \$ Update

Shipping ▾

Free Shipping 118536

Top Brands ▾

Karen Kane 326

Adrianna Papell 4449

Tadashi 340

Kamali Kulture 86

Calvin Klein 3270

Inarid & Isabel 130

compare

NO IMAGE AVAILABLE

Ellos Scoop Neck Lace Hem Tank 4X Black
sold by fullbeauty

as low as **\$24.90**

SEE IT
[more info](#)

compare




Code Systems Lilac Maternity Women's...
sold by Amazon.com

as low as **\$30.76**

SEE IT
[more info](#)

compare




Allison Brittney Women's Scoop Neck...
sold by Amazon.com

as low as **\$4.04**

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compare



Allison Brittney Women's Scoop Neck...
sold by Amazon.com

as low as **\$9.06**

SEE IT
[more info](#)

compare



Allison Brittney Women's Scoop Neck...

compare




Code Systems Lilac Maternity Women's...

compare



Code Systems Lilac Maternity Women's...

compare



Speechless Junior's Long Glitter Lace...

Category



Sort By **Relevance** Price

Results 1 - 40 of 1500+

Show on Sale

Clothing

Narrow By...

Reset All

- On Sale
- Free Shipping

Gender And Ag...

Clear

Women

Store

Apparel Type

Color

Brand

Style Type

Material

Size

Shirt and Top Sty...

Sweater and Sweat...

Price Range

Popular Searches

- Cocktail dress
- Dresses
- Summer dress
- Women cardigan
- Womens blouses
- more»



-29%

Woman Within - Layered look...

\$24.99

Woman Within
No Shipping Info



-33%

Asymmetric Layered Leather...

\$237.99

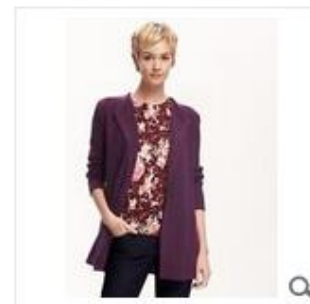
Dezzal
Free Shipping



Penfield Pearson Check Shirt...

\$84.95

Backcountry.com
Free Shipping



Old Navy Soft Structure Open...

\$44.94

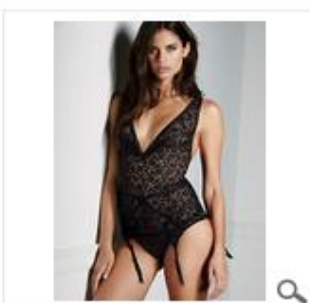
Old Navy
+ \$7.00 shipping



Dcore Women's X-Fit Long...

\$59.99

Bodybuilding.com
No Shipping Info



Very Sexy NEW! Lace Plunge...

\$68.00

Victoria's Secret
+ \$10.99 shipping



-20%

Boho Butterfly Print Slit...

\$93.99

Dezzal
Free Shipping



-50%

Woman Within - Jacket, anorak...

\$54.99

Woman Within
No Shipping Info

Ads related to: clothing

[Clothing For Women - Latest, Hottest Fashion Trends](#)

www.retroubelle.com/ ▼

Free Worldwide Shipping-Enjoy our hand-picked selection of chic & cheap apparel

[Contact Us](#) - [About Us](#)

[M&S Clothing Outfits - Shop the Latest M&S Collection Now](#)

www.marksandspencer.fr/Online ▼

Free Delivery on Orders Over €30!

35 Days Return & Exchange · Christmas Offer: 3 for 2 · Secure Payment · Free Delivery to Store

Types: Nightwear, Formalwear, Underwear, Bags, Accessories, Shoes, Lingerie, Suits

[M&S Accessories](#) [M&S Home](#)

[M&S Men](#) [M&S Kids](#)

Clothing prices comparison

SHOPPING RESULTS

[Dublin Clothing Womens Air Flow Long Sleeve Top](#)



[Valley Vet Supply](#)

Features Comfort Dry Technology fabric that will perform for you no matter what the weather providing moisture control for all day comfort A great everyday layering option that will keep you warm...

[Men s Courage Clothing Co Fleece Hoodie Size XXL Grey Charcoal](#)



[Kohl s](#)

Create the ultimate cool weather style with this Courage **Clothing** Co men s hoodie Contrast stitching zipper drawstring Fleece interior Zip front 2 pocket Long sleeves Fabric Care Cotton...

[AMERICAN CLOTHING Short dresses](#)



[YOOX.COM](#)

satin solid color wide neckline sleeveless no appliqu s no pockets unlined rear closure button closing stretch tube dress

RELATED SEARCHES

[Plus Size Clothing](#)

[Medieval Clothing](#)

[Hip Hop Clothing](#)

[Hollister Clothing](#)

[Rainbow Clothing Store](#)

[Plus Size Clothing Trendy](#)

[Papaya Clothing](#)

[Renaissance Clothing](#)

[Express Clothing](#)

[Colonial Clothing](#)

[Vintage Clothing](#)

[Affliction Clothing](#)



5—
Rent targeted, commercial email lists



5 - Rent targeted, commercial email lists

- ❖ The last website promotion technique I'll mention is renting targeted email lists. We abhor “spam,” bulk untargeted, unsolicited email, and you'll pay a very stiff price in a ruined reputation and cancelled services if you yield to temptation here.
- ❖ But the direct marketing industry has developed targeted email lists you can rent — lists consisting of people who have agreed to receive commercial email messages. These lists cost \$40 to \$400 per thousand or 4 to 40 per name.
- ❖ Do a smaller test first to determine the quality of the list. Your best bet is to [find an email list broker](#) to help you with this project. You'll save money and get experienced help for no additional cost.
- ❖ Realize, however, that due to the high cost of renting lists, many businesses won't generate enough businesses to justify the cost. Run the numbers before you invest.





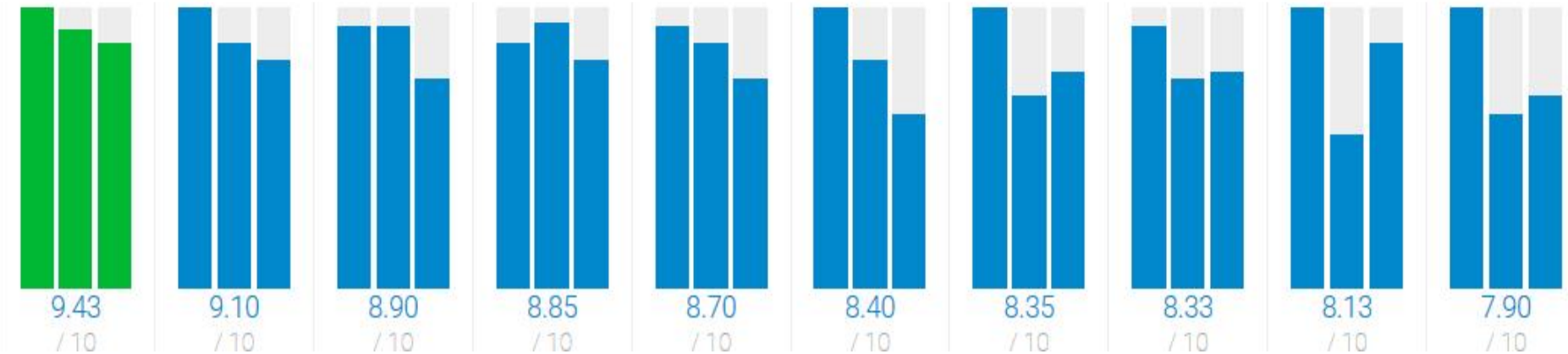
List Broker Services Reviews

REVIEWS & COMPARISONS

Business / Marketing / List Broker Services Review

Gold Award	2	3	4	5	6	7	8	9	10
Prospects Influential	Borelli Direct	1000Lists	BB Direct	That List Lady	DirectMail.com	Infogroup Targeting Solutions	Caldwell List Company	US Data Corporation	National Data Group
Review	Review	Review	Review	Review	Review	Review	Review	Review	Review
COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES	COMPARE QUOTES

- Overall Rating
- List Types & Filters
- Additional Features
- Help & Support



In Summary

Domain Authority

How does Moz Calculate Domain Authority

- Domain authority is scored on a **scale of 1 to 100 (1 being the worst, 100 being the best)** using an algorithm designed by Moz. Its logarithmic scale means that it's much easier to improve your score if your domain authority is at a 20 or a 30 than if it was at a 70 or an 80. *Domain authority between 40 and 50 is considered average, between 50 and 60 is considered good and over 60 is considered excellent.*



Why is it crucial to increase the Domain Authority

- Increasing your Domain Authority will increase the possibilities of your website ranking higher on Google and other search engines. Sometimes, you may have seen that a website which has a low DA ranks lower than websites who have a high DA with much less engaging content.
- DA is very important for search engine ranking. Here are a few *facts about Domain Authority*: To calculate Domain Authority, over 40 signals are taken into consideration.
- Websites that rank higher on search engines tend to have a high DA. High Domain Authority -> high search engine rankings -> more traffic. Domain Authority doesn't increase overnight.
- There are several things we can do to improve our DA score. That sounds pretty good, right? Well, it is not going to be easy, but it won't be as hard as climbing Mount Everest.



General Rules

- **Publish and Optimize your page content**
- **Choose a good Domain Name**
- **On Page SEO**
- **Improve your Internal Linking architecture**
- **Generate High quality Links for your site**
- **Remove Bad and Toxic Links**
- **Create Linkable Content**
- **Have patience and let your domain grow**
- **Increase Publishing Frequency**
- **Make your website mobile friendly**
- **Become an authority in your Category**
- **Increase speed Loading of your HTML pages**
- **Promote your content on social Media**

Your check List

- ✓ Pick a **domain name** that is relevant to your niche
 - ✓ Optimize **on-page SEO** including your title tags, image alt tags, and the content
 - ✓ Produce high-quality content that **people will link** to
 - ✓ Include **internal links** to improve user experience
 - ✓ Run an audit to **remove bad and broken links** for a healthy website
 - ✓ Go **mobile-friendly**
 - ✓ Become the **expert** within your niche
 - ✓ Make sure your website **loads fast** to reduce bounce rate
 - ✓ Do **content promotion** via social media – *Facebook, Twitter, Google+, LinkedIn, [Snapchat](#)*
 - ✓ Don't forget to **[increase page authority](#)** as well!
-

Google Places

--1--

Best Practices



- 1. Correct Category Associations With Your Business.** Select categories carefully. All of your categories should be relevant to your product.
- 2. Physical Address in City Being Searched.** Ideally you should be in the same city as the people who are searching for your business.
- 3. Number of Matching Address and Phone Numbers on The Web.** How can Google Tell You Are a Real Business? Simple, count all matching address listings.
- 4. Quality and Authority of Matching Addresses.** The more trusted sites who talk about your address and phone number the better.
- 5. Matching Address on Your Website.** Google will look at the website address and phone you use and see if it matches your listing.
- 6. The Rank of Your Website.** Your Website should have some rank too. How long has your website been up? The rank of the site you use should be high.
- 7. Quality of Links Talking about Your Site.** Google gives a page rank (from 1-10 on every site that talks about you) quality over quantity.
- 8. Owner-Verified Google Local/Google Plus Page.** Have You verified Your Google Plus Local Listing?



9. Add Your City, State in Places Landing Page Title. It is wide to state the cities and states in the title.

10. Closeness to Google's City Marker. Type the city's name – Google assigns a default location to the city – the closer you are to that, the better.

11. How Many Reviews You Have. The number of reviews is also a very important factor in making you rank high

12. Number of Google (Specific) Reviews you Have. Focus on getting reviews on Google itself, it seems they are more important.

13. Products and Services Keywords in Business Title. Add a couple of key Search terms (like 2) in your title, but don't stuff it.

14. Number of Links from Locally Relevant Sites. Focus on getting reviews and links to your local listing from local places in the city.

15. Closeness to The Searcher. How close are you to the person Searching?



16. Number of Links from Industry-Relevant Sites. Google looks at how relevant your links are to the Category you chose.

17. Local Area Code on Local Plus Page. Does your area code match the location you entered in?

18. “City, State” in Most of Your Website Title Tags. Consider adding your City and State to the Website’s Title’s on each page.

19. Number of Third-party Reviews. How many reviews on other sites, like Yelp, YP.com and other traditional sites?

20. Add a Google Earth KML File and GEO Sitemap Notations You should add a KML file to attract the niche of Google Earth users.



--2--

Negative Factors





•2. Keyword Stuffing in Business Name.

- If you are going to add keywords, use one.

•3. Don't Use 5 Categories, use Three at the Most.

- Just like stuffing your name – don't stuff the categories use less.

•4. Incorrect Business Category.

- Consider adding one business category instead of five.

•5. Multiple Place Pages with Same/Similar Business Title and Address.

- Don't add more than one at that address.

•6. Mismatch of Address/numbers on the Landing Page.

- On the website you address, don't use a different phone number.

•7. Mismatch Name and Phone Across the Web

- How many other locations and phone numbers with that address?

•8. Report of Violation on Your Place Page.

- Try not to do anything that would trigger someone reporting you.

•9. Viruses, Malware or Hacking on the Website.

- Google can tell if there is some kind of malware or virus or hack on your site.

Summary !!

- ❖ Whew! That's it. We certainly haven't exhausted ways to promote your site, but these will get you started.
- ❖ To effectively market your site, you need to spend time adapting these strategies to your own market and capacity.
- ❖ Right now, why don't you make an appointment to go over this checklist with someone in your organization?
- ❖ Make this Checklist jump-start for your new Internet marketing strategy.

