FRONT COVER:

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Foreword

Getting a website up and running is not too difficult to do but ensuring it is done properly in order to optimize traffic interest is the key to a good posting. This is where the promotion of the site comes in only second to that actual site design and content. Get all the info you need here.

Site Promotion Samurai

Top Tips To Your Site Promotion

Chapter 1:

Site Promotion Basics

Synopsis

Here are some points to consider if one wants to promote a website to ensure optimum results:

The Basics

Putting in some thought and effort is one of the first things the individual should be prepared to do in the quest to promote his or her site. Failing to spend time in this area at the very onset of the whole exercise could prove to be poor decision making.

Understanding and accepting that the process takes time and is an ongoing exercise is important too. Sourcing for information and tips that are current on promotional methods should be done periodically.

Selling something that everyone else is selling may not be the best business endeavor to undertake.

It would be better to choose an element that has very little or no competition at all and allow the search engines to do what they do best which is connect interested parties effectively and quickly.

Designing sites that work properly and efficiently is another point to consider. When the prospect is at the intended site, there is nothing worse that encountering confusing and misleading content.

Contents of this nature will only end up giving the prospect a negative experience and forcing them to leave the site out of frustration.

Making sure the right keywords are used and submitting the site to major search engines is a great and effective promotional tactic.

Use a comprehensive automated submission tool that can properly promote the site at all major search engine platforms. Ensuring the content material is good and accurate will also help to boost the promotional angle of the exercise.

Chapter 2:

Use Directories

Synopsis

Promoting a website is important to ensure the traffic flow to the site is being optimized at all times. Therefore website promotion is an essential part of having and keeping a site relevant and successful.

Directories

One way of effectively doing this is with the use of link directories which come in the form of website directories or article directories.

These tools offer a lot of advantages and are well worth the effort to incorporate into the website, as they help to elevate and improve the search engine listing constantly.

The usual course of action after a site is launch would typically be the search engine spiders going to work cruising the site for the relevant points that usually affect the eventual rankings given.

The indexing and listing results from these visits are then used to facilitate the ranking exercise. Providing as much assistance as possible to these spiders would be an advantage, hence the use of directory links which will lead them straight to the individual's webpage.

Some link directories or article directories use the "no follow" tags which attributes to a share of the Google Page Rank of the webpage where the site or article is published while others will use it to block any PR share, although this can still be made into a straight link for a fee.

The benefits of the link are usually worth the money.

Using the directories links will also facilitate the visitors to such directories easy access to clicking on the links available. Using an anchor text as the main link will sufficiently attract the interest of the visitor so one should ensure the contents of the featured articles are both informative and attention grabbing.

Links that are deep into the websites will provide significant advantages in promoting the entire site in the search engine rather than just at the home page.

Chapter 3:

Meta Tags And Keywords

Synopsis

Site optimization is always a pre requisite of any hopeful new posting and the business, product or service it is promoting. Therefore ensuring all the best possible assistance is given to get the optimization exercise at its peak should be explored for its contributing merits.

Make It Better

There are some that thinks there is really no need to focus on the Meta tags as in their opinions these tags are mostly ignored by the search engines and although there are some merits to the thought process it should nevertheless be explored even for its perceived minimal benefits.

Even though the basic page themes have moved towards more keyword density content, content and linking and a few other beneficial styles there is still come benefits of using the Meta tags.

Meta tag descriptions would have great importance when it comes to determining the positioning of the website on the search results. Usually the number of keywords used and their importance and density within the description tag is pivotal to the manipulation tactics used to heighten the chances of garnering first positioning possibilities.
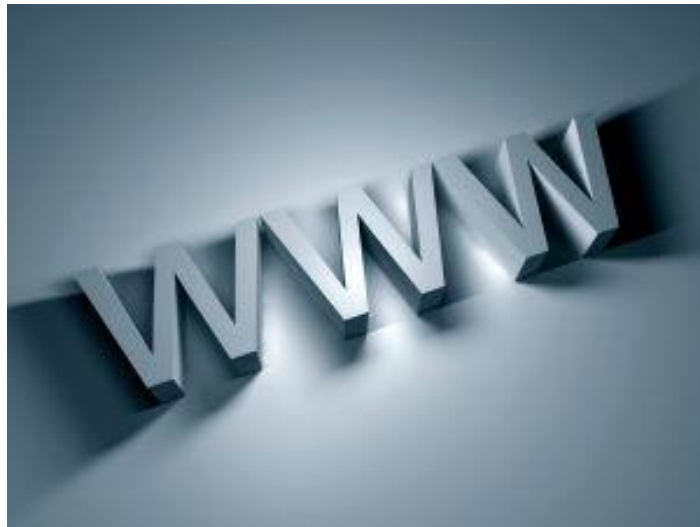
This is useful as there are still smaller search engines that do focus on using the Meta tag as an evaluation platform.

Keywords are still a very current and powerful tool to ensure optimal search engine rankings. This is will the most obvious exercise that the search engine spiders adopt when cruising the site contents.

This is such an important contributing factor that a lot of sites use chosen keywords that are popular at the time and incorporate them into their own content even if the relevancy factor is not compatible.

However it should also be noted that the over use of the keywords will also create a negative outcome but this is still a point of contention for some.

Therefore choosing keywords that are going to garner the desired attention and attraction to the site is most important and worth exploring.

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