



**HOW TO GET A TOP RANKING
IN GOOGLE AND YAHOO
THE D.I.Y GUIDE!**

**By
Sean McPheat**

<http://www.lifecoachwebsolutions.com>

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ALGORITHM UPDATES

For those of you that are familiar with the goings on at Google you might have heard about the "Florida Update" that took place in November 2003

Just as we name hurricanes after peoples names, the update called "Florida" was so intense and severe that millions of sites worldwide lost their rankings in the biggest shake up of rankings in Googles history.

What was the objective of this shake up?

Well, it was basically to get rid of highly optimized websites.

So, when you are reading through the material in this ebook bare in mind that if you OVER OPTIMIZE your site to get into the top 5 rankings, Google WILL penalize you for this.

But as long as you follow my instructions within this publication and do not abuse all of the information that you are going to learn – you will be okay and soon you will be enjoying the high rankings that you are after!

After all, Google wants to return the most relevant results for each search term.

So, if you offer a quality product, with quality content and do not over optimize your site – you will be onto a winner.

Google just wants to penalize those people that cheat and try to get around the system at your expense.

All of the information within this ebook is based upon what Google recommends that you do to your websites to ensure that you have high rankings.

Through years of following these guidelines myself I have been able to offer content rich, relevant websites that enjoy very high rankings in Google and Yahoo – and now you can do the same!

Another important note is that YAHOO have finally broken away from Google and are using their own search technology to rank sites in their listings.

Although it is still very early days I have added some of my thoughts as to what the new algo is all about.

Watch this space for more info when I have proven some results

I hope you enjoy the ebook and good luck!

Introduction

Let's face it right up front!

If you don't get traffic coming to your website you have got no chance of making a profit online.

No matter how good your product is, and it could be the very best in the world, if you don't get people coming to your site so that you can sell them your product – you're not going to be around for long.

Then you have to think about where to advertise your product.

Should you use banners, emails, search engines, links?

The list is endless!

Then you have to think about what search engines to use, what banners etc

Let me put this as simple as I can:

**GETTING A TOP 5 SEARCH RANKING IN GOOGLE AND YAHOO WILL
GENERATE MORE TRAFFIC THAN ALL OF YOUR OTHER
INTERNET MARKETING EFFORTS COMBINED!**

And that is what this report is all about!

I've been there and done that and got the T-shirt.

I can optimise websites for them to get into the top 5 rankings of Google AND Yahoo no sweat.

You see, it's easy when you know what to do!!!!!!

AND NOW YOU CAN DO THE SAME!

Throughout this ebook I am going to tell you exactly what you must do to your website and marketing efforts in order to get that **TOP 5** ranking you so desperately want.

And along with a TOP 5 ranking comes SALES!!!

LOTS OF THEM!

So, grab yourself a coffee and let's begin....

THE GOOGLE AND YAHOO MONOPOLY

So why is it so vital to get a TOP 5 ranking in GOOGLE and YAHOO?

Well, **78%** of all searches in the world are made on either GOOGLE or YAHOO!

Google 35.11% 112 Million
Yahoo 32.79% 105 Million
MSN 12.00% 39 Million
AOL 9.00% 29 Million
Overture 5.60% 18 Million
AltaVista 1.74% 6 Million
Lycos 1.57% 5 Million
Netscape 1.10% 4 Million
LookSmart .59% 2 Million
AllTheWeb .21% 1 Million
Hotbot .10% Less than 1 Million
Open Directory .01% Less than 1 Million
FindWhat .0028% Less than 1 Million
Ask Jeeves / Temoa

Total 99.72% 321 Million

Source - Wordtracker

AOL and NETSCAPE use Google's search technology so they will come up with the same results.

I constantly use the fact that "I am ranked number 1 in Google and AOL" in my sales literature for some of the Directory's I own – it's just great publicity.

So when you get a top ranking in Google, you will be the same ranking in AOL and NETSCAPE as well!

Winner!

A QUICK UPDATE ON THE NEW YAHOO SEARCH ALGORITHM

As you are probably aware Yahoo have broken free of using Google's listings.

Their new technology is called YahooSlurp.

Here are a couple of early indications as to what you should be doing, as I prove the new results on my own listings you will then be the first to know.

However, I have kept 95% of my top listings with the current information that I have given you in the ebook – so just follow what I say and you will be okay!

Here are some quick tips:

- * YahooSlurp will work a lot like GoogleBot in that it will follow every HREF link on found a website. YahooSlurp will NOT follow SRC links such as images or FRAMES. When optimizing a site that uses FRAMES, correct use of the <noframes> tag will be necessary.

- * YahooSlurp can follow dynamic links but Yahoo is advising webmasters to post static pages with HREF (text) links directed to specific sections featuring dynamic content. This tells us that the use of a sitemap will continue to be an SEO Best Practice technique.

- * Yahoo will respect common ROBOTS.TXT statements. For more information on ROBOTS.TXT files, please visit:
<http://www.robotstxt.org/wc/norobots.html>

- * Paying to get into Inktomi database should attract more attention from YahooSlurp. I am pretty sure if YahooSlurp will find your site if you don't pay however paying will buy you much greater frequency of visits from the Slurp spider.

- * Inktomi is very old-school when it comes to Keyword densities, keyword arrangement and simple-site structure. Optimizing for Inktomi is a lot like optimizing for AltaVista was a few years back (without the leader-pages and gateways that were once so popular).

- * Yahoo loves larger sites with many pages so bear this in mind

- * Yahoo also pays a lot of attention to how well optimized your pages are – keyword density, headings, titles etc

What we are now going to do is go through a step by step approach of what you need to do in order to beat your competition into the TOP 5 position for GOOGLE and YAHOO.

DEVELOP YOUR KEYWORDS

Whether you are starting with a brand new site or already have an existing one, you need to spend a little time on the keywords that you want your site to be ranked in the TOP 5 for.

It is usually best to select from 1-3 of these.

Choosing your words wisely is very important.

After all, it is no good getting a TOP 5 listing for a word that is either not relevant to your site or one that no-one is searching for!

Get a blank piece of paper and brainstorm all of the terms that you think a prospective customer/visitor to your site would enter into the search engines.

Write as many as you can think of.

Don't limit this to yourself either!

Get friends, family, colleagues and associates to help you out.

Sometimes they come out with some real beauties!

Why?

Probably because they are not as close to your business as you are and they can really take a step back and put themselves in the shoes of your customers.

Think about the following:

- What is the purpose of your site? List down some keywords or phrases that best describes your site
- If someone were looking for your site, what keywords would they most likely enter into a search engine?
- Put yourself in the position of someone searching for your site. What are they like? How do they think?

There is a very good tool for helping you find your keywords:

Check it out: [WORDTRACKER](#)

Got your keywords?

Okay - The next step is to see how many times people are searching for these on the internet and to see what your competition is like for these words.

The Overture Search Suggestion Tool is probably one of the most important resources I use when optimizing my websites.

What is it?

Well, you type in a search term and the tool tells you how many searches were made on the web for that keyword in the last month!

Here is the link for the tool:

FOR US SEARCH TERMS

<http://www.content.overture.com/d/USm/ays/index.jhtml>

FOR UK SEARCH TERMS

<http://www.content.overture.com/d/UKm/ays/index.jhtml>

Look for "search term suggestion tool"

This will give you a great idea of how popular your keywords are.

Just enter your keyword and the suggestion tool will tell you how many times that has been searched for in the past month.

Also, type in your keyword into the GOOGLE search engine and see what it comes up – this will be your competition!

Note down what sites come up for each keyword and how many sites there are in total in GOOGLE for that keyword. This is normally in the TOP right hand corner when it says:

Results 1 - 10 of about 661,000. Search took 0.14 seconds

That means that the results showing for your keyword are the top ten sites out of 661,000 in GOOGLE for that keyword.

Do this research for each of your keywords as we are going to use this information later to get you that TOP 5 position.

Produce a table like this for each keyword:

KEYWORD = WIDGETS

DATE: 11/11/11

SEARCHED FOR IN OVERTURE: 25,265 times in October

NUMBER OF WEBSITES IN TOTAL: 661,000

Website:Search ratio: $661,000/25,265 = 26-1$

TOP 10 WEBSITES:

1

2

3

4

5

6

7

8

9

10

COMPLETE THE ABOVE FOR EACH OF YOUR KEYWORDS

After you have completed your analysis look for the keywords with the highest number of searches and the best WEBSITE:SEARCH ratio as this means that there is less competition around for you to beat!

Okay – got your keywords?

Happy with them?

Let's move on.

Side Bar

Please make sure that you bookmark the download page as I will be posting amendments and additions to the ebook as and when they happen.

Of course, you may want to get a professional to do everything for you to get your site to the top.

If that's the case why not drop me an email and I'll give you a quote.

Sean.mcpheat@ntlworld.com

Just send me your website address and your 3 keywords and I'll take a look at your site and get back to you.

We offer a number of SMALL BUSINESS optimization packages – ask us today for details.

Here are some satisfied customers:

"Hi Sean, I am happy to confirm that after carrying out your advice on setting out my website it went from **2/10 to 4/10 in a day** without any links being added, I am now in the process of adding links, which should further increase my page rank, I also appreciated the rapidity of your replies for support. OK Sean next time you fly out of Heathrow give us a call for some free car parking!!!"

Malcolm B

Director

www.heathrowcarparking.info

"Sean, I have found your service to be invaluable. I would highly recommend your services to anyone interested in getting to the top of google.com. I am now ranked **NUMBER 1 in over 5 keywords** and making more money than ever before - thanks Sean!"

Sincerely,

Adam Ciboch

<http://www.colspringshomes.com>

HOW GOOGLE RANKS YOUR WEBSITE

So, how does GOOGLE determine what site's get into the TOP 5?

Well, it goes on a number of factors:

- How many sites link to yours
- How many pages your website has
- Words in your title tag
- Keywords showing in links
- Words on bold
- Words in URL
- More Weighting is given to the first 25 words on the page
- Having greater than 300 words on your homepage
- Keyword density
- Google page rank

There are scores of others but these are the most important.

So armed with the knowledge above, your keywords and your competition listed from the previous chapter – IT IS NOW TIME TO GO TO WORK!

The importance of link popularity

GOOGLE places a lot of importance on how many links there are to your site with a page rank of 4 and above.

What does page rank mean?

Well, it doesn't mean where you are ranked in the searched engines, it means the importance of your page according to some of Google's chief criteria.

Each of your pages on your site gets a page rank score out of 10 with 10 being the highest.

In a way GOOGLE is saying that because you have many pages in your website that link back to your homepage and that you have also got a lot of links from other sites – YOUR SITE MUST BE VERY IMPORTANT and hence it gives you are good ranking.

This is very important!

You will really struggle to get a top ranking if you do not have many quality links coming into your site.

Do you know how many links are linking to you with a page rank of over 5?

Type this URL into the Google search box putting your website address instead of where it says alexa.

link:<http://www.alex.com>

GOOGLE Page Rank

Each month GOOGLE sends out it's search spider called GOOGLBOT!

What that does, through a complex series of algorithms is actually go through all of the list criteria above and it also gives your site a PAGE RANK out of ten.

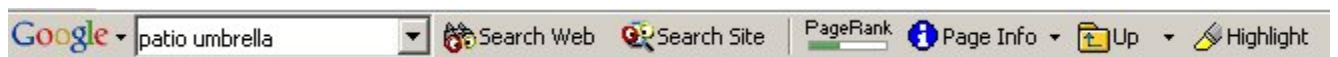
This is a measure of importance of how many sites are linking to you.

But how do you know what your rank is?

Well, to find out your rank and any other page that you surf to all you need to do is download the GOOGLE tool bar.

<http://toolbar.google.com/> - - be sure to download it with the "Advanced features".

IT IS VERY IMPORTANT THAT YOU DO THIS AND I RECOMMEND THAT YOU DO IT RIGHT NOW.



The GOOGLE tool bar looks like that above.

If you move your mouse over where it says PageRank and then keep your mouse still, a yellow box will pop up and tell you the Google PageRank of that page.

PageRank is on a scale of 0 to 10.

PageRank is directly related to the "quality" or "importance" of your Back Links.

The Google website explains PageRank as:

PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page

B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyses the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." - **Google.**

As you get more quality links to your site, your PageRank will increase.

Downloaded your GOOGLE toolbar yet?

If you have, that's great.

IF NOT, PLEASE DO IT NOW!

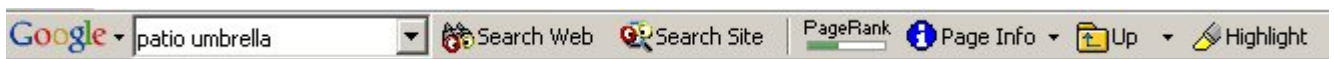
Have a look at your own page rank and then go to the websites of your competitors' homepages that you listed before and see what their page ranks are.

List these down.

The next step is to see **HOW MANY** links are linking to your competitors homepage.

You can do this by going to your competitors homepage and by using your GOOGLE toolbar once again!

Click on the option that says PAGE INFO:



Then, just click on the backward links and it will tell you **HOW MANY** links that website has coming into it.

Write these down next to your competitors names.

BEATING YOUR COMPETITION!

The reason why you are doing this research and spying on your competitors is that these are the guys that you have to beat into top spot!

They are there because the GOOGLBOT has ranked them there.

So, if you use the key characteristics of HOW they have been ranked – you will soon be there also.

But you need to be better than they are!

The sites in the top spot are there for a reason and that reason is that they have been placed there by Google.

So look at the way their site is set up, look at how many links they have got, look at their keyword density and match and mirror as much as you can.

If they have got a page rank of 6 – you must get enough links to make sure you have got around that mark.

If they have got 55 backlinks – make sure you get 100!

If they have got 150 pages on their site – beat and match them!

If they have got a certain % keyword density then match that as well!

Right now before we do anything else let's consolidate all of the information that you have gathered so far and put them in the table on the next page:

KEYWORD:
SEARCHES:
WEBSITES:

PLACEMENT	WEBSITE	PAGE RANK/PAGES	BACK LINKS
e.g	www.msn.com	PR = 8, PAGES = 346	268
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

KEYWORDS IN YOUR WEBSITE ADDRESS

You will notice a trend that websites with medium to low competition that have the keyword in their website address are classed as more relevant and more important than those that do not.

And also if your search term comes first in your url i.e with no words before it, is better.

So for example;

Let's look at an example:

www.confidenceworld.com

And one of my keywords is "confidence"

So:

www.confidenceworld.com is better than www.worldofconfidence.com

This is because the keyword "confidence" comes before any other words.

www.confidence.com would be even better because it has no other words in it's name but this URL was taken when I was looking for a website address.

Key Learning from this

It might be an idea to have part or all of your keywords in your website title.

But first check the sites that are already listed in Google for your keyword.

For example:

If you search Google for the keyword **confidence** and there are many sites with that term in their URL name – then you are safe.

But if the results returned that there were hardly any then you might want to change your website address.

The jury is still out with this one after Florida and it is a case of seeing what is there already in the rankings and then adjusting accordingly

For the best ranking just have the keyword in the title i.e

Search term is "widgets" your website address is www.widgets.com

Next best is if you have your search term at the beginning of your website address.

Search term is "widgets" your website address is

www.widgetsmadeforyou.com

Last best is www.seanswidgets.com

You will find that some sites do not have their keyword in their address.

This is because they have such a high page rank and high number of back links.

The page rank and links seem to take priority over everything else!

KEYWORDS IN YOUR TEXT ON THE PAGE

I mention earlier that GOOGLES search spider GOOGLEBOT comes visiting all listed sites once a month to re-evaluate the site.

Well, how does it know what search term you want it to index your site under?

Let's take a look at this.

You must mention the terms and phrases that you want to get found within your page's text.

In other words, if you are marketing a phrase, then that phrase had better be mentioned **at least once** on the page to have a *chance* of showing up in the results.

This is called **keyword density**.

You can boost your keyword density in 4 ways:

1. Keyword placement in the title <title> tag

When a web page is chosen by Google as a match for a specific search term, the title and the first pieces of text that Google picks up are shown.

For example, when you search for "confidence building" my ConfidenceWorld site shows up at number 1 as:

[Confidence World - Confidence, confidence building, self ...](#)

Your **confidence** will no longer be an issue with our free resources. Improve your self **confidence** with our **confidence building** exercises and tools. ...

Note how I have the term "confidence building" in the top title and also in the description/first bit of text that Google picks up.

Google places a lot of importance in this, so please please please make sure that you include your keywords in the title and the description.

Each page of your website needs to include your keywords in the title and description.

Let's have a look at an example of how this can be done in practise.

Let's assume that you run a website in confidence building and that your top keywords and phrases are:

Confidence
Confidence building
Build Confidence
Self Confidence
Building Confidence

Let's also assume that you have 10 pages on your site.

You could therefore spread out your keywords over the titles and descriptions on your 10 pages.

For example:

HOME PAGE TITLE – Confidence, confidence building, self confidence

PAGE 2 TITLE – Confidence and build confidence

PAGE 3 TITLE – Building confidence and build confidence

PAGE 4 TITLE – Confidence and self confidence

PAGE 5 TITLE – Building confidence and self confidence

PAGE 6 TITLE – Build confidence and self confidence

PAGE 7 TITLE – Confidence and building confidence

PAGE 8 TITLE – Confidence, confidence building, build confidence

PAGE 9 TITLE – Build confidence, confidence building, self confidence

PAGE 10 TITLE – Confidence

Please don't forget that Google doesn't really mind what order your keywords are in as well. It doesn't matter which one comes first in the title tag whatsoever.

So now it's your turn to do a little work!

Dig out your keywords and mix and match them over your webpages.

Make sure that you include them in your description tags as well.

2. The first 25 words on your page are vital

After your title and description, Google will look at the first 25 words of readable text on your page to see whether they are included in that are not.

I assume that google thinks that:

"If KEYWORD 1 is in the title and description tags of this page and also it is featured a couple of times in the first 25 words on the page IT MUST BE RELEVANT to this page and I will return a search for it"

Notice how I say readable text!

Google doesn't pick up text in graphics, JPEGs, GIFs or in FLASH.

It must be text!!!

So how do you know what Google will pick up on your page?

Well, here is a lovely tool that you can use.

<http://www.delorie.com/web/ses.cgi>

it's called the search engine simulator – just type in your URL and it will return what Google will pick up on your site.

Remember, you will want to include your keywords a couple of times within the first 25 words on your page.

But a word of warning!

Do not just list your word 25 times!

Google has clever programmes that will penalise you for this.

3. Use <h1> and <h2> tags to emphasize keywords

One thing that Google does search for are HEADING TAGS.

So make sure that you include your keywords in them!

Heading Tags are normally used for a heading to a section on your page or a particular paragraph.

There are a number of heading tags that you can use ranging from <h1>, which returns large text to signify a new section through to <h6> which could signify a sub heading.

So for example, let's have a look at how a piece of HTML code would look for the heading called "Confidence Building"

```
<p>  
  <h1>Confidence Building</h1>  
</p>
```

On the page this would look like:

Confidence Building

The reason why this is so important is because Google will hunt out these <h1> headings and will then pick up your keywords between these headings.

It will view your text between headings as being more significant than others

Some homework for you!

Are you using <h1> and <h2> headings on your pages?

Or are you using just or tags?

Look down your pages and see where a natural heading could fit and put them in!

We'll cover off the text in between these headings in a moment but for now go to every page and make the changes.

Do this before we move on!

4. Keyword Density

So what is keyword density?

Put simply, it is the number of times that your keywords show up on your page.

This is usually expressed in percentage terms – for example 9%.

This means that for every 100 words on your page your keyword is mentioned 9 times.

In between your heading tags you should have text rich content that includes your keywords.

Try to attain as close a keyword density ratio to the top sites for your keyword as you can.

Once again I can give you a nice little tool that will do the job for you!

Check out:

<http://www.webjectives.com/keyword.htm>

Simply enter your website address into the interface and put in your keyword and it will tell you what the keyword density ratio is!

Clever hey!

This is a truly awesome resource and it will save you many long nights counting the words up like I used to do before I came across it!

Picture this:

GOOGLEBOT visits your site.

You have "confidence" in your url www.confidenceworld.com

You also have "confidence" in your title and description

You have it a number of times in your <h1> headings

It notes that the term "confidence" is shown 23 times on your homepage which equates to 9% of the total text words on your page.

You have a page rank of 6 out of 10

You have 1,234 links coming into your site.

YOU ARE IN THE TOP 5 BABY!!!

Don't forget, your stats above will be compared to your competition and winner takes all!

A WORD OF WARNING

GOOGLEBOT has "cheat" mechanisms contained within it so you cannot just contain one page with just your keyword listed 1000 times or the same websites linking to you over and over again from different pages.

IF YOU DO THIS YOU WILL GET PENALISED!

Another myth is about webdesign.

Don't think just because you have fancy designs and pictures that GOOGLE will reward you for it because it doesn't!

GOOGLEBOT can not view pictures.

It can not see if the site looks "Pretty" or "not".

It also doesn't read Meta Tags the way that the older search engines once did.. Meta Tags are not bad, but they are mostly a thing of the past.

CONTENT RULES!

Google just loves content.

The more pages you have and the greater number of pages you have with plenty of text the better!

Sites with fewer than say 50 pages will struggle to get to the very top of the rankings but will still show strong results if you get many backlinks coming in your site (but you will have to get hundreds of these)

On your homepage or on a page that is just 1 click away from your homepage list all of the pages on your site as a sitemap.

This will ensure that Google will pick up how many pages your site has in total and will then give you a big tick in the box!!!!

This is a very important point.

If you have not got many pages in your site Google says to itself

“This is not providing the end user with a lot of information” and you will not score so many ranking points as a site that had say 238 pages.

Google sees this as that you are providing more to the end user than the other site.

Key Learning Points

- Make sure you have between 300 – 500 words on your homepage
- Include your keywords on your homepage
- How many times should you include your keywords?

Well, check out this piece of kit -

<http://www.webjectives.com/keyword.htm>

It works out how many times a keyword is found on any page.

Put in your competitors URL and keyword and see what the density ratio is.

For example, they might have 650 words on their homepage and the keyword is mentioned 25 times. That has a density ratio of 3.84%. Make sure yours is similar to that

- Google seems to put more emphasis on the first 25 words on a page and how many times your keyword features within this. Once again, it is best to check out the competition and then match this. You can do this by visiting the search engine simulator - <http://www.delorie.com/web/ses.cgi>
- Don't put keywords in fancy gif or jpeg images – GOOGLEBOT will just ignore them!
- Have lots and lots of pages!

GETTING A HIGH LINK POPULARITY RATING

Google places a lot of weight for ranking your website on the number of links that are linking back to your site.

This is know as link popularity.

But it is no good if you get 20,000 sites linking back to yours!

Why? I hear you cry!

Well, each site that links back to yours has to contain quality content and have a good page rank itself.

A good page rank is anything which is 5 and above out of 10.

Sites that have a page rank of 6+ are awesome!

Do you remember how to know how many sites are linking back to you?

Type this into the Google search box:

Link:www.yoururl.com

Please note that Google will only return those sites with a Page Rank of 4 and above.

Anything less than 5 does not count!

Google wants quality!

By now I hope that I have explained the importance of link popularity for a high ranking in GOOGLE.

Improving the amount of links coming into your site is usually a lot of hard work if you do it manually.

Some of the links pages that I see are just crammed with lists of links.

GOOGLE does not like this!

It is not adding value to the site and hence they penalise sites who just spam links like this.

GOOGLE likes a well managed links programme with links that are similar to yours.

What do I mean by this?

Well, if you run a training website you will want to link to and get links from other training companys.

Relevance is key here!

Some call this link neighbourhoods.

So when selecting your link partners think to yourself "If someone came to my site looking for training, what other sites would they want to get look at?"

And then ask these sites to exchange links with you.

One way links are even more powerful – i.e links that just come into your site.

Also, would you like to know what your link popularity is like for search engines link ALTA VISTA, MSN AOL AND HOTBOT?

Check out: <http://www.marketleap.com/publinkpop/>

It is also good practise to have your keyword in the text that is linking back to you.

So instead of just getting links coming into your site like your bog standard url include your keywords in a short statement then hyperlink these back.

For the Life Coaching Studio I have:

[Life coaching resources](#)

You will see that "life coaching" is one of my keywords.

But don't call all of the links the same, mix them up – so they could be:

One stop shop for life coaching

Life Coaching Studio

Top Life Coaching

Do you get what I mean?

Another Key Indicator (KI) that is a useful tool to use to monitor your progress is your Alexa Traffic Rank.

What is this you may ask?

Well its statistical information about your website held by a company called Alexa.

Traffic Rank is basically aggregated traffic data and is the average of the number of net users and page views for any particular site.

Basically the idea here is that you should seek to reduce the number quoted on your website by Alexa.

The smaller the number quoted basically the more powerful the site i.e. the more number of visitors it receives and the more popular it is. Initially numbers can be up in the millions, then down into the hundreds of thousand and then below 100,000 reducing right down to 1.

Currently the Number 1 spot is held by Yahoo.

A very good mile stone to aim for is to get down below 100,000 and then if you can attain 30,000 this would be considered very good.

Generally as your link popularity increases, your Alexa Traffic Rank will lower (get better).

Alexa URL: <http://www.alex.com/>

HOW TO MANUALLY GET YOUR LINKS

You may wish to put the hours in and build up your links campaign manually.

If you would like to do this, here is the best way to go about it!

Step 1

Select the keyword that you would like a NUMBER 1 ranking for

Step 2

Enter this keyword into the Google search box

Step 3

Click on the site that is ranked number 1 as long as it is relevant to your site.

Step 4

If you have got the Google Tool Bar loaded up on your desktop then click on the INFO icon and then on "backlinks"

If you have not loaded up the Tool Bar yet then put the URL of the NUMBER 1 ranked website into the line below and put it into the Google Search Box:

Link:www.number1rankedsiteinhere.com

Step 5

You now have a list of all of the sites that have a Page Rank of 5 and above that are linking into the NUMBER 1 ranked website for the search term that you want to be TOP for.

Visit each page and fire off an email to them asking each site to link back to you.

You can do this using 2 methods.

1. You can add their link to your site first and then send an email to them

Or

2. Just send them an email asking for a link exchange

Over the page are examples of the types of emails that you can send other sites asking for a link exchange. Bear in mind that you need to set up a links page on your website!

Sample letter 1

- Sending an email to a website asking for a link exchange

Hi **NAME**,

My name is **[YOUR NAME]** from **[YOUR SITE]**.

I was just searching the internet for possible link partners with a similar theme to mine and I came across your site.

Would you like to swap links with me?

If so, please send me your link details and I will get it up on my site immediately.

Please place my link on your site, here are the details:

[YOUR TITLE]
[YOUR URL]
[YOUR DESCRIPTION]

Thanks for reading my email and I look forward to hearing from you soon.

Regards

[YOUR NAME]
[YOUR WEBSITE]

Important Note:

Where possible try to address the email to an actual person.

The personal touch makes a big difference and will save your email from being deleted as spam!

The number of reciprocal link returns that I got when I added someone's name to the email increased by about 20% so it is well worth the extra time and effort it takes to find out who to address the email to.

Over the page is another sample letter.

This time, you have already added their link to your site and are now asking them to reciprocate your link.

Sample letter 2

- **Sending an email to a website asking for a link exchange – you have already added their link to your links page.**

Hi **NAME**,

My name is **[YOUR NAME]** from **[YOUR SITE]**.

I was just searching the internet for possible link partners with a similar theme to mine and I came across your site.

Would you like to swap links with me?

I have already added your site to my links page, you can find it out **[YOUR LINKS PAGE URL]**

Please place my link on your site if you are interested and let me know where it is located, here are the details:

[YOUR TITLE]
[YOUR URL]
[YOUR DESCRIPTION]

Thanks for reading my email and I look forward to hearing from you soon.

Regards

[YOUR NAME]
[YOUR WEBSITE]

SUBMITTING YOUR SITE TO GOOGLE

There are two ways to get listed in GOOGLE.

The first way is to actually submit your site yourself.

This is easy to.

Just go to:

<http://www.google.com/addurl.html>

Add your site and the next time that GOOGLE updates it's pages yours will be visited, ranked and indexed.

By the way, if your site is already indexed and you want to know what page GOOGLE has ranked, got to the GOOGLE search page and enter:

allinurl: yourdomainnamehere.com

You can also let GOOGLE index you automatically if you wish.

This works by getting other sites that are already listed in Google to link to you.

When Google revisits these sites, it will find your link and go to your site and index it.

Google "works" by following links, and finding who is linked to who.

If your site gets other "good" sites to link to yours then you will never have to worry about having to submit, or ever having to resubmit, or being "lost" from the index.

You will also get a higher page ranking if you submit your site to the GOOGLE directory:

www.DMOZ.org

Quick question

How do I know when GOOGLEBOT is visiting websites and is re-indexing the websites?

GOOGLE IS IN THE PROCESS OF "THE GOOGLE DANCE" WHEN ALL OF THE FOLLOWING 4 NUMBER OF LINKS ARE DIFFERENT.

Results **1 - 10** of about **661,000**. Search took **0.14** seconds

<http://google-dance.miniunternehmen.de/google-dance-machine.html?quick=y>

THE STEP BY STEP APPROACH TO GETTING THE TOP 5 LISTING

To finish things off here is a step by step approach of what you should do to get your TOP 5 listing.

Carry out the EXACT instructions that I say and there is simply no way that you can fail

STEP 1

Formulate your keywords.

Select no more than 3 of them – make sure that they are relevant.

Check out how many searches there are for each term.

STEP 2

Check out the competition for you keywords.

Go to the GOOGLE homepage, enter your first keyword and note down:

- The top 10 sites
- How many sites there are altogether for your keyword
- Repeat that for all of your keywords

STEP 3

Download the GOOGLE tool bar.

STEP 4

Obtain the GOOGLE pagerank for your competitors sites in STEP 2.

Note this ranking down for each site.

STEP 5

Obtain how many backlinks there are for each of your competitors sites in STEP 2

STEP 6

Check out the keyword density for each of your competitors site for each of your keywords. Note these down.

STEP 7

Check out the first 25 words on your competitors websites. Note how many times the keywords feature.

STEP 8

Check out the keywords in your competitors URL

STEP 9

Armed with all of this information it is time to get to work

1. Choose a website address with your keyword in it
 2. Use the keywords in the TITLE and descriptions
 3. Use the keywords in your heading tags <h1> and <h2>
 4. Make sure your homepage has between 300 – 500 words and your keyword density matches that of your competitors or alternatively is somewhere in the region of 6-10%
 5. Make sure the first 25 words on your homepage contains your keywords in the same ratio of your competitors.
 6. Put your keywords in bold on your page
 7. Get relevant themed links
 8. Submit your site to DMOZ
 9. Submit your site to GOOGLE
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Extras:

Link Building Service

If you would like us to manage your link building programme we can do that for you. We have a team of Internet Marketing experts who will do it all for you. Please email: sean.mcpheat@ntlworld.com

Professional Service

If you would like us to do ALL of the analysis, research, website amendments and link building or any part of this, please email us with your requirements and we will give you a quote. Please email: sean.mcpheat@ntlworld.com

Website Audit

We will audit your website and your competitors and TELL YOU how much it would cost for us to do the work to get you a TOP 5 ranking. Just give us your keywords and we will do the rest for you. Please email: sean.mcpheat@ntlworld.com

Make your site sell!

Having trouble generating sales from your site? It's easy when you know how! Check out this all time best selling ebook - <http://www.sitesell.com/googlebook.html>