



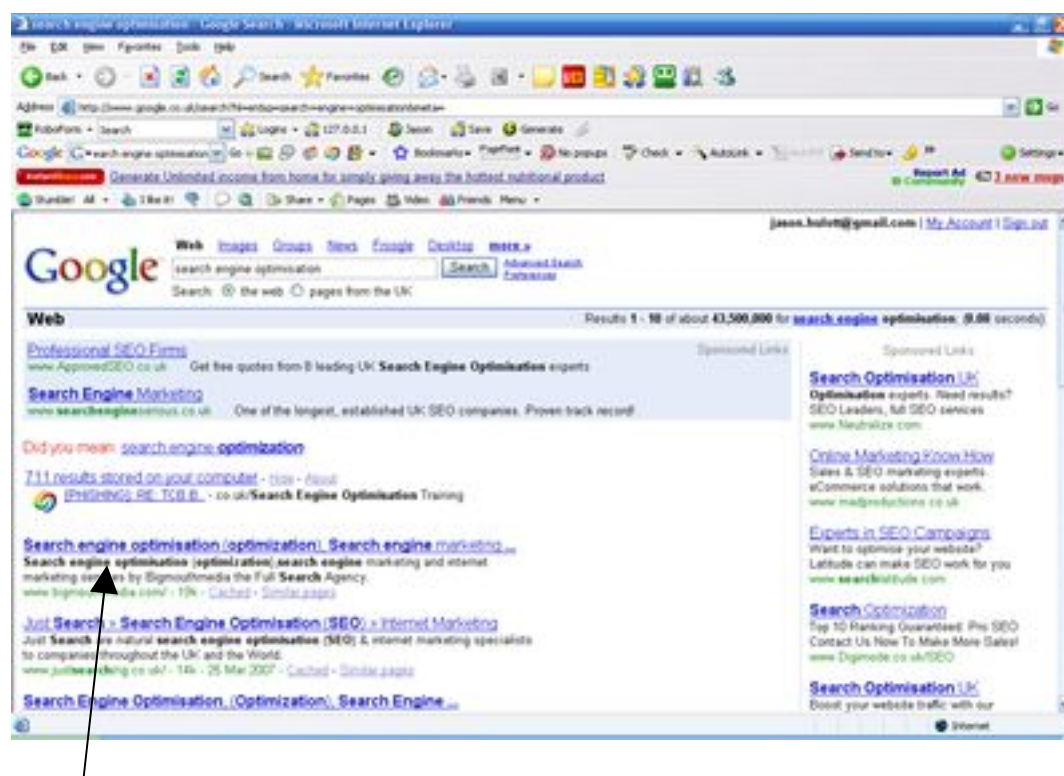
Title on Page

This is changed by the <title> tag.

TIP: Each page on your website should have a unique title tag. Search Engines see Web pages not Websites

#2 Descriptions

Descriptions are small bits of code that are hidden in the header part of your webpage. These are called Meta Tags and the meta Description tag is commonly used to provide the descriptive black text part of a Search Engine Result



This text above could be the result of what is displayed in the description tag. Lots of new website owners don't realise these tags exist so do not use them. This is a great way of adding relevance to your website pages and set you apart from your competition.

Make sure your descriptions are unique to each page on the site and include the major keywords you wish to be found for.

#3 Content

Most pages are nothing without web content and your site is not exception. Google and the other Search Engines love fresh new original content. Create and add new content to your site regularly, make changes to existing pages.

The problem most people have is that they try and focus one page on all their major search terms. This will not get you anywhere. Build a dedicated page for each keyword term you wish to appear for or at most choose two or three keywords



As we can see for the above site their homepage is optimised for

Search Engine Optimisation
Internet Marketing Specialist
New Media Agency

TIP: Pages are not cast in stone – You can tweak them, change them, and add to them any time you want to.

#4 Links

The Internet is built on links. Without links, you couldn't navigate from website to website. They are that important. We want to attract as many relevant links to our website as possible.

Imagine these links are like those "Golf Sale" placard holders, they are positioned around the web to point people and search engine robots to your website so they can visit and consume the information and products that you offer.

What we need to try and establish are the best methods of getting links to our site from relevant sources. A couple of Ideas:

- Write an Article
- Post a Classified Ad
- Write a Forum post and include a link to your site
- Submit your Site to a Niche Web Directory
- Post a comment on someone else's blog
- Write and submit a Press Release online

There are all techniques used to add links to your website.

#5 Internal Link Structure

This follows on from the links section. You need to make sure that your internal linking structures (i.e. the pages that are on your own website) are linked together in a way that is easy to follow. The easiest way is to use text links. Use a consistent navigation system.

This allows the search engines to “see” all the pages on your website. Another good technique is to make sure you have sitemap. A sitemap is basically 1 page that has links to every other page on your website. Add a link to your sitemap page on your homepage and then you can be sure that the major search engines will be able to find all of your web pages.

BONUS – If you are not listed in Google then I would suggest you do one of the following:

METHOD 1

Write a 300-500 word article about your sites topic. Go to www.ezinearticles.com and register for a free author account, then submit your article. You will be presented with the option of adding a resource box. In this box you can add a link to your website.

This is the best way of alerting Google and the other search engines that your site exists.

METHOD 2

Write a press release promoting your new site or a new service and submit it for free to www.pressbox.co.uk (This is a free publicity site where you can submit your release too) This site gets visited by Google daily and it won't take long for them to find your site if it is listed here.

METHOD 3

Write a small 25 – 50 word Classified Ad and add a link to your site then submit it to the relevant city on Gumtree.com, Craigslist.org, and Vivastreet.co.uk

These sites are visited by Google and the other engines two or three times a day.

Your site will be listed within around 48 hours

Are you Using Typepad for your Blog?

We discussed using a Plugin for Typepad to allow you to build Meta tags for each page on your site.

Meta Tag Plugins for Typepad are only available to Pro Account Users. Here is the FAQ about it all.

http://support.typepad.com/cgi-bin/typepad.cfg/php/enduser/std_adp.php?p_faqid=886&p_created=1173736305&p_sid=BNtlqTzi&p_lva=&p_sp=cF9zcmNoPTEmcF9zb3J0X2J5PSZwX2dyaWRzb3J0PSZwX3Jvd19jbnQ9NjEmcF9wcm9kcz0mcF9jYXRzPSZwX3B2PSZwX2N2PSZwX3BhZ2U9MSZwX3NIYXJjaF90ZXh0PW1ldGEgdGFncw**&p_li=&p_topview=1

There is also another interesting post on here about setting up a sitemap for your typepad blog too!

http://support.typepad.com/cgi-bin/typepad.cfg/php/enduser/std_adp.php?p_faqid=555&p_sid=BNtlqTzi

About Jason Hulott



Jason worked for the Woolwich before joining the UK's First Personal Finance Web Aggregator in 2001 as a Content and Partnership manager. Leaving this company in 2003 to set up an Internet Marketing business, this service operates around 20 different niche websites.

In 2004, Jason co-founded J2Squared Limited, an Internet Consultancy Business specifically working in the Finance, Insurance and Automotive sectors. Clients included Moneysupermarket, Moneyextra, Loans.co.uk. Carland, Virgin Cars and others.

In 2006, they decided to consolidate all business into one place and form an Internet Marketing Consultancy business aimed at providing clients with detailed knowledge to be able to run affiliate marketing programs and to generate Internet Revenues.

Current Offerings

Internet Marketing Coaching Club

Are you struggling to get your website listed in Google? Are you finding it hard to get any traffic to your website? Do you have an idea for a website but don't have a clue how to get started? Looking to setup an Affiliate Marketing Programme but not sure where to start? Want to build a Mailing List of hungry targeted clients?

I have been marketing online for 10 years as an Internet Marketer working for myself and for other companies in the highly competitive space of Online Personal Finance and Insurance. I have cut my teeth at the sharp end.

I am now offering a **limited number of clients**, direct access to me via my [Internet Marketing Coaching Club](#).

See what others are saying about us...

"Jason is quick and entrepreneurial, he "gets" all of my ideas, which is great, and is honest if he thinks they are rubbish, which is also great as it saves me time and money. I regard him as an essential member of my team now."

Judith Morgan
<http://www.judithmorgan.com>

"Speedie Consultants are leaders in their field and extremely good value for money. Within six months of working with them we became number one in the world in Google, Yahoo and MSN."

Simon Lance Burgess LL.B.
Managing Director
British Insurance Limited

Link Building Expert

Want To Increase Your Search Engine Ranking With Link Building - But Don't Know How To Start? Want To Know What Works - And What Doesn't - From A Link Building Expert?

Do you want a 6 week course that will show you how to build links fast to any site?

You will get an Audio file each week with detailed steps to build your inbound links, one of the major components of getting ranked highly on the Search Engines.

You will also receive a workbook and action plan to allow you to follow a tried and tested model to boost your natural search listings.

If that was not enough you will also get weekly access to a conference call with me so I can answer your questions and you will also have access to our online web forum where I will share more ideas tips and techniques as they become available and would urge you take part!

Find out more here : <http://www.linkbuildingexpert.co.uk>