

# Search Engine Optimization

This ebook is a collection of all the Search Engine Optimization tips that were published at our **RankQuest**. This book is free, so feel free\* to share it with your friends.

- The RankQuest Team

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## 1. What Is SEO and Why Optimize?

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- Search Engine Optimization - An Introduction
- Why Search Engine Optimize?
- 4 Easy Steps to get started with Search Engine Optimization.
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### SEARCH ENGINE OPTIMIZATION - An Introduction

**You spent a good deal, worked hard for many days and nights and built a great website, but alas! it doesn't get enough visitors.** There are millions upon millions of pages of web content out there and your website is totally lost in the shuffle, like the proverbial needle in a haystack. When search engines ignore your site, your site becomes non-existent in the cyber world. The real problem with your website is that it failed to harness the most cost-effective and powerful Internet marketing strategy: **Search Engine Optimization (SEO)**!

Search Engine Optimization is the process of making your site appear at the top of search engine results for your domain-specific keywords and phrases. The higher your website ranks in the results of Google, Yahoo, MSN etc., the greater the chance that your site will be visited by many, which in turn would skyrocket your sales.



**Combo Result Viewer - Want to compare search results for a keyword on two different search engines or search results for two of your keywords on a search engine? Combo Result Viewer helps you compare better by showing the actual search engine results pages, a link view and a summarized results view.**

Simply put, Search Engine Optimization is about making your website visible on search engines. Its commercial purpose is to be the first to hit a customer base effectively.

### Why Search Engine Optimize

Everyday, millions of people search the web to find out what they look for. If your website doesn't come up top in the results, you lose your business to your competitors. SEO is important not only because it brings lots of visitors to your website, but also because it helps to increase the return on investment, if harnessed properly. Say for example, you have a website that sells mobile phones online. Optimizing the site for targeted keywords like 'low cost mobile phones' would bring it to the top results on popular search engines. This would in turn bring prospective customers to your site, which would result in higher sales.

However, Search Engine Optimization (SEO) is a process that requires patience, careful planning, and a long-term approach. Don't worry, here are 4 easy steps that will help you get started with optimizing your website.

### 4 Easy Steps to get started with Search Engine Optimization

#### a) Create traffic targeted content

Identify the keywords, i.e., words or phrases using which your potential customers will search the web. Example, if you are a hair salon, they will probably search using the keywords "hair cut", "hairstyle", etc. After identifying and gathering a set of keywords, categorize them under various themes and write web contents on those themes. That is, under the "hairstyle" theme, you can put keywords such as hairstyles, crew cut, long cut, short cut, curly cut, layered cut, etc. Using a Keyword Suggestion tool, you can see how many people search for a certain keyword.

Any keyword for which the number of listings is less and the number of searches is more gives you a better chance of ranking higher than keywords for which the listings are more and the searches are less. Once you got the right keyword, use it appropriately in the page so that the page appeals to both the visitors and the Search Engines.

HTML tags such as title tags and meta tags also play a role in ranking top on search engines. These tags must contain only relevant keywords. Neither fill these tags with keywords that don't appear in the content nor leave them empty.

## b) Make your pages Search Engine Ready

Check if your pages are search engine ready, i.e., are they crawlable by search engine spiders, is there something in them that will make the Search Engine neglect the page or give it a lower ranking.

To make your pages search engine ready

- Your website content must be readable. For the sake of appearing top on the search engines, do not make the content clumsy by repeatedly using the keywords. These kinds of clumsy sites may get top rank, but won't get readers.
- Add only relevant keywords: Do not stuff the website content, title tag, and meta tags with too many keywords. The keywords that are provided in the title and meta tags must appear in the website content.
- Do not add invisible text: Most of the search engines find them out and ban those sites.

## c) Submit your site to Search Engines.

Now that you have made your site search engine ready, start submitting it to the popular search engines. That way, they know your site exists. Some search

engines may require periodical submission. If you find the submission process tough, get a Site Submission tool available on the web. (More on Submitting to Search Engines)

## d) Track your performance

Often times, people complain that their position in search engines has gone down. We must not forget that Search Engine Optimization is an ongoing process for reasons like, Search Engines changing their algorithm frequently, new sites coming up for the same keywords as yours, your watch sites (competitor sites) optimizing themselves for search engines and so on. Thus, it is important you keep track of where you rank for each of your keywords in the most important search engines and constantly modify the content so that search engines know that your page is active. This enhances your rank on the search results.

## Conclusion

Although Search Engine Optimization seems to be so complicated at the outset, it really is a simple and interesting process that you will enjoy doing yourself. Search Engine Optimization is the most cost-effective, easy to implement Internet marketing strategy that can get you more traffic and in effect more revenue. So go ahead, start optimizing your site. Happy Search Engine Optimizing...

- Darren Smith - 27th August 2005

## Related Resources

- [Common SEO Terminology](#)
- [Meta Tag Optimization](#)
- [Title Tag Optimization](#)
- [Submitting to Search Engines](#)
- [Optimizing for Yahoo](#)
- [Optimizing for MSN](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Meta Tag Generator](#)

## 2. Title Tag Optimization

### On this Page

- Title Tag Optimization - An Introduction
- Title Tags - The Myth.
- How to optimize Title Tag.

### Title Tag Optimization - An Introduction

Title tags are the words that appear at the very top of your web browser, and they tell the search engine what the page is about. For example, see the top band of this browser. You will see "Title Tag Optimization - Search Engine Optimization Tips ". This is the title of this page.

Before discussing how to optimize the Title tag, lets see how exactly it looks in your website's HTML code.

```
<head>
<title>Title of Your Web page Here</title>
<meta name="description" content="Brief description of the contents of the page">
<meta name="keywords" content="keyword phrases that describe your web page">
</head>
```



**Keyword Density Compare - Want to compare keyword density of your website with that of your watch sites?**  
 Keyword Density Compare helps you do exactly the same.

### Title Tags - The Myth

*"The Title tag doesn't really do much".*

Is that a myth or the truth? Let's see! Title tags function much like the title of a book. Say for example, you need a book on "Search Engine Optimization". You walk into a library, search all the titles, see a book titled "Search Engine Optimization Tips", and take that book. Interestingly, there were some other books in the library, which had more information on Search Engine Optimization than the book you took. But, their title didn't convey that. Search engines also do the same thing: they look at the title of a web page and decide what it is about. There is no doubt among the SEOs regarding the importance of Title tags in Search Engine Optimization. One of the steps to increase a website's rank is optimizing the Title tags.

### How to Optimize Title Tag?

Of all the tags, Title tag is definitely the most important when used correctly. When calculating your web page's relevance to a search, most search engines consider the content of the title tag as one of the parameters and display that content in search engine results pages (SERP). Title tag therefore needs to be carefully constructed in such a way that it increases your website's position in the SERP, and it is attractive enough to encourage a surfer to click on your link.

- Have your keywords in the Title tag: Including the keywords in the Title tag increases the relevance of your web page, when someone searches the web with that keyword.
- Keep the Title tag short and readable: Search engines don't prefer long Title tags. In fact, Google prefers short Title tags. Because some search engines display Title tags in the search engine result pages, make them informative.
- Use different Title tags for different web pages in your site: Never give the same Title tag for all the web pages. The Title tag of a web page must be relevant for that page.

- Don't include your company name in the Title tag unless you think it will attract more users. Instead of your company name, you can consider a suitable keyword.
- Never keep the Title tag empty and never use irrelevant words in the Title tag.

Pay attention to writing your title tag. Don't ignore them, they are a powerful tool and must be used to their fullest advantage. The Title tag helps the search engines decide the theme of the web page being crawled for indexing. When a search for keywords is conducted, the Title tag is given heavy consideration by all search engine algorithms. Also remember, each page in your website is unique and needs a different Title tag. Place the most important keyword phrase for that specific page in the Title tag, and the page will get a certain boost in the search engines. Yahoo and MSN Search are especially influenced by keyword-rich Title tags.

Look after your Title tags and they will look after your site traffic.

- Vincent S Brown - 28th August 2005

## Related Resources

- [Common SEO Terminology](#)
- [Meta Tag Optimization](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Meta Tag Generator](#)
- [Keyword Density Analyzer](#)



## 3. Submitting to Search Engines

### On this Page

- [Search Engine Submission - An Introduction](#)
- [Submitting to 1000 Search Engines - A Myth](#)
- [Search Engine Submission - General Tips](#)
- [Submitting to Google](#)
- [Submitting to Yahoo](#)
- [Submitting to MSN](#)
- [Submitting to AOL](#)
- [Submitting to Teoma](#)
- [Conclusion](#)

### Search Engine Submission - An Introduction

Once you optimize your site for search engines, your next step is to submit it to major search engines. When you submit your site to a search engine, it reads your site, indexes it, and assigns a rank for it according to its algorithm. In short, "Search engine submission" or "Search engine registration" means getting your web site listed in search engines. Remember, submitting your Website to a search engine does not guarantee a high ranking for your site. It simply means that the search engine knows your pages exist.



**Meta Tag Generator - Meta tags are very important for a website's visibility. Use the Meta Tag Generator to create meta tags (keyword, description, author, expires date, robots..) for your webpage.**

### Submitting to 1000 Search Engines - A Myth

Well why submit to only select search engines when there are websites that promise submission to hundreds of thousands of search engines for a fee? Simply because there don't exist hundreds of thousands of search engines and most of the smaller search engines get their results from one of the top 5. Also more than 90 percent of all the searches are done through just five search engines: Google, Yahoo, MSN, AOL, and Teoma. You can submit your Website yourself to these major search engines by following the tips listed here..

### Search Engine Submission - General Tips

Of all the tags, Title tag is definitely the most important when used correctly. When calculating your web page's relevance to a search, most search engines consider the content of the title tag as one of the parameters and display that content in search engine results pages (SERP). Title tag therefore needs to be carefully constructed in such a way that it increases your website's position in the SERP, and it is attractive enough to encourage a surfer to click on your link.

- **Get links from quality Websites:** Most of the search engines find new sites by crawling the existing sites and following the outbound links from those sites. Make sure you get links from sites that rank high in search engines. Never get links from sites that follow unethical practices to increase their ranking.
- **Submit your site to directories:** Search engines consider directories as "expert documents" and pick up URLs from directories. Getting listed in directories also increases your site's page rank. For details on Directory Submission, refer to Submitting to Directories.

If you follow these two tips, there is a fair chance that most of the search engines will pick your Website. Apart from these two general tips, you can use the following tips to submit your site to individual search engines.

## Submitting to Google

- The simplest way is to submit your website in Google's Add URL page available at <http://www.google.com/addurl/?continue=/addurl>. The instructions provided by Google are pretty straightforward: submit your top-level page and Google will spider the rest of the Website. However, submitting your Website this way does not guarantee that you'll be indexed.
- Usually, Google updates its index once a month. After submitting your Website, periodically check whether your site is showing up in Google. If you do not find your site even after a month of submitting it, consider increasing the inbound links from quality sites and submit your site to more directories.
- Don't over submit to Google. If you need to submit a second time let there be at least 30-45 days gap between the first and second submission.

Pay attention to writing your title tag. Don't ignore them, they are a powerful tool and must be used to their fullest advantage. The Title tag helps the search engines decide the theme of the web page being crawled for indexing. When a search for keywords is conducted, the Title tag is given heavy consideration by all search engine algorithms. Also remember, each page in your website is unique and needs a different Title tag. Place the most important keyword phrase for that specific page in the Title tag, and the page will get a certain boost in the search engines. Yahoo and MSN Search are especially influenced by keyword-rich Title tags.

## Submitting to Yahoo

Yahoo provides two options to get listed in their search engine: free listing and paid listing.

1. Free Listing: Submit your site at <http://submit.search.yahoo.com/>. After the submission it may take upto a month or two for your site to be listed in Yahoo, so be patient.

2. Paid Listing: If you want to submit your site quickly, go for the paid option. But remember you will be charged whenever someone clicks your listing.

## Submitting to MSN

You can submit your site directly to MSN at <http://search.msn.com/docs/submit.aspx>. MSN seems to be good at picking new sites so there is a good chance you will get listed in MSN even without submitting to them if you have good InBound Links.

## Submitting to AOL

AOL does not accept URL submissions directly. It uses the results from Google. If your page is showing in Google, in all likely hood it will also be shown in AOL. Submitting to Teoma

## Teoma currently doesn't have a free submission.

Teoma picks up new Websites through the inbound links to them. So, if you have links from existing websites pointing at yours, you may get included. If you choose to opt for the paid option, your site will be listed within seven days.

## Conclusion

Together, the above-mentioned search engines cater to more than 90 percent of the search requests each day and they also supply search results to some smaller search engines. So, don't confuse yourself with submitting to 1000+ search engines. Follow the above tips, concentrate on the top five search engines, and see your traffic increase.

- Vincent S Brown - 29th August 2005

## Related Resources

[Common SEO Terminology](#)  
[Submitting to Directories](#)

## 4. Submitting to Directories

### On this Page

- [Submitting Your Website In Directories](#)
- [Search Engines and Directories](#)
- [Why Submit in Directories?](#)
- [Popular Web Directories](#)
- [Submitting Your Site in Directories](#)
- [Conclusion](#)

### Submitting Your Web Site in Directories

Once you have optimized your site for search engines, your next step would be to submit it to the search engines and web directories, so that your site is indexed by search engines and visited by many. Are you confused with search engines and directories?, you are not alone; most people do!. Lets see what we can do to clear your confusion ...

### Search Engines and Directories - How they differ?

A search engine is a system that enables users to search and retrieve information from the web. Usually, search engines use a software program, generally referred to as crawlers, to index web pages. Various search engines use complex algorithms to index and categorize the web pages. On the other hand, web directories



**HTML Validator** - Validation refers to the process of checking if the source for a webpage is OK. An page with lot of errors can affect your search engine ranking adversely. HTML Validator validates your html page based on W3C standards and shows you warnings and error reports if violation of standards occur.

contain a collection of web pages organized into categories and sub-categories. The main difference between directories and search engine is that search engines use software to automatically index the web pages; whereas in a directory, web sites are organized into categories by people.

### Why submit in directories?

If you have submitted to at least one directory and have ever checked the traffic to your site from web directories, you would have noticed that it is negligible comparing to the traffic coming through search engines. This fact prompts you to ask, "Is it worth submitting my site in directories?". Before answering that, lets analyze the benefits of listing in directories...

First, directories bring targeted traffic. Though the traffic generated through directories is very limited, this traffic is from people who, by their own choice, come to our site by browsing through categories in the directories. These people are more likely to remain in our site for long and more likely to be our prospects. Another important benefit is that these directories are considered "expert" sites by search engines. So, submitting a site in directories increases its chance of getting good rank in search results. Isn't it worth submitting your site in directories?

### Popular Web Directories

Directories can broadly be classified into "Free Directories" and "Paid Directories". There are many free directories available on the web, such as DMOZ, Yahoo!, World Wide Index, AbiLogic, Gimpsy, JoeAnt, etc. Usually the free directories take a long time to list a submitted web site. So be patient and constantly check these directories for your site. The paid directories list a submitted site usually within a day! If you go for the paid option, you can consider the following directories: Arielis, BOTW, BlueFind, Microsoft bCentral, and GoGuides.

## Submitting Your Site in Directories

One important thing you must do before submitting your site in directories is: Read their instructions. Otherwise you risk being rejected. As web sites are manually categorized in directories, editors go through the site to check whether the site complies with their instructions. The following are some valuable suggestions you must consider while submitting your site.

- Make sure your site has no broken links, no broken images, no missing pages, no typos. Have a thorough review of your site.
- In the description field of the submission form, provide a readable sentence. That is, do not stuff this field with keywords, because the editor will find it and reject your site. Similarly, avoid marketing language such as "the best", "Most powerful", etc. because the editor will edit the sentence which may result in removal of your genuine keywords.
- Be careful in selecting a suitable category in the directory. If you do not find a fitting category for your site, check the category where your competitor sites are listed and submit your site there.
- Constantly check whether your site is listed in the directory. Free directories take a bit long to list a site

## Conclusion

There is no doubt that search engines consider directories as reliable sources of reference. So, link popularity of the sites listed in directories increases manifold, making them to appear on top results. After all, our main objective in web site optimization is increasing our rank in search engines, and submitting in directories is one of those good practices that would ensure a better position in search engines.

- Vincent S Brown - 30th August 2005

## Related Resources

- [Common SEO Terminology](#)
- [Submitting to Search Engines](#)

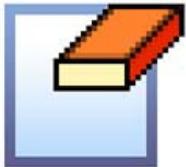
## 5. Nine Simple Steps toward a Search Engine Optimized Website

### On this Page

- [Search Engine Optimization - An Introduction](#)
- [The 9 Simple Steps](#)
- [Conclusion](#)

### Search Engine Optimization - An Introduction

Search Engine Optimization is probably the cheapest and most cost effective form of Internet marketing. In fact some studies indicate Search Engine Optimization as being the second most effective marketing strategy. The increasing popularity of Search Engines and the fact that good quality and cost effective traffic can be brought through them to websites has led to the development of a whole industry that revolves around how to make Web pages/ Websites more search engine friendly or in other words better optimized. The result of this advent of Search Engine Optimization industry is the feeling among webmasters and novices in the industry that SEO is like rocket science and has to be handled by professionals only. Thankfully, the truth is that anyone can search engine optimize Websites. All it takes to optimize a Web site and get better ranking and traffic are 9 simple steps.



**Code Cleaner - Want to reduce your webpage's loading time? Code cleaner helps you do that by removing unnecessary HTML tags and spaces present in the page without changing the content display.**

### The 9 Simple Steps

#### 1. Select Right Keywords

This is THE most important step and can easily be the reason for your ranking ahead or ranking below your watch sites (competition). Identify the words or phrases using which people search(might search) for your Web page on the Internet. If you sell dog food, your keywords must have something to do with "dog food". Do not use irrelevant keywords, even if they get you more traffic. If you are not sure of the keywords to be used, use any of the following tools to find good target phrases: .

- Overture is a great tool for assessing popularity of target phrases.
- Google is great for brainstorming target phrases.
- Word Tracker can help you assess popularity and compare how the competitors use the target phrase.

#### 2. Analyze Competition

Determine who your competitors are. It is quite simple; search for the keyword on popular search engines. The sites that show up above your page are your competitors. Analyze those sites and find out how effectively they have used the targeted keywords. Remember that the more popular a target phrase is, the more competition there is likely to be. Sometimes, it makes sense to target a less popular phrase where you can corner the market rather than aiming for the highest popularity phrase.

Check out yours and your competitor's link popularity. In many engines, you can type: link:http://domain-name and get a link count for that particular site. The more the link count, the better.

#### 3. Page Creation and Optimization

After identifying the keywords, create Web pages by targeting one word or phrase for each page. One common mistake most novice SEOs do is dump many keywords into a page. Not only does it make it difficult for you to rank high for each of those keywords, but also it makes the page less readable.

- i) Make sure your keywords are present in the following places:
  - Title tag
  - META tags: Description tag and Keywords tag
  - Body text: Heading tags, comment tags, alt tags and prominent places on the page content
- ii) Conduct HTML validation for your Web pages. HTML validation helps you find out the errors in HTML code, which may prevent search engines from indexing your site.
- iii) Then check and ensure that your pages are Spam-free. When your page elements, such as Title tag, META tag, and body text, are stuffed with repeated keywords, search engines may consider them Spam and ban your site.

#### 4. Visual Review of Page

##### Check whether your site has usable navigation.

- i) Ensure you have informative and readable content. Good content will ensure that your page appeals to human visitors as well as spiders.
- ii) A badly written page may get a good ranking on search engines, but visitors will move away from your site with the same speed they came in. Although Search engine spiders that grade your site will not look for visual appeal, directory editors and human visitors will!

#### 5. Link Building

Get inbound links from quality sites. Quality sites are those that rank high on search engines and/or have a good Google PageRank. If the sites are in some way connected with the theme of your webpage that will help increase your rank better. DO NOT turn to link farms for link building this can get your site banned in search engines.

#### 6. Submitting to Search Engines

If you have followed steps one to five you are ready to submit your webpages to the search engines. Chances are the search engines found your webpages through the links that you built but if they somehow missed your webpages don't worry you can always let them know that your pages exist through Search Engine Submission.

You can refer this link for details on submitting to search engines. But if you did prefer the shortcut here are links to some popular search engines where you can submit your webpages.

##### Altavista

<http://addurl.altavista.com/sites/addurl/newurl>

##### All The Web

[http://www.alltheweb.com/add\\_url.php](http://www.alltheweb.com/add_url.php)

##### Google

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

##### MSN

<http://submitit.bcentral.com/msnsubmit.htm>

##### Yahoo

<http://docs.yahoo.com/info/suggest/>

#### 7. Submitting to Directories

Search Engines consider Web Directories as expert documents. A presence in popular directories can help you get a better ranking on search engines. You can submit your site to popular directories, such as DMOZ, Yahoo!, World Wide Index, and Microsoft bCentral. For more information on Web Directories and guidelines for submission, refer to "Submitting to Directories".

## 8. Maintain

Search Engine Optimization is a continuous process. Popular Search Engines keep making changes to their algorithms i.e the way they rank webpages quite often. Thus it is imperative that you continually optimize your pages based on the current algorithms to achieve high ranks.

It's important to measure your rankings atleast monthly. Re-optimize any pages that drop in rank and then re-submit or wait for the search engine to revisit the page.

## 9. Tracking

Ultimately, it is not top rankings you are really after, but more traffic and sales. High traffic is not something that automatically follows top rankings. It is something you get by ranking high for "good keywords". Thus it is important that you track your website usage using a good log file analysis program and find out which keywords and which keywords bring in most visitors to your pages. Use this information to optimize your pages better for these terms and search engines.

## Conclusion

At first glance, search engine optimization may look like magic; but actually all it takes is 9 simple steps. Search Engine Optimization is a simple continuous process that helps search engine do their job more efficiently. It does take a lot of time and patience but stay the course search engine optimization pays for itself in increased revenue. It is worth the time and trouble.

If you follow all the above-listed steps, you will definitely see an improvement in the search engine rankings for your keywords. The best part is that you do not have to spend any money on the expensive search engine optimizers!

Happy Search Engine Optimizing!

- Vincent S Brown - 31st August 2005

## Related Resources

- [Common SEO Terminology](#)
- [Optimizing for MSN](#)
- [Optimizing for Yahoo](#)
- [Submitting to Search Engines](#)
- [Submitting to Directories](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Keyword Density Analyzer](#)

## 6. Optimizing for MSN

### The Advent of MSN as a Search Engine

Microsoft had been napping for a long time and ignored the advancements in the field of Search Engine and Content Targeted Advertising. Although now dependent on Yahoo's Intokmi for their search results, Microsoft has made it very clear that they will compete with Yahoo and Google for their share in the Search Engine market. Given Microsoft's aggressive nature in fighting competition, it would be a grave mistake to underestimate them.

The recently re-launched MSN Search and future MSN Search integration with upcoming versions of Windows is about to make MSN one of the biggest and most important players in the world of searching. Thus, it is imperative to get good ranking in MSN if you want the share of traffic they can give to your Web page. Although MSN search spider does a fairly good job in crawling Web pages, you may benefit by submitting your website at <http://search.msn.com/docs/submit.aspx>

### Optimizing for MSN Search

With Microsoft sharing Yahoo's Inktomi search index to provide their search results, optimizing for yahoo meant optimizing for MSN. But things are changing at a rapid phase and with Microsoft getting active on the patent front, it is evident that they are working on their own search algorithm.

Luckily for us, the rules of Web page optimization that ought to be followed to please the MSN search algorithm aren't very different when compared to those already followed for other search Engines.



**Link Explorer** - Link Explorer, Explores links in the URL provided and creates a tree view of the same.

### What They Lay Emphasis On?

As with most other Search Engines, MSN Search places heavy emphasis on content. They even allow higher keyword density than Google does. For MSN Search, it is best to keep your pages at least 200 words long and have phrases which searchers commonly use. Other than that, they lay importance in the following in the order they are listed.

- As MSN team declares in their blog here (<http://blogs.msdn.com/msnsearch/archive/2004/11/12/256656.aspx>), they attach a lot of importance to the number and quality of sites that link to your pages.
- Clean coding is necessary with MSN Search. They even go to the extent of asking Webmasters to ensure that their pages are HTML validated. MSN's spider has a strong preference for well-written code. If a Website's coding is poorly written, it appears that MSN Search downgrades the site's search rankings heavily.
- A well-designed site map with good link text will help the MSN spider to crawl the site and ensure that all pages are indexed.
- Title tag should be less than 80 characters long and should be attractive enough to make a searcher click on the link.
- MSN Search doesn't rank based on Meta Keywords and Description, but it seems to place some importance on meta tags. So adding appropriate meta tags for each page might be beneficial as well.
- MSN Search recommends that an HTML page with no pictures should be under 150 KB. Therefore, ensure that you limit the size of your Web pages to a reasonable limit.

## What They Think Is Unfriendly?

MSN search lists the following as being search engine unfriendly due to the difficulty search engine robots have with this type of content:

- Frames
- Flash
- JavaScript navigation
- HTML Image Maps
- Dynamic URLs

## Techniques Discouraged by MSN Search

**MSN thinks the following to be unscrupulous SEO practices:**

Loading pages with irrelevant words in an attempt to increase a page's keyword density. This includes stuffing ALT tags that users are unlikely to view.

Using hidden text or links. You should use only text and links that are visible to users.

Using techniques to artificially increase the number of links to your page, such as link farms.

As you can see, these "rules" are no different from those mentioned by the rest of the industry. So avoid the above-mentioned techniques and the chances of your getting banned by any search engine are remote. On a related note, this is what MSN search's Program Manager, Eytan Seidman, has to say about spamming MSN (<http://blogs.msdn.com/msnsearch/archive/2004/11/18/266087.aspx>).

"You crawled my site, so why can't I find it in your search index? This is one is a little bit easier. The reason that this is most likely happening is that we are detecting the page as spam when we analyze the page to build our index. How can you make sure that this does not happen? The best thing to do is to not spam us. On our site owners help, we talk about some of the things that we

consider spam. In case you have not read it, here is a quick refresher: dirty javascript redirects, stuffing alt text, white on white links, off topic links etc. We take this stuff very seriously and we are continuously working to improve our spam detection."

## Conclusion

With the increasing popularity of MSN Search and with Microsoft planning to make the search a part of their next windows release, your efforts to optimize your site for MSN are sure to pay off. For more details on optimization for MSN Search, read their help document and blog.

Happy Optimizing.

- Vincent S Brown - 26th August 2005

## Related Resources

- [Common SEO Terminology](#)
- [Optimizing for Yahoo](#)
- [9 Simple Steps toward a Search Engine Optimized Website](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Keyword Density Analyzer](#)
- [Code Cleaner](#)
- [HTML Validator](#)

## 7. Optimizing for Yahoo

### Why Optimize for Yahoo?

According to a recent study, of all the searches done through search engines, around 25% of searches are done through Yahoo. That means, if your site is not coming up on Yahoo, you lose 25 percent of your potential visitors. Until February 2004, Yahoo used Google results. So, optimizing for Google was enough to get a top rank on Yahoo. As of 17th February 2004, Yahoo dropped Google results and instead showed search results using Inktomi algorithm. Yahoo's shift from Google to Inktomi made optimizing for Yahoo inevitable.

### The New Yahoo Search Engine

Although Inktomi / Yahoo search algorithm doesn't differ too much from that of Google's, it is not exactly a clone of Google's algorithm. Based on the search results on Yahoo, it seems Yahoo's new algorithm gives much importance to keyword density in body text, Title tag, and META tags and to inbound links. Therefore, concentrating on these two items will definitely increase your site's ranking on Yahoo.

### Keyword Density

The new Yahoo search engine gives more importance to keyword density. A Website with high keyword density may fare well in Yahoo. The average keyword counts that seem to work are as follows:



**Lynx View - Most search engine spiders see your page much the same way as lynx does. Want to know how lynx sees your page?**

- Title Tag - 15% to 20%: Yahoo displays the title tag content in its result page. Therefore, write the title as a readable sentence. A catchy title will attract the reader to come to your Website.
- Body Text - 3%: Boldfacing the keywords sometimes boosts the page's ranking. But, be careful not to be awkward to the readers. Too much of boldfaced content irritates readers.
- META Tags - 3%: In META description and Keyword tags, provide important keywords at the beginning. Do not use the keywords repeatedly in the Keyword tag, because Yahoo may consider it Spammering. Write the description tag as a readable sentence.

### Inbound Links/Back Links

Yahoo considers inbound links highly important. Inbound links are the links from other sites pointing to your site. Having considerable links, with appropriate link texts, from quality sites increases your site's ranking in Yahoo.

### Static Pages versus Dynamic Pages

Like most other search engines Yahoo prefers static pages to dynamic pages. Sometimes, Yahoo may fail to index dynamic pages. Therefore, consider the following tips to ensure that Yahoo indexes all your web pages:

- Have static pages with keyword-rich content; it increases the rank of your site on Yahoo
- If you have some important dynamic pages, prepare a site map or quick links section with links to all the Web pages. This would help the Yahoo spider to crawl all your pages.

## Frames

Most of the search engines, Yahoo in particular, hate frames. Avoid using frames on your site, because Yahoo spider finds it difficult to crawl them.

The sure-shot solution to rank high on yahoo is simply getting plenty of back links from quality sites, and then having copious keywords in the body text, title, META, and alt tags. As Yahoo holds the 25% share of the Internet searches, it is prudent to have your Web pages optimized for Yahoo. When your Web page ranks high on Yahoo, you get additional traffic that will convert into increased sales.

- Vincent S Brown - 1st September 2005

## Related Resources

- [Common SEO Terminology](#)
- [Optimizing for MSN](#)
- [9 Simple Steps toward a Search Engine Optimized Website](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Keyword Density Analyzer](#)



## 8. Meta Tag Optimization

### On this Page

- [Meta Tag Optimization - An Introduction](#)
- [Meta Tags - The Myths.](#)
- [Optimizing the Description Tag](#)
- [Optimizing the Keyword Tag](#)

### Meta Tag Optimization - An Introduction

META tags are HTML tags that are used to include information about your web page. One big difference between other HTML tags and META tags is that META tags are always placed between the tags of the HTML page. A plethora of different META tags are available that you can use to include page-related information, but only two of them, the keyword tag and the description tag, are important from SEO perspective and shall alone be discussed here. These META tags are mostly invisible to your site's visitors, but will be seen by search engines.

### How Do They Affect Search Ranking?

When someone searches the web with a keyword or a phrase, some search engines take the Keyword and the Description tags into consideration while ranking the sites for that keyword or phrase. These tags help the search engine spider determine the content of your website so that it can be indexed properly. This is how they look like:



**Meta Tag Analyzer** - Is your page's meta tag properly created? Will it spam the search engines? Has it been used to its fullest potential? Use the Meta Tag Analyser to find answers to those questions..

```
<meta name="keywords" content="firefox extensions, firefox extensions guide">
<meta name="description" content="The ultimate guide to firefox extensions design!">
```

Many people believe that META tags are the key to high search engine rankings, but in reality, they only have a limited effect. Still, it's worth adding them because most of the search engines use META tags information in either some part of their ranking formula or while displaying the search results.

### The META Myths

#### i) Add all META that you can.

This really isn't necessary; in fact, it must be avoided wherever possible. Just the title, description, and keywords tags would do.

#### ii) Have many keywords in the META tags.

Actually, it's better to concentrate on some specific keywords. In fact, the maximum should be only 3 keywords. Use keywords, which are relevant to your page and target market.

#### iii) Repeating the keywords and description in comment tag will help.

No, it does not add any additional value. In fact, unnecessary repetition of keywords can be considered Spam by search engines.

#### iv) The Description tag isn't important, because Google doesn't use it.

Google generates a page snippet or a 'ransom note' comprising the parts of actual page content. Should this not be available, a relevant DMOZ Description is used. There are instances of Google using a supplied Website Description tag. Also, lots of other search engines make use of the Description tag.

## v) Keywords in META tag must be comma separated.

There is no hard and fast rule about this. In fact, space-separated keywords are the latest trend. It allows the search engine to mix and match combinations of your presented keywords into possible phrases.

## The Description Tag

### How Does It Look Like?

Generally, the description META tag looks like

```
<meta name="description" content="<theme of your site">>
```

### Should It Be Optimized?

When major search engines ignore the description tag, why bother to optimize it? The answer is simple: smaller search engines like inktomi use the description tag data and it takes only about 2 minutes to write it. As mentioned earlier, there are instances of Google using a supplied Website Description tag.

The information in this tag is listed directly below the title tag in search engine results. As a result, a good description can make your website stand out from other listings. To get the prospect to click on your site, it is important to write a snappy description while using your keywords.

### How Do I Optimize It?

- Give relevant description: As some search engines display this description in the search result, make it more relevant to your site.
- Have only targeted keywords in description: Do not stuff the description with more keywords. It's better to restrict the number of words in this tag to 10 to 15 words.

- Place the most important phrases at the start of the description, because, even if any search engine omits some part of the description, the important phrases will be displayed.

## The keyword Tag

### How Does It Look Like?

Generally, the keyword META tag looks something like:

```
<meta name="keywords" content="keyword 1, keyword 2, keyword 3">
```

or

```
<meta name="keywords" content="keyword1 keyword2 keyword3">
```

### Should It Be Optimized?

Much of the advice for your description tag also holds true for your Meta keywords tag. Note that the keywords in the "keyword" tag are useful only when those words also appear in the body text. Most of the search engines have become clever that they ignore the irrelevant keywords. Some major search engines seem to ignore this tag, because many webmasters misuse this tag stuffing it with many irrelevant, but most sought after, keywords. Nevertheless, there are some smaller search engines, which still follow the conventional way and spider the keywords tag, and there is certainly no harm in having your relevant keywords in this tag.

### How Do I Optimize It?

- Add only the keywords that appear in the body text.
- Include alternate spelling of words (including typos) and synonyms of those keywords.
- The best use of the keywords tag is for targeting obscure terms, model numbers, or targeted regions. Using this approach will help you get the most out of the limited benefits of the keywords tag.

At the outset, optimizing the META tags might not sound worthwhile. But take a closer look and you will realize that it takes about 15-20 minutes to make a big difference if your watch sites (competitors) haven't optimized the tags as well as you have.

-Vincent S Brown - 2nd September 2005

### Related Resources

- [Common SEO Terminology](#)
- [Title Tag Optimization](#)

### Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Meta Tag Generator](#)
- [Keyword Density Analyzer e](#)



## 9. HTML Validation: Being Friendly to Search Engines & Browsers

### On this Page

- Is your Website taking a long time to load?
- Does it appear incorrectly on some browsers?
- Is it not displayed in some browsers?

If your answer is yes to any or all of these questions, then consider validating your site's HTML code. HTML validation is the process of analyzing HTML code for its compliance with HTML standards and identifying code errors.

### Benefits of HTML Validation

#### Wide Accessibility

Are your Web pages written for all the major browsers? There was a time when Internet Explorer and Netscape Navigator were the only browsers available. Now there are many browsers competing each other for greater market share.



**Keyword Density Analyzer** - Density of a keyword in various elements of a webpage plays an important role in SEO. The Keyword Density Analyzer analyses the given URL and returns density values for single, two and three word key terms present in various tags (title, keyword, description, alt, bold, anchor and body) and also shows the contents of the above mentioned tags. You can also get the density details for a specific keyword in the page by specifying the keyword along with url as input.

Only the sites that are HTML standard-compliant will appear properly on all browsers.

Validating your HTML code with a HTML Validator tool will increase the accessibility of your site through all the major browsers. This, in turn, will increase the number of visitors to your site.

#### Faster Loading

HTML validation finds out the errors in the HTML code and enables you to correct those errors. This will make the page download faster. Pages with HTML errors will take longer time to load. We must remember that users have no time to waste or wait. If a page takes longer time to download, users turn away to some competitor's site. Ultimately, you lose potential customers and revenue.

#### Search Engine Friendly

HTML validation identifies the errors in your pages that can act as stumbling blocks for search engine spiders. Rectifying these errors will help increase your site's ranking on search engines. Some of the prominent ways in which HTML Validation helps in making you pages search engine friendly are:

- It finds out the HTML errors that cause a longer loading time. Generally, the search engines find it difficult to index pages that load slowly.
- It checks whether the META tags are written properly. Improper tags can confuse the spiders and they may not be able to spot the right keywords.
- It suggests changes, such as adding alt messages to images, which help increase the keyword density in your page and the search engine ranking.

HTML validation is an essential part of search engine optimization. Failing to validate your site's HTML code may make your site slow to load, appear incorrectly on different browsers, and rank low on search engines. Therefore, it is better to validate HTML code before submitting a site to search engines.

- Darren Smith - 30th August 2005

## Search Engine Friendly

- [Common SEO Terminology](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [HTML Validator](#)
- [Code Cleaner](#)



## 10. What is Google SandBox?

### On This Page

- [Google SandBox - An Introduction](#)
- [How It Works?](#)
- [Are You in the SandBox?](#)
- [How Long Does This SandBox Effect Continue?](#)
- [What to Do When You Are Struck in the SandBox?](#)
- [How to Get Out of the SandBox?](#)
- [Conclusion](#)

### Google SandBox - An Introduction

The Google SandBox is a metaphorical term coined by SEOs and Webmasters, not associated with Google, to explain why most new Websites have very poor rankings in Google Search Engine Results Pages (SERPS). The existence of Google SandBox has not yet been clearly proved but there seem to have some changes to Google's Algorithm sometime around March 2004 that denies top ranking for newly launched web sites. Of course, there are exceptions and many Web pages have made it to the top of the SERP in spite of the sandbox, but the sandbox seems to be an inevitable page rank dampening concept.

In November 2003, Google implemented what was popularly known as the "Florida Filter", a filter added to the Google Algorithm to reduce spam. The "Florida Filter" proved to be a disaster as it wiped out many small online shops but didn't



**Keyword Finder** - Keyword Finder lists the keywords present in meta keyword tag of given url / site.

fight spam producers as much as it was expected to. Spammers and link farms generate zillions of websites and millions of links every day adversely affecting the SERP rankings of certain legitimate sites. Thus Google might have decided to keep away new sites from getting good ranks till they proved themselves.

### How It Works?

It seems of late Google has been withholding high ranking ability of newly launched websites for 2-4 months. The penalty is applicable to new sites only and doesn't affect domains that are 4 or more months old and have good backlinks. The sandbox effect also doesn't affect new pages on long standing websites.

After the newly launched websites prove their worthiness by developing good back links and spend some time on the web they are given a weight and eventually the sandbox effect goes away.

### Are You in the SandBox?

Google's spiders may pickup your site through an inbound link or you may have submitted your site to Google but almost all newly launched websites successfully get into the sandbox. Although there are some exceptions mostly all new sites are relegated to the sandbox for sometime.

But How do you know if your site is in the SandBox?

- If the page is in the SandBox, Google doesn't give the page a pagerank
- A "link:www.yourwebsite.com" or "site:www.yourwebsite.com" search on Google doesn't return any results. i.e Google doesn't show signs of any other websites linking to yours nor displays pages related to yours.
- No pages other than your HomePage are listed. Sometimes even the homepage isn't listed.

## How Long Does This SandBox Effect Continue?

Although no accurate information is available in this regard, it is generally believed to last for 3-4 months.

## What to Do When You Are Struck in the SandBox?

- SandBox can really be a boon instead of a bane if you know how to utilize the period of dormancy to optimize your site for better ranking when it comes out of the slumber. Use this time to
- Write good content: Content is the king. A better content will attract more visitors to your site.
- Optimize your web pages: This could be tricky as there would be no way you can measure the effect of your optimizations. But it is worth it, for when you are listed, all this optimization will pay off.
- Build Links: Inbound links go a long way in improving your page rank on SERP and your Google Pagerank. Therefore, start building links.
- Optimize for MSN and Yahoo: These two search engines are growing fast and can definitely bring quality traffic to your site if you concentrate on optimizing for them. MSN and Yahoo don't have a sandbox, so it's worth a try.

## How to Get Out of the SandBox?

All though the effectiveness of these methods is not guaranteed, some people claim they work.

**Method One:** Join Google Adwords or Adsense Programs. Google seems to have different spiders for adsense / adwords and general site crawling but it is widely believed that subscribing to the adsense/adwords programs gets your pages spidered in minutes even by its search related spiders.

**Method Two:** The most widely used, this method involves purchasing an old domain for its longevity and back links.

But beware Google is known to change their algorithm quite often and the rules for sandbox may change too.

## Conclusion

From the various discussions that have been going around the SEO world, it is quite evident that your newly launched Web page might not show up well on the SERP rankings in Google because of Google's dampening filter, the Google SandBox. Sandbox is inevitable and has to be lived with. Thus, it is the duty of the Webmaster or the site owner to plan the site launch date in such a way that there is minimum damage. During the sandbox period of a site, there is a great opportunity to improve incoming links, apply for directory listings, improve content, and so on. Please note that if all these are properly done, when you come out of the Google SandBox, you can get listed in the SERP with a good rank.

With some planning and by properly utilizing the tips mentioned in this article, you can utilize the dormancy of your Web page during the sandbox period to burst into the top rankings of the SERP pages when you come out of the dormancy.

- Vincent S Brown - 4th September 2005

## Related Resources

- [Common SEO Terminology](#)
- [Optimizing for Yahoo](#)
- [Optimizing for MSN](#)
- [9 Simple Steps toward a Search Engine Optimized Website](#)

## 11. Top Six "Don'ts" to Avoid Getting Banned by Google

### Is Your Website Banned by Google?

Lets take an hypothetical situation. Say You have a Website that ranks top on Google, brings lots of traffic, and boosts your business. You start to feel that the time, money, and effort you spent on optimizing your site bring in the expected results. You go to bed as a successful man with a successful Website. But the next day, you wake up to find out that your Website is nowhere to be found on Google!. Your site is not listed for any of the top keywords, "link: www.yoursitename.com" and "site: www.yoursitename.com" do not return any results. Google has banned your Website! The traffic to your site diminishes and your online business crumbles. Why did Google ban your Website? The following may be one of the reasons that attracted a ban by Google.

#### 1. Duplicate Content

If you have the same content in multiple pages on your Website or external sites, Google punishes your site usually by lowering its rank or sometimes by banning it.

If you feel some Website is copying your content (you can find such pages by searching for key phrases for which your site gets listed), you can issue a warning to that site's webmaster or visit [www.google.com/dmca.html](http://www.google.com/dmca.html) and notify them that someone is infringing on your site's copyright.

#### 2. Cloaking and Redirects

Cloaking is an unethical practice of creating different Web pages for search engines and visitors. That is, webmasters create meaningless web pages that

are stuffed with highly searched keywords. When the visitors click the link, the site redirects them to a well-written meaningful page but search engine spiders see the meaningless page loaded with keywords and links, that has been designed to impress them. Most engines today repeatedly speak out against cloaking. Nevertheless, the practice continues to thrive, because the engines have traditionally done a poor job of finding and penalizing sites employing this technique. Just because search engines are less effective in detecting cloaking, it doesn't mean you will never be detected. Avoid cloaking and redirects to protect your site from a ban by search engines.

#### 3. Hidden Texts and Hidden Links

Hidden texts and hidden links are textual content and hyper links that the readers cannot see, but will be seen by search engines. In other words, these are generally links or texts that have the same color as the background color of the Web page. This is a trick whereby webmasters stuff the Web page with invisible keywords and hyper links to improve the page rank. Search Engines, these days, are getting better at identifying hidden texts and links and consider them as Spam, eventually banning those sites which use this trick.

#### 4. Keyword Spamming

Keyword Spamming is a practice of providing too many keywords in the META tags and body text. The general techniques today for keyword Spamming are repeating the same word(s) and adding many unrelated keywords in the Meta tags. If the spider detects it, well, you are asking for trouble.

## 5. Linking to Bad Neighborhoods

Reciprocal links are great for improving your rankings. However, be careful and avoid joining "link farm" services designed to artificially inflate your link popularity.

- Do not sell or buy links to artificially increase ranking.
- Do not link to any Web page that uses Spam techniques to increase ranking.
- Do not join link exchanges that are designed to improve ranking.
- Do not link to a site that has been banned by Google.

## 6. Machine-Generated Web Sites

There are sites that generate hundreds of Web pages that are basically the same page repeated hundreds of times, but with a few unique lines of text and unique title. Generally, search engines are very effective at spotting this; and in addition, all it takes for such a site being banned is a competitor or a site user reporting your site to the search engine.

## 7. Conclusion

Many search engines, including Google, consider the above-listed techniques illegal. If you are caught indulging in any one of them, you run the risk of attracting one of the following penalizations:

- The page is red-flagged for closer inspection by a human reviewer.
- The page's ranking is considerably reduced.
- The offending page is dropped from the engine.
- The entire site is banned from the engine.

- Vincent S Brown - 5th September 2005

## Related Resources

- [Common SEO Terminology](#)
- [Optimizing for Yahoo](#)
- [Optimizing for MSN](#)

## Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Keyword Density Analyzer](#)
- [HTML Validator](#)



## 12. Seven Common Search Engine Optimization Mistakes

Starters in Search Engine Optimization, in their zest to increase their site's SERP ranking, commit some mistakes, which drastically affect their Website's position on search engines. The following is a list of 7 common mistakes, which you can use as a checklist while optimizing your Web pages.

### Ignoring the Title Tag

This is one of the gravest, but most common, mistakes that may spell doom for your site's SERP ranking. Most of the search engines consider the Title tag very important. Search engines generally display the content that you give in the Title tag. Therefore, have most important keywords in the Title tag. DO NOT leave the Title tag empty or have irrelevant words such as "Home page", "Welcome to our site", etc. in the Title tag.

### Irrelevant Keywords

Some Webmasters use irrelevant, but much sought after, keywords to drive traffic to their site. Getting traffic in such a way will not help your business in anyway. After all, you optimize your Website to boost your business. Say for example, you have a Website where you sell Desktop Computers. To increase the traffic, you use the keyword "Britney Spears" throughout your content, META tags, and Title tag. People who search for "Britney Spears" reach your page. But, when they find that your Website has nothing to do with "Britney Spears", they will move away from your site quickly. You don't gain anything from that traffic. In fact, had you optimized your site for genuine keywords, you would have brought in possible customers.

### Spamming

Spamming is an unethical practice of using the same keywords repeatedly in Title tag, META tags, and Body text. Some shrewd Webmasters use this technique to artificially increase their site's ranking. However, search engines are shrewder enough to find out Spamming and they lower the ranks of those sites that use Spamming. Sometimes, search engines may ban your site for Spamming. Therefore, never spam your site with repeated keywords.

### Invisible Text & Links

This is one of those old tricks used by Webmasters to cheat search engines. Webmasters stuff the Web page with keywords and links, which will be invisible to readers but will be visible to search engines. Nowadays, search engines have intelligence to find out this. If you use this trick, search engines may send your site into oblivion -- into perpetual ban!

### Links to and from Bad Sites

It is a known fact that links from external sites would increase the rank of the recipient Website. However, links from low ranking sites or banned sites will not add much value to your site. Therefore, ensure you link to and get links from top ranking sites. Linking to link farms or banned sites can be harmful to your pages SERP ranking.

### Invalid HTML

Most new Webmasters commit the mistake of not checking their Website's HTML code. When your Website has HTML errors, it will fare poorly on search engines, even if it has optimized content. When your site's HTML code has errors, it will be slow to load, appear incorrectly on different browsers, and rank low on search engines. Therefore, validate the HTML code before submitting your site to search engines and directories.

## Having too much Graphics in your page

Search engines view Websites much as a text browser would. Large amount of graphics won't help you get a better ranking. In addition, lots of graphics will make your pages slow to download, which will drive search engines and visitors away. For better ranking on search engines, have keyword-rich content instead of graphics.

- Darren Smith - 6th September 2005

### Related Resources

- [Common SEO Terminology](#)
- [Optimizing for Yahoo](#)
- [Optimizing for MSN](#)
- [Top Six "Donts" to Avoid Getting Banned by Google.](#)
- [9 Simple Steps toward a Search Engine Optimized Website](#)

### Related Search Engine Optimization Tools

- [Meta Tag Analyzer](#)
- [Keyword Density Analyzer](#)
- [HTML Validator](#)
- [Lynx Viewer](#)

## Appendices

### 1. Common SEO Terminology

Your SEO consultant used a particular Search Engine Optimization related term and you are left wondering what it means. Don't worry here is a glossary of Search Engine Optimization related terms.

#### A

##### Anchor text

- Definition** : The visible text for a hyperlink.
- SEO use** : What anchor text appears in links pointing to your web site is really important in the process of Search Engine Optimization. e.g. if your web site is about network monitoring the anchor text 'Network monitoring site' will help your rankings more than the anchor text 'Some site about something'.
- Example** : The anchor text for Rank Quest is 'Rank Quest' .

##### A Unique Visitor

- Definition** : A new computer or person connecting to your Website.
- SEO use** : The number of unique visitors to a page increases the page popularity
- Example** : You are a unique visitor to this page.

##### Algorithm

- Definition** : The formula used by Search Engines to determine how any web page will rank in its search results.
- SEO use** : Understanding a Search Engines algorithm helps you rank better in its search results.
- Example** : Google's algorithm gives weightage to incoming links to a page.

#### B

##### Bot

- Definition** : Abbreviation for robot (also called a spider). It refers to software programs that scan the web.
- SEO use** : The way a Search Engines bot looks at your webpage affects your webpages ranking.
- Example** : The name of yahoo's bot is inktomi slurp.

##### Back Link

- Definition** : Any link on another page that points to the subject page. Also called inbound links or IBLs.
- SEO use** : The number of IBLs to a page increases its popularity with the Search Engines.
- Example** : If you link to this page for the phrase Rank Ahead then thats a IBL from your page to ours.

##### Blind Traffic

- Definition** : Lesser quality traffic to a web site gained by misleading promotions or by spamming search engines.
- SEO use** : Identifying sites from which you get blind traffic can help you save money spent on misleading promotions.
- Example** : If you are software vendor and someone visits your site through a link he saw in a hair salon's web page, thats blind traffic.

## C

### Clustering

- Definition : Phenomenon in which a Search Engine lists two or more pages of a web site for a search query.
- SEO use : More the number of your pages listed for a search query, better your chances for getting clicked.
- Example :

### Cloaking

- Definition : An unethical SEO practice. It involves a different version of a web page being presented to each search engine spider. Each different version of the web page is optimized for the search engine spider it is presented to (i.e. exploiting its weaknesses).
- SEO use : You can be penalized heavily by the search engines for doing it, so don't do it.
- Example : For example the Yahoo spider will be presented with a web page optimized for the Yahoo spider.

## D

### Doorway Page

- Definition : A doorway page exists solely for the purpose of driving traffic to another page. They are usually designed and optimized to target one specific key phrase. Doorway pages rarely are written for human visitors.
- SEO use : Using doorway pages is a violation of the Terms Of Service of most search engines and could be grounds for banning.
- Example :

### Directory

- Definition : A directory is a web site that contains a categorized listing of links from around the web.
- SEO use : Search Engines use information stored in the directories to rate pages.
- Example : The directory DMOZ is used by Google.

## E

### Ethical SEO

- Definition : It is SEO executed without resorting to underhand or illegal activities that may cause your web site to get blacklisted by the search engines.
- SEO use : UnEthical SEOs can get your sites banned from a search engine forever.
- Example : Go to Top

## F

### Filter Words

- Definition : Words such as; is, am, an, for, do, was and the. Words that search engines consider irrelevant as keywords.
- SEO use : Using less of these words in your websites helps increase the keyword density of your original keyword.
- Example :

## G

### Gateway Page

- Definition : A gateway or doorway page exists solely for the purpose of driving traffic to another page. They are usually designed and optimized to target one specific key phrase. Doorway pages rarely are written for human visitors.
- SEO use : Using doorway pages is a violation of the Terms Of Service of most search engines and could be grounds for banning.
- Example :

### Google Dance

- Definition : "Google dance" is an unofficial term coined to refer to the period when Google is performing the update to its index.
- SEO use : While the update is in progress, search results for each of Google's nine datacenters are different. This can cause fluctuations in your ranking in google.
- Example :

## H

### Hits

- Definition : Requests made to your Web site server.
- SEO use : The more the hits the more popular you are.
- Example :

## I

### IBL(InBound Links)

- Definition : Any link on another page that points to the subject page.
- SEO use : The number of IBLs to a page increases its popularity with the Search Engines.
- Example : If you link to this page for the phrase Rank Ahead then thats a IBL from your page to ours.

## K

### Keyword

- Definition : A word with particular importance to the theme of a site. For example if a web site provides information about Formula 1 racing then important keywords would be 'Ferrari', 'Monaco', 'Schumacher' etc...
- SEO use : SEO is the process of optimizing web pages for keywords and key phrases so that they rank highly in the results returned for search queries.
- Example : A keyword for this page would be "SEO".

### Key Phrases

- Definition : A group of keywords put together make a key phrase
- SEO use : SEO is the process of optimizing web pages for keywords and key phrases so that they rank highly in the results returned for search queries.
- Example : A keyphrase for this page would be "SEO Glossary".

### Keyword Density

- Definition : The number of times a specific keyword appears on a page compared to the number of words on a page.
- SEO use : Higher the keyword density better your chances of ranking ahead for that keyword.
- Example :

### Keyword Research/ Keyword Analysis

- Definition : The process of analyzing a subject area or web site with the goal of identifying keywords that best describe the subject area/web site.
- SEO use : Identifying keywords that have low listing but high search frequency can help you optimize your pages better.
- Example : Wordtracker.com and Overture.com provide useful keyword tools.

### Keyword Stuffing / Keyword Spamming

- Definition : The process of stuffing a web page with keywords related or not related to the theme of the web site in a high amount as an attempt to influence/trick the search engines.
- SEO use : While not necessarily a violation of search engine Terms of Service, at least when the words are visible to humans, it detracts from the impact of a page (it looks like spam). It is also possible that search engines may discount the importance of large blocks of text that do not conform to grammatical structures (i.e. lists of disconnected keywords).
- Example : Wordtracker.com and Overture.com provide useful keyword tools.

## L

### Link Farm

- Definition : A link farm is a group of separate, highly interlinked websites for the purposes of inflating link popularity (or PR).
- SEO use : Engaging in a link farm is a violation of the Terms Of Service of most search engines and could be grounds for banning.
- Example :

### Link Popularity

- Definition : The popularity of your web site in the eyes of the search engine, based on the quality and quantity of links to and from your web site.
- SEO use : More the link popularity better your ranking.
- Example :

## M

### Mirror

- Definition : In SEO parlance, a mirror is a near identical duplicate website (or page). Mirrors are commonly used in an effort to target different keywords/key phrases.
- SEO use : Using mirrors is a violation of the Terms Of Service of most search engines and could be grounds for banning.
- Example :

### Meta Tags

- Definition : Meta Description Content, Keywords and Title are used in the head section of websites. There are 50 or 60 other tags but these are the 3 most commonly used. Their purpose is to provide extra information about the web page i.e. metadata. The most influential tags for search engine ranking are the Keywords tag and the Description tag.
- SEO use : They are very important when it comes to listing your site in Search engines.
- Example :

## N

### Natural Links

- Definition : Links pointing to a web site created because someone found the web site useful and decided to link to it i.e. linked to it naturally.
- SEO use : These types of link are very powerful in the link popularity stakes as they identify a web site that is worth linking to and therefore has a better chance of being a quality resource of information. To increase your chances of earning natural links make sure your web site has a lot of quality content that is better than the competition.
- Example :

## O

### Off-Page Factors/Elements

- Definition : Elements that are outside the direct control of the web site developer and are influential in determining search engine ranking.
- SEO use : Search engines are relying more and more on these elements when determining ranking because they are more resistant to spamming / abuse.
- Example : Links pointing to a web site and anchor text in links pointing to web site.

### On-Page Factors/Elements

- Definition : Elements that are within direct control of the web site developer and are influential in determining search engine ranking.
- SEO use : These elements are prone to keyword spamming and other similar forms of abuse so the search engines do not look to them as much as off-page elements when determining ranking.
- Example : META tags, page text, title tag text, site link structure

## OutBound Links

- Definition : Links within a web site that are pointing to outside sites.
- SEO use : Do not affect link popularity but care must be taken not to link to a web site that may get you banned
- Example :

## One-way Links

- Definition : Links to a web site that are not reciprocated i.e. no link exists to the web site that is doing the linking.
- SEO use : These type of links are powerful in building link popularity.
- Example :

## P

### PageRank / PR

- Definition : Google's proprietary measure of link popularity for web pages. Google offers a PR viewer on their Toolbar.
- SEO use : Google claims that PR of a site plays a vital role in its ranking.
- Example :

## Q

### Query

- Definition : A search for a word or term in a search engine.
- SEO use :
- Example :

## R

### Ranking

- Definition : The position within search engine results that a web site reaches for a particular search phrase.
- SEO use :
- Example :

## Reciprocal Links

- Definition : A reciprocal link occurs when a web site links to a site and in turn the linked-to site links back to the linking site i.e. the link is reciprocated by both parties.
- SEO use : They aid in driving traffic to a web site and in some cases also add to site's link popularity

Example :

## Robot

- Definition : It refers to software programs that scan the web also called spider or bot. It is important that your web site is indexable by a spider otherwise it may not visit some pages. A common method used to ensure that it indexes all the most important web pages is to include a site map on your site.
- SEO use : The way a Search Engines bot looks at your webpage affects your webpages ranking.
- Example : The name of yahoo's bot is inktomi slurp.

## Robots.txt

- Definition : Robots.txt is a file which well behaved spiders read to determine which parts of a website they may visit.
- SEO use : You can specify what pages to index or what search engine spiders are allowed to index the web site e.g. you can specify that Google's spider is allowed but not Yahoo's spider. Useful to stop a web site from being indexed by accident if it is still under construction or if you want certain areas of the web site to be hidden from the spider.
- Example :

## S

### Search Engine

Definition : A database of information retrieved from indexing web pages from all over the web.

SEO use :

Example : Google, Yahoo, MSN

### Search Engine Optimization

Definition : The process of modifying a web site's content, structure and link popularity to maximise the chances of a higher ranking within search engine results.

SEO use :

Example :

### SERPS

Definition : Acronym for Search Engine Result PageS

SEO use : The higher your website ranks in SERPS for your keywords the more the visitors your website will attract.

Example :

### Spider

Definition : It refers to software programs that scan the web. It is important that your web site is indexable by a spider otherwise it may not visit some pages. A common method used to ensure that it indexes all the most important web pages is to include a site map on your site.

SEO use : The way a Search Engines bot looks at your webpage affects your webpages ranking.

Example : The name of yahoo's bot is inktomi slurp.

### Site Map

Definition : A special page on a web site that contains a tree-like representation of the link structure of the site.

SEO use : It allows a search engine spider to index all the most important pages of the site with ease because it can access them all from one page. A link to the site map should be clearly accessible/indexable from the home page at least.

Example :

### Stop Words

Definition : Words such as; is, am, an, for, do, was and the. Words that search engines consider irrelevant as keywords.

SEO use : Using less of these words in your websites helps increase the keyword density of your original keyword.

Example :

### Spam

Definition : In the SEO vernacular, this refers to manipulation techniques that violate search engines Terms of Service and are designed to achieve higher rankings for a web page.

SEO use : Spam could be ground for banning

Example :

## T

### TITLE Tag

Definition : The TITLE tag is used to specify what text appears at the top of a browser window when visiting a web page. It also appears as the link text when your web site appears in search engine results.

SEO use : Title Tags influence rankings to a good extent, so spending time on them is worth it. Ensure that the right text is in it (i.e. include keywords / keyphrases relevant to the web page).

Example : The title tag of this page is "Search Engine Optimization - Common SEO Terminology"

## TITLE Text/Attribute

- Definition : Text that be attached to any HTML tag and appears when the mouse is positioned over the relevant tag content.
- SEO use : If used properly it can influence Search Engine Ranking.
- Example : It works on a similar principle to the ALT Text/Attribute.  
 Example: TITLE="website example">A Website

## U

### UnEthical SEO

- Definition : The opposite to Ethical SEO. It involves employing underhand or illegal activites to increase search engine ranking.
- SEO use : UnEthical SEOs can get your sites banned from a search engine forever.
- Example : Cloaking, GateWay Pages etc are examples of unethical SEOs



## Appendices

### 2. RankQuest Offering

#### What is RankQuest ?

Welcome to RankQuest.com, a dedicated Search Engine Optimization resource which includes.

- SEO Tools** - To help you with your Search Engine Optimization of your website.
- SEO Tips** - To provide you with strategies to better optimize your website.
- Blogs/Forums** - Where we shall keep you informed about the latest happenings in the SEO world and at RankQuest.

#### RankQuest SEO Gadget

RankQuest SEO Gadget is a new seo service that offers:

- Search Engine Optimization Tips.
- Search Engine Optimization Tools
- Diff details of an URL (History)

#### RankQuest Watch Rank

- Tired with search engine position tracking ?
- Want to compare your position with previous position ?
- Do you pay for the tools to track your position ?

#### RankQuest SEO DIFF

- Be informed when your competitors optimize their page better.
- Track keyword density changes in web pages.
- Be notified when the content of a webpage changes.
- Track webpages by the keywords that you are watching them for.
- Store history of a webpage's changes.



#### Post Comments

If you do have any feedbacks or comments please let us know.

#### Free SEO Toolbar from RankQuest [Download Now](#)



The RankQuest SEO Toolbar provides you quick access to more than 30 intuitive SEO tools. Once you download and install the SEO Toolbar you are only one or two clicks away from carrying out most of your day to day SEO operations.

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