

Table of Contents

***Introduction*..... 1**

About This Book.....	1
Foolish Assumptions	2
How This Book Is Organized.....	3
Part I: Search Engine Basics	3
Part II: Building Search-Engine-Friendly Sites	3
Part III: Adding Your Site to the Indexes and Directories	4
Part IV: After You've Submitted	4
Part V: The Part of Tens.....	4
Part VI: Appendix	4
Icons Used in This Book.....	5

***Part 1: Search Engine Basics* 7**

Chapter 1: Surveying the Search Engine Landscape 9

What Are Search Engines and Directories?.....	10
Keeping the terms straight.....	12
Why bother with search engines?	13
Where Do People Search?	14
Aren't I missing some sites?.....	19
Multiple feeds	19
What the Future Holds — The List Expands	20
Reviewing the Final List — Search Systems You Really Need	22
Determining Your Plan of Attack.....	23
Gathering Your Tools	24
The Google Toolbar.....	25
The Alexa Toolbar	25
Understanding the Limitations.....	26

Chapter 2: Your One-Hour Search-Engine-Friendly Web Site Makeover 27

Is Your Site Indexed?.....	27
Google	28
Yahoo!	30
The others	30
What if you're not listed?	30
How to tell if your site is invisible.....	31
Picking Good Keywords	32

Examining Your Pages	34
Are you using frames?.....	34
Look at the TITLE tags.....	35
Examine the DESCRIPTION tag	36
Can the search engines get through?.....	37
Do the pages have anything for search engines to read?.....	38
Getting Your Site Indexed.....	40

Chapter 3: Making Your Site Useful and Telling People about It 43

The Secret but Essential Rule of Web Success	44
The evolving “secret”	45
The real secret is	45
A bias for content	46
Making Your Site Work Well	47
Limit the use of multimedia	47
Use text, not graphics	48
Use ALT text	49
Don’t be too clever	49
Don’t be cute	49
Avoid frames	50
Make it easy to move around.....	50
Provide different ways to find things.....	51
Use long link text	51
Don’t keep restructuring	52
Spell check and edit	52

Chapter 4: Picking Powerful Keywords 53

Understanding the Importance of Keywords	54
Thinking like Your Prey	55
Starting Your Keyword Analysis.....	56
Identifying the obvious keywords	56
Looking at your Web site’s access logs	56
Examining competitors’ keyword tags	57
Brainstorming with colleagues	57
Looking closely at your list	57
Using a keyword tool	60
Using Wordtracker	62
Creating a Wordtracker project	64
Adding keywords to your initial project list	66
Cleaning up the list	69
Exporting the list	70
Competitive analysis.....	70
More ways to find keywords	73
Choosing Your Keywords	73
Removing ambiguous terms	73
Picking keyword combinations.....	75

Part 11: Building Search-Engine-Friendly Sites.....77**Chapter 5: Creating Pages That Search Engines Love79**

Preparing Your Site	79
Finding a hosting company	80
Picking a domain name.....	80
Understanding What a Search Engine Sees	82
Understanding Keyword Concepts	84
Pick one or two phrases per page.....	85
Check for keyword prominence	85
Watch your keyword density	86
Place keywords throughout your site.....	86
Creating Your Web Pages	87
Filenames.....	87
Directory structure	87
The TITLE tags.....	88
The DESCRIPTION meta tag	89
The KEYWORDS meta tag.....	91
Other meta tags	92
Image ALT Text.....	93
Flush the Flash animation	94
Don't embed text in images	95
Adding body text	95
Creating headers: CSS vs. <H> tags	97
Text formatting	98
Creating links	99
Using other company and product names.....	100
Preparing for local search	101
Creating navigation structures that search engines can read	103
Blocking searchbots.....	103

Chapter 6: Avoiding Things That Search Engines Hate105

Dealing with Frames	105
The HTML Nitty-Gritty of Frames.....	107
Providing search engines with the necessary information.....	109
Providing a navigation path	110
Opening pages in a frameset.....	112
Handling iframes	113
Fixing Invisible Navigation Systems.....	114
Looking at the source code.....	114
Turning off scripting and Java	116
Fixing the problem	117
Reducing the Clutter in Your Web Pages.....	119
Use external JavaScripts	120
Use document.write to remove problem code	120

Use external CSS files	121
Move image maps to the bottom of the page	122
Don't copy and paste from MS Word	122
Managing Dynamic Web Pages	122
Finding out if your dynamic site is scaring off search engines	124
Fixing your dynamic Web page problem	125
Using Session IDs in URLs	126
Examining Cookie-Based Navigation	128
Fixing Bits and Pieces	131
Forwarded pages	132
Image maps	132
Special characters	133

Chapter 7: Dirty Deeds — Facing the Consequences 135

Understanding the Basic Principles of Tricking the Search Engines.....	136
Should you or shouldn't you?	136
How are tricks done?	137
Do these tricks work?	138
Concrete Shoes, Cyanide, TNT — An Arsenal for Dirty Deeds	139
Keyword stacking and stuffing	139
Hiding (and shrinking) keywords	139
Hiding links	141
Using unrelated keywords	142
Duplicating pages and sites	142
Page swapping and page jacking	142
Doorway and Information Pages	143
Using Redirects and Cloaking	144
Understanding redirects	145
Examining cloaking	146
The Ultimate Penalty	147

Chapter 8: Bulking Up Your Site — Complete with Content 149

Three Methods for Creating Content	150
Writing Your Own Stuff	151
Summaries of online articles	151
Reviews of Web sites	152
Product reviews	152
Convincing Someone Else to Write It	152
Using OPC — Other People's Content	153
Understanding Copyright — It's Not Yours!	154
Hunting for Other People's Content	156
Remember the keywords!	156
Product information	157
Web sites and e-mail newsletters	157

Government sources	159
Content syndication sites	160
Traditional syndication services	163
RSS syndication feeds	164
Open content and copyleft	166
Search pages	167
Press releases	167
Q&A areas	168
Message boards	169
Blogs	169

***Part III: Adding Your Site to the Indexes and Directories* 171**

Chapter 9: Getting Your Pages into the Search Engines 173

Why Won't They Index My Pages?	173
Linking Your Site for Inclusion	174
Submitting Directly to the Major Systems	175
Are you sure it won't do any harm?	175
Submitting for free	176
Using Paid Inclusion	177
Deciding whether to use paid inclusion	178
The paid-inclusion systems	179
Using trusted feeds	180
Submitting to the Secondary Systems	180
Using Registration Services and Software Programs	182

Chapter 10: Submitting to the Directories 185

Understanding Search Directories (Vs. Search Engines)	185
Why Are Directories So Significant?	188
Submitting to the Search Directories	188
Submitting to Yahoo! Directory	189
Submitting to the Open Directory Project	191
Submitting to Second-Tier Directories	193
Finding second-tier directories	193
Don't pay! . . . Maybe	194

Chapter 11: Buried Treasure — More Great Places to Submit Your Site 195

Keeping a Landscape Log	195
Finding the Specialized Directories	196
More ways to find directories	199
Local directories	200

Why bother with directories?	201
Getting the link	201
Working with the Yellow Pages.....	203
Getting into the Yellow Pages	205

Part IV: After You've Submitted.....209

Chapter 12: Using Link Popularity to Boost Your Position211

Why Search Engines Like Links	212
Understanding Page Value and PageRank.....	213
PageRank — one part of the equation	214
The PageRank algorithm	215
Huge sites = greater PageRank.....	217
Measuring PageRank.....	218
Leaking PageRank.....	221
Page relevance	221
Hubs and Neighborhoods	223
Avoiding Links with No Value	224
Identifying links that aren't links	225
Some links are more valuable than others.....	226
Inserting Keywords into Links.....	227
A Few Basic Rules about Links	228

Chapter 13: Finding Sites to Link to Yours231

Controlling Your Links	231
Generating Links, Step-by-Step.....	233
Register with search directories	235
Ask friends and family	235
Ask employees	235
Contact association sites	236
Contact manufacturers' Web sites	236
Contact companies you do business with	236
Ask to be a featured client.....	237
Submit to announcement sites and newsletters	237
Send out press releases	238
Promote something on your site	239
Find sites linking to your competition.....	239
Ask other sites for links	241
Make reciprocal link requests.....	241
Respond to reciprocal link requests	246

Search for keyword add url.....	246
Use link-building software and services	246
Contact e-mail newsletters	248
Create a blog	248
Mention your site in discussion groups	249
Pursue offline PR	249
Give away content	250
Apply for online awards	250
Advertise	250
Use a service or buy links	251
Just wait	252
Fuggetaboutit	252
Got Content? Syndicate It!.....	252
Four ways to syndicate.....	254
Getting the most out of syndication	255
Getting the word out	256
Syndicating utilities.....	258
Using RSS	258
Who's Going to Do All This Work?!	259
How Links Build Links	260

Chapter 14: Using the Shopping Directories and Retailers 263

Finding the Shopping Directories	263
Google Catalogs	265
Froogle	267
Yahoo! Shopping	268
Shopping.com	271
PriceGrabber and PrecioMania	272
BizRate	272
NexTag	273
Price Watch	274
PriceSCAN	275
More Shopping Services.....	275
Third-Party Merchant Sites.....	276
Creating Data Files	277
The data you need.....	278
Formatting guidelines	279
Creating your spreadsheet.....	280
Getting those product URLs.....	281
Creating individual sheets.....	282
Creating and uploading your data files	285

Chapter 15: Pay Per Click — Overture, Google AdWords, and More287

Defining PPC	287
The two types of ads.....	291
Pros and cons	292
The three PPC tiers	293
Where do these ads go?.....	294
It may not work!.....	295
Valuing Your Clicks	296
The value of the action	296
Your online conversion rate.....	297
Figuring the click price	298
Different clicks = different values	298
They Won't Take My Ad!.....	299
Automating the Task.....	301

Part V: The Part of Tens303

Chapter 16: Ten-Plus Ways to Keep Up-to-Date and Track Down the Details305

Let Me Help Some More	305
Current Wisdom	306
The Search Engines Themselves	306
Google's Webmaster Pages	306
Inktomi's FAQs	307
AlltheWeb's FAQs	307
AltaVista's FAQ	307
MSN's SEO Tips.....	307
Teoma/Ask Jeeves' FAQ.....	308
Search Engine Watch	308
Google's Newsgroups	308
WebMaster World.....	309
Pandia	309
IHelpYouServices.com.....	309
HighRankings.com	309
The Yahoo! Search Engine Optimization Resources Category	310
The Open Directory Project Search Categories	310

Chapter 17: Ten Myths and Mistakes	311
Myth: It's All about Meta Tags and Submissions.....	311
Myth: Web Designers and Developers Understand Search Engines.....	312
Myth: Multiple Submissions Improve Your Search Position	312
Mistake: You Don't Know Your Keywords.....	313
Mistake: Too Many Pages with Database Parameters and Session IDs	313
Mistake: Building the Site and Then Bringing in the SEO Expert.....	313
Myth: \$25 Can Get Your Site a #1 Position.....	314
Myth: Bad Links to Your Site Will Hurt Its Position	314
Mistake: Your Pages Are "Empty"	315
Myth: Pay per Click Is Where It's At.....	315
 Chapter 18: Ten-Plus Useful Tools for Search Engine Optimization	 317
Checking Your Site Rank	317
Checking for Broken Links	319
Google Toolbar	320
Google Zeitgeist.....	321
Alexa Toolbar.....	322
Finding Links.....	323
Seeing What the Search Engines See	324
Finding Your Keyword Density.....	325
Analyzing Your Site's Traffic	326
More Tools	327
Don't Forget the Search Engines	327
 Part VI: Appendix	 329
 Appendix: Staying Out of Copyright Jail	 331
If It's Really Old, You Can Use It	331
If the Guvmint Created It, You Can Use It.....	333
If It's "Donated," You Can Use It	333
It's Only Fair — Fair Use Explained.....	334
 Index	 335