

Contents at a Glance

Foreword	1
Introduction	5
Part 1: Before You Build	9
Part 2: How to Build Better Web Pages	47
Part 3: Page Design Workarounds	121
Part 4: After Your Site Is Built	169
Part 5: Best Practices: The Dos and Don'ts of Search Engine Marketing	217
Resources	235
Glossary	241
<i>Speed Up Your Site</i> Chapter Excerpt	262
Index	287

Table of Contents

Foreword	1
Introduction	5
How This Book Is Organized	7
Companion Web Site	8
Part I Before You Build	9
Introduction	9
Why Search Engine Visibility Is Important	10
Understanding the Search Services	11
Search Engines	13
<i>Pay-for-Inclusion Models</i>	17
<i>Pay-for-Placement Models</i>	17
<i>Search Engine Optimization Strategies</i>	18
Web Directories	25
<i>Paid Submission Programs</i>	28
<i>How Directories Rank Web Sites</i>	29
<i>How Directory Editors Evaluate Web Sites</i>	31
Web Design Rules	34
Rule #1: Easy to Read	34
Rule #2: Easy to Navigate	36
Rule #3: Easy to Find	37
Rule #4: Consistent in Layout and Design	40
Rule #5: Quick to Download	43
Conclusion	45
Part II How to Build Better Web Pages	47
Introduction	47
Text Component	48
Keyword Selection	49
Tools, Techniques, and Tips	52
<i>Related Searches</i>	52
<i>Overture</i>	54
<i>Google AdWords</i>	56
<i>Word Stemming</i>	58
<i>Stop Words and Filter Words</i>	58
<i>Web Site Search Engines</i>	59

<i>What to Do with Your Keyword List</i>	59
<i>Natural Themes</i>	64
Keyword Placement	66
Writing Effective Title Tags	66
<i>Power Combination Strategy</i>	68
<i>Singular and Plural Strategy</i>	69
Body Text	70
Keyword Prominence	71
Calls to Action	73
Meta Tags	74
<i>The Meta-Tag Description Attribute</i>	75
<i>Changing the Verb</i>	77
<i>Adding a Call to Action at the End of the Meta Tag</i>	77
<i>Changing the Word Order or Phrase Order</i>	78
<i>Using a Company Name in a Meta-Tag Description</i>	79
<i>The Meta-Tag Keywords Attribute</i>	79
<i>The Meta-Revisit Tag</i>	80
The Meta-Robots Tag	81
Alternative Text	81
Transparent Images	83
URL/Filenames	84
Keyword Density	85
Foreign Languages	86
Special Characters	88
Link Component	89
Navigation Schemes	90
Hypertext Links	91
Absolute and Relative Links	93
<i>Best and Worst Places to Use Text Links</i>	94
Potential Problems with Hypertext Links	95
Navigation Buttons	97
<i>Potential Problems with Navigation Buttons</i>	99
Image Maps	100
Drop-Down and Pull-Down Menus	103
Potential Problems with Menus	104
Dynamically Generated URLs	104
Robots Exclusion Protocol	107
When to Use the Robots Exclusion Protocol	108
The Meta-Tag Robots Exclusion	108
The robots.txt File	109
Internal and External Search Engine Optimization	111

Popularity Component	112
Link Popularity	113
<i>Directories</i>	114
<i>Industry-Specific Web Sites</i>	114
<i>Professional Associations</i>	114
<i>Educational Institutions</i>	115
Requesting Links	115
Be Careful Who You Link To!	116
Click-Through Popularity	116
Off-the-Page Criteria	117
Compromising Between Marketing and Design	118
Conclusion	119
Part III Page Design Workarounds	121
Introduction	121
Bells and Whistles That Can Hurt More Than Help	122
JavaScript and Search Engine Visibility	123
The External JavaScript File	126
Using Multiple Scripts on a Single Web Page	129
Benefits of External .js Files	130
Specifying Alternative Content with the <noscript> Tag	131
The <noscript> Tag and Spam	132
Cascading Style Sheets (CSS)	133
Creating External CSS Files	135
Benefits of CSS	139
Frames and Search Engine Visibility	139
Understanding Frames and the Search Engines	140
<i>The <noframes> Tag</i>	141
<i>The <noframes> Tag and Spam</i>	143
Navigation and Frames	143
Frames and JavaScript	145
Flash Sites and Search Engine Visibility	146
Splash Pages	147
Flash Sites	150
Dynamic Web Pages	151
Static Information Pages	153
Information Pages Versus Doorway Pages	154
Modifying Stop Characters in the URL	156
Pay-for-Inclusion (PFI) Programs	156
<i>Always Optimize the Pages That You Enroll in a PFI Program</i>	157

<i>Use a PFI Program for Dynamic Web Pages That Search Engine Spiders Have a Difficult Time Crawling</i>	157
<i>Learn How to Use PFI Programs Effectively for Your Most Frequently Modified Pages</i>	158
<i>Enroll the Most Important Pages on Your Site in PFI Programs</i>	158
<i>Enroll in PFI Programs That Offer Excellent Reporting</i>	158
<i>Test Different PFI Programs and Determine Which Search Engine Your Target Audience Is Using</i>	158
<i>Do Not Submit Spam Pages in PFI Programs</i>	159
Session IDs and the Search Engines	159
Pay-for-Placement (PFP) Search Engine Advertising	159
<i>Do Extensive Keyword Research Before Making a Purchase</i>	159
<i>Give People an Incentive for Clicking Your Advertisement</i>	160
<i>Prepare a Set of Destination Pages, or Landing Pages, for Each Product or Service You Are Advertising</i>	160
<i>Be Prepared to Do a Lot of Testing</i>	160
<i>All Destination Pages Should Contain Quality Content and at Least One Call to Action</i>	161
<i>Place the Robots Exclusion Protocol on Destination Pages That Have Identical or Nearly Identical Content</i>	161
<i>Understand That First Position Is Not Always the Best Choice</i>	161
Server-Side Includes (SSI)	162
Optimizing PDF Documents	163
General Guidelines	167
Conclusion	168
Part IV After Your Site Is Built	169
Introduction	169
Directory Submission	170
Planning a Directory Submission Campaign	170
Selecting the Best Category	172
Suggesting a New Category	175
Writing an Effective Web Site Title	178
Writing an Effective Web Site Description	179
Paid Submission	183
Multiple Listings from a Single Web Site	184
Directory Submission Checklist	187
Search Engine Submission	191
Planning a Search Engine	
Submission Campaign	191

Search Engine Submission Checklist	194
Position Checking Software	197
Monitoring Your Site Statistics	197
Top Referring URLs or Sites	198
Search Phrases	199
Top Entry Pages	201
Top Paths Through the Site	204
How to Resubmit a Site	206
Modifying a Directory Listing	206
<i>Free Submission</i>	209
<i>Paid Submission</i>	209
If Your Submission Is Rejected	209
Search Engine Resubmission	211
Site Maintenance	212
Error 404 Pages	213
File Naming	215
Redirects	216
Conclusion	216
Part V Best Practices: The Dos and Don'ts of Search Engine Marketing	217
Introduction	217
What Exactly Is Spam?	219
Types of Spam	220
Promoting Keywords That Are Not Related to Your Web Site	221
Keyword Stacking	221
Keyword Stuffing	221
Hidden Text	222
Tiny Text	223
Hidden Links	223
Artificial Link Farms and Web Rings	224
Page Swapping, Page Jacking, and Bait-and-Switch	224
Redirects	225
Mirror or Duplicate Pages	226
Doorway Pages, Gateway Pages, and Hallway Pages	227
Cloaking	227
Domain Spam and Mirror Sites	227
Typo Spam and Cybersquatting	228

Deconstructing Common Misconceptions	228
Guaranteed Placement or Your Money Back	228
Search Engine Marketing Guarantees Permanent Positions	229
The Goal of Search Engine Optimization Is to Achieve Top Positions	229
Submit Your Site to Thousands of Search Engines	229
Search Engine Visibility Reports	230
Search Engine Optimization Does Not Deliver a Good Return-On-Investment (ROI)	231
Search Engine Traffic Is Not as Good as Leads from Traditional Marketing Methods	231
Effective Search Engine Marketing Should Be Done In-House by the Webmaster	232
You Don't Have to Change Your Site to Achieve Top Positions	232
A Client List and Testimonials on a Web Site Indicate a Reputable SEO Firm	233
Conclusion	233
Resources	235
Introduction	235
Web Sites	236
Books	239
Glossary	241
<i>Speed Up Your Site Chapter Excerpt</i>	262
Index	287