

# INTERNET MARKETING 101

# Covering All The Bases

by Ivana Katz

**K**eeping visitors flocking to your website involves a wide range of techniques and all of them can help improve your search rankings as well, if done right. The old days of just parking a website on a server and posting some flashy graphics, submitting it to the search engines and crossing your fingers just won't cut it anymore.

Today the search engines are more discerning and for you to achieve a page one ranking you need to use several tools. This starts with great content on your site. The single best thing you can do to help your search ranking organically is to have a very specific focus for your website and ensure you have layers of detail about the products or services you are offering.

This isn't a simple matter of just working a specific keyword into your text hundreds of times (you can actually be punished by the search engines for spamming keywords). You need to provide content that is interesting, valuable and has the right keyword density sprinkled throughout.

In addition, you need to make sure you have a consistent message in your content, as most search engines are still doing latent semantic indexing, which looks for common themes in content.

Once you have your website setup and it's being indexed by the search engines, you should consider writing articles that relate to your website's topics and submit these to some of the more popular article directories. These articles should have an Author's Box, also referred to as a Resource Box at the bottom, that contains details about your business and a link back to your website.

Since this content is free to anyone that wants to use it on their website, you can get quite a lot of exposure from posting these articles. When other websites start using your article, you will get some of the coveted backlinks to your site that can dramatically improve your search engine results. These backlinks are free and are considered gold by most search engines. They indicate to the search engines that you have a website that others are interested in and this helps to establish you as an authority on a particular subject in the search engines' eyes.

It's a good idea to submit these articles on a regular basis to keep links flowing in. It is important they relate to your website's topic and provide original, interesting and useful information. If you're not much of a writer, you can find people who will write them for you for a reasonable fee. The key here is that the more articles you post, the better your chances of obtaining backlinks.

Blogs are another important aspect of a healthy website and can keep readers coming back for more. You have the choice of writing the blog as part of a website, or as a separate entity.

If you keep the blog as a feature of the site, you benefit by developing a stable of visitors that will return to your site again

and again if they are interested in the subject matter. In this case you are using the blog to build traffic for your site directly and then offering products or services on your site for purchase.

If you keep the blog off your site, you can still refer back to your site in the blog, which will help with traffic and backlinks. You also have the option of monetising the blog with targeted ads. This way you have an opportunity to make a sale through the blog, or by directing your readers back to your site.

You can also earn additional income from click-through ads, such as Google AdSense, which can be featured on the blog.

It is a good idea to create both styles of blogs, since each has its own advantages.

Another great tool to use to help your website and product succeed are social article sites like Squidoo. This site allows you to organize a set of pages or lenses that are keyword optimised. These lenses are easy to setup and can generate lots of traffic

if they are promoted correctly. They can contain simple text boxes or more exotic content like videos to help you get your point across.

The key to success with sites like Squidoo is to be very specific with each lens you set up. Many first-time users try to build lenses with a group of keywords and this is really the wrong approach. The best ways to use Squidoo is to have one keyword per lens and then have a lot of lenses to make sure you have the relevant keywords covered. Once you set these up, get ready for some amazing traffic.

All of these techniques are important in their own way and will work together to help you create a site that will convert visitors into customers. Each of them targets a different path to the site and all of them will work wonders for you if you take the time to organize them and update them regularly.



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