

CHAPTER 11

HOW CAN YOU “NET” MORE MONEY ON THE INTERNET?

*“The Internet is becoming the town square for the global village of tomorrow.”
~ Bill Gates*

The key is in optimizing your website so that you are aligned with the major search engines to be able to retrieve valuable information on potential customers. It's not enough to know how many “hits” or “clicks” your site is getting; what you really need to know is WHO is searching for your kinds of products or services. Only then can you increase your ability to reach these consumers.



Lead Those Who Surf the Web to You

A search engine maximization campaign can easily be divided into three fundamental stages:

Choose the right keywords (keyword optimization), optimize your pages for your selected keywords (web page optimization), and get quality inbound links to your pages (offsite factors).

In the next few pages, we will teach you how to follow a systematic approach to complete these three steps, using free tools available on the net.

PART I: Keyword Optimization

The first step in a search engine optimization campaign is to choose your keywords, or key-phrases, for each of your web pages. Keywords are the terms that search engine “users” type in the search box to conduct a query. The right keywords are those that: Clearly describe the purpose and content of your site and allow your site to show up as close to the first results page as possible.

A good position doesn't depend only on your choice of keywords. It also depends on how well you position those keywords in your web page, and how many quality external pages link to you. However, choosing the wrong keywords can throw off your entire search engine optimization strategy, so you need to invest a few hours and make sure you do it right.

Let's start with your homepage. Look at it carefully and write down the words and phrases that best define your site. Try to form two or three word phrases, since competition for one-word key-phrases is fierce, and it is virtually impossible to get a top position for them. That is why, from now on, we will talk about key-phrases, not keywords. Once you have developed your list of potential key-phrases you are ready for

the next step: to analyze the demand and supply for those key-phrases and choose the best ones (those with good demand and not enough supply).

We will first check the demand for your selected key-phrases.

For this, go to one of the big search engines, currently:

- Google
- Yahoo
- MSN
- Ask
- AOL

They are all popular pay-per-click search engines. You will then type each of the key-phrases you selected and see how many people search for those terms. In addition to telling you if your selected key-phrases are popular, this tool will show you other key-phrases that you may not have thought about, which may even be more relevant to your site.

Internet Preview