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# **Make Your Site Attract Search Engines and Pull in Sales**

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## **Please Read This First**

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Getting your site set up to pull in sales and get listed in search engines is not as hard as you may think.

In fact, with a little effort and a little know-how, which this report will teach you, you'll be on the way.

### **Your dream is reachable!**

There are several factors to getting a search engine's attention. They are:

- ✓ Keywords
- ✓ Content
- ✓ Links from other sites to your site

### **These are all very easy to get.**

However, before we get to the keywords, the content and links from other sites, we are going to talk about what your site looks like and how it affects your business and your sales.

Now, your main page must be neat and tidy. I see too many sites with misspelled words and a sad design.

You should use dark typing on white when making your presentation. The font should be courier 10, arial 10, verdana 10, as a few of the fonts that look crisp and sharp.

You can get away with using 12 as this report is 12 Courier New. It's easy to read.

The exception to this rule is if you are selling magic potions or secrets of the dark ages or occult, or you are very young and you are attracting young people who attracted by dark websites.

White print on black is very hard to read for most people over forty. Remember, you want to make it a wonderful experience for your visitor, you don't want them squinting and getting tired and frustrated as they try to read what you have to say.

So, unless what you have to say is so incredible, so awesome, or so intriguing, they will get tired of being uncomfortable and they will leave.

Most novices get very excited when they first start building their own site. After all, there are banners, flash, fancy graphics and all kinds of bells and whistles.

This does not sell. It might be fun to play around with, but here's the naked truth:

Most people are on dial-up Internet Service. Flash just takes too long to load. Most people are busy and time is important to them; they are not going to sit around and wait for your site to load.

Now, if you have set your page up and you've been there before you'll have cookies on your computer. In other words, for you the site will seem to be loading faster. But, not for your first time customer! They haven't been there before.

Yes, if they are your good friends, they'll wait. If they received a personal recommendation from someone else they'll wait. If your site is the only site that is selling what you are selling on the net, they'll wait. *This is not very likely!*

If you want people to read what you write, and what you write is what sells you as a person, you can't have flashing things all around to disturb your reader's attention.

Misspelling is an absolute killer. People will leave your site as if they had landed in a room full of people with bad breath.

After all, if you cannot take the time to pay attention to detail, how can they trust the product you are selling?

Amateur graphics should not be used. Spend some money to have a professional logo for your company. If you are selling an information product, get an appealing cover for it.

### **Your first impression will make you or break you.**

Picture your site as a storefront on a local main street.

People are passing by. They get near your door front, but you have a big sign that has an ARROW pointing down the street, (i.e. a banner leading off your site). The windows are dirty, the displays are unappetizing, and a sign says, "Out to Lunch."

Would you seriously consider saying to yourself, "Oh man, I'm really missing out on something really good!"

I doubt it!

Or, maybe you pass another kind of shop, the windows sparkle and their displays are arranged to capture your eye. In fact, you really want to go into the shop. You'll be disappointed to see a "We're sorry, we didn't mean to be hungry, but we just had to leave. We'll return at 3:12."

You will remember to come back, or you'll wait for it to open, won't you?

Why, because it was pleasing and captured your eye. The sign made you smile and now you feel good about the shop.

### **Your website is the same thing.**

Your site should be very easy to navigate and you should use bullets to make points. Try very hard to look at your site from your potential customer's eyes.

If you just can't see what your site looks like, ask a few trusted friends for their brutal yet honest constructive opinion. It can help you a lot.

Now, that you have a good idea of what you need to do to clean up the appearance of your site and make sure it loads fast and snags attention, you'll need visitors from the search engines.

### **Here is what you need to do with KEYWORDS.**

**Keywords** are the words that you know people are going to type into the search engine box. You can get an idea of what people type in by deciding what you think they will type in and go to overture's suggestion box and start typing in the different keywords. The keywords you come up with will be the numbers and the search wording that people searched overture for in the past month.

<http://inventory.overture.com/d/searchinventory/suggestion/>

Now, once you have a little list of the keywords, it is your job to get those keywords in your TITLE, and in your web content. This does not mean to spam the search engines with repeated words over and over. Search engines frown on that :(

You can do your meta tags. Some say meta tags are no longer very important. I say they can't hurt. In your meta tags, it asks for site description. Get at least three key words in that description.

Use keywords throughout your main site. Get clever, think of phrases people might think of when they search for what you have to offer.

How's your site looking now, better?

**Okay, next let's talk about how to get content to your site.**

Well, you can write an article or two or three and get them

put up on your site, but you may not be a writer. You can find a few quotes that you can quote that have your keywords in them.

Also, if you cannot write, you can learn or you can hire a ghostwriter to write some for you. Having your own articles can be super content rich and other people will use them too.

**The easiest way to get content** is to use other people's work. Search the search engines for articles on your theme subjects, and gather as many as you can.

Next, go to all the sites from the author's resource box, and see if they are selling anything that is totally in direct competition with you, to weed them out.

BUT, before you weed them out, check to see if the author has a product or products that you can affiliate with and, if so, write the author.

There is one way to really make affiliate sales. You use the author's written work that is written by people who use a resource box and have a product of their own.

Yes, write the author and tell him/her you are building a site where you would like to use their article, and affiliate with their product, and would like permission to use your affiliate link to their product :)

This is where you now would create a link that opens from a new window that leads to a site that you could very well make sales from your reference. This link will, of course, be on the article that you put on your website to help build your content.

Look for as many articles as you can, that you can do this with. By finding the people who will let their affiliates use their resource box, and signing up for their affiliate program, two things happen:

You use the article to build content on your site. And, if anyone clicks to the author's website and purchases, you've made a sale! And, you can make them over and over again effortlessly with that article being found by search engines to find your site ☺

That is how to get content to your site that is useful to your visitors and adds a chance to make money.

You can find articles in magazines, and you can write to the author “real mail” to get permission to publish.

**Next, let's talk about getting links back to you.**

Find the forums that discuss what you are interested in.

Help someone by answering a question they have asked and leave a short but powerful signature line leading to your site. This adds a link to your site.

Next, visit sites that have guest books. Say something nice and leave your friendly signature. This gets you more links to your site.

If you have an affiliate program, and affiliates, of course, you would like to have affiliates linking to your site from theirs. You will want to make sure that link does link to your site for the search engines to find.

If you are using Clickbank as your affiliate program, there is nothing wrong with that, except Clickbank gets the link popularity credit. You simply make a redirect on your site

for each affiliate you have. There is a script that can do this for you, or you can do it by hand.

## **Make A Plan.**

With a plan you simply do simple steps each day as you build your site so that you don't feel overwhelmed and pressured, relax. Too many people launch their site too soon.

That's the bottom line.

## **Some ideas for you are:**

- ✓ Decide how many hours you can work on your site per day and utilize that time. It's very easy to get off your plan as you see things as you surf. You must focus and bring discipline into your marketing campaign.
- ✓ Visit forums on your subject. When you visit forums answer questions. Look to see the questions people ask and write an article on those questions.
- ✓ Read about marketing and get good information on how to write with exuberance about what you are selling.
- ✓ Set up some way to get your visitor to leave you their email. You can do this by offering an Auto Responder Course, or by offering a free gift, or a valuable newsletter in your field.

Another thought is to simply ask them to leave their email and you will notify them when you have new articles up for them. Always mention that their email will never be abused, and keep that promise.

Every time you spend time, effort or money to bring someone to your site, you are wasting your money if your site is not ready.

Find a reason for them to bookmark and come back. You can offer a service on your site that can help them, or put up fresh jokes that are clean and tasteful that they know you will be putting more up on your site.

You can have polls on your site.

Find some good quotes. People love quotes. Use them in your articles, or on your web pages. Finding quotes with our keywords is a super plus.

Find places that let you submit your article. People will find your article and may want to publish it in their newsletter, or for our subject, a great plus is when they find your article and put it on their website which will bring you more links to your site.

On the Internet there are places that manage link exchange programs. You can consider joining. Just make sure your site is not “confusing” and sending people off your site before you build trust.

You can also add a link exchange script to your own site.

And, of course, you can use pay-per-click search engines to bring traffic to your site.

## **Some Important Tips for You**

Keep your site fresh. Update it periodically.

Use a mail form to put your email on your site or you will be bombarded by spider software that collects your email and will make your inbox miserable.

Use a java script that updates your copyright notice on your site automatically.

Search Engine Robots cannot spider a site to list you in their search engine if you have your content in a pass coded area. Be sure all the content you want the search engines to

find is not hidden. Forums make great content, but if locked away from the search engines, they won't help you with content.

If you have time, you might look into Blogs, as they do well for content, too.

I realize there may be words you do not understand.

**Here are a few that you may not know:**

**Blog** – A weblog where you keep writing new things in and others can respond to your conversation. If you love to talk about things, you could have fun with one.

**Script.** There are cgi and php scripts and java scripts. These are program languages that cause action. Like if you have ever filled out a form and hit a submit button, you have used a script. A forum is a script; your email that you receive is a script.

**Link Exchanges** – These are other sites who have set up a script that allows you to exchange links with them. They will have specific instructions on what you need to do for the link exchange.

**You know what you need now. Let's wrap this report up.**

Your site will have clean and presentable front sales page.

It will have an eye-catching introduction. It'll have links to useful content that the search engines will find, and so will your visitors.

It will be keyword rich.

Some of your content will have your affiliate link to someone else's site that opens in a new window, so they can find you again. And, that link will link to something that you can make money with.

It'll have an offer that allows them to leave their email.

They will see your guarantee. They will see that you can be reached by either email or telephone.

It will have all words spelled correctly.

Navigation will be clear, concise and easy for your visitor.

You will find something that brings your visitor back to your site. This can be by starting a forum. Having some kind of widget on your site that is interesting enough to get people to bookmark your site.

You will make a daily plan and stick with your plan to get that content on your site. Yes, it is okay to put in articles that don't have an affiliate program. You can even ask the author if you can tweak it a little bit with a couple of sentences to get better keywords.

It never hurts to ask.

And, last but most definitely not least, submit your sites to the search engines.

There are all kinds of ways to get the search engines to find you through links from other sites, and through quality informational content. Content is king!

To your success!

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