

Tips & Tricks for better search engine rankings

By George Papazoglou

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George Papazoglou
marketingtip@web-site-promotion.gr

#1 Web site promotion techniques <http://www.web-site-promotion.gr>

Tips & tricks for better search engine rankings,
meta-tags & site promotion.

Search engines are the most recommended means to get your web site effectively exposed, and above of all they are free (the best of search engines are!).

Maintaining a noteworthy position is absolutely crucial. Many companies generate permanent and ever growing customers through search engines.

Getting your web site escalated in the first 10 results on a surfer's query, will result in a high-traffic return. There are several methods to achieve a highly ranked position.

The number two criterion most search engines use to rank a web site, or a web page is link popularity. Link popularity can be increased through reciprocal links, or through popularity promotional services.

In a few words link popularity is the total number of web sites, that link back to a web site.

The fundamental principles and methods of achieving a note-worthy position, are analyzed below:

1) Meta tags:

Placing meta tags onto your pages is vital. Search engines robots read a web site's meta tags to produce results based on queries.

Using them wisely is like being a wizard who handles his spells better than anyone. This can be a great payback for generating traffic.

a) Title tags:

A brief and descriptive text including your best keywords in the tags. Make sure the text is appealing to attract attention.

b) Description tags:

The text margin for the description can be longer here than the title tag. A good description informing about a web site's content, would turn targeted traffic rolling in.

c) Keyword tags:

Preferably use keywords relevant to the text of your web pages. Search engines seek out for relevancy between the keyword tags, and the text that lies onto a web page.

A variation of keyword stacking like :

"search engines, search engine secrets, search engine ranking, search engine positioning".. would work, but do not over do it, for the reason why that most search engines would ban a web site from its database, or deprive it a good position, if it uses spamming tactics.

3) Doorway pages:

Doorway pages are a sure fire tactic to get indexed high. They are specifically designed to feed search engines with pure html code and meta tags. If used properly they can bring any web site onto the surface, but just like keywords, do not overexert.

Some experts use them so intelligently and camouflage them in such a way, that they just do not look like doorway pages, so they avoid a possible indexing interdiction (see Search Engine Pro-2001).

Combining the forces of link popularity and a strategic usage of meta tags, will turn any web site literally hot wired and competitive.

Many webmasters have resorted to submission software to boost rankings and automate the indexing procedure.

These tools are promoted aggressively by marketers and promise to produce

superlative results. "Yes", they are good but... for rookies.

The main purpose to using such tools is to automate your search engine submission, but better resort to other, more sophisticated promotional avenues.

The days of productivity for this kind of software are almost in the end. Do you think anyone could cheat search engines, so easily by buying such a tool for 100-200\$ opposed to the millions the mammoths invested for their intelligent robots?

Indexing policies are constantly revised, and sometimes using past technology software to promote your web site can do more harm than good. Some of these submission tools did a relatively good job, but once upon a time...

Another alternative if you have no time to get into the submission procedure, is using a service that deals with engines.

This option is recommended if you want to totally devote your time in promoting your product, filling out orders and dealing with customers.

The only off-putting of the story, is that these services usually ask more than enough to perform this job. This alternative is to only save you from devoting 5 minutes/48h to do it your self.

If you have enough time at your disposal, promote, optimize and submit your site all by your self.

Anyone can lure quality search engine traffic, as long as there's a solid promotion plan, "Know-how", and a systematic methodology.

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