

Understanding Web site optimization

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

Before moving on, let's attempt to explain what is web site optimization. Most webmasters are acquainted with the term "web site optimization", but some newcomers aren't.

Web site optimization is a systematic online promotion methodology which its' main aim is, to artificially convey prospective surfers to a web location (web site).

Metaphorically, web site optimization is identical to tweaking a car for a race.

At your web site the "driver" is your sales literature, and the "engine" your optimized web pages.

Search engines are the "track" and visitors are the "moderators".

Top search engine positioning is a "must", to claim your share of the phenomenal growth of Internet marketing, by deploying a totally aggressive, passive and sure-fire marketing approach, to penetrate your prospective customers, by getting your web site top ranked on the major search engines.

When optimizing a web site for top search engine rankings, it is crucial that you pick-up the best possible keywords, that reflect your site's main theme.

For instance, if I sell want to promote a hotel in a Greek island, like Rodos on the Internet, I should optimize numerous specific keywords that potential customers are searching via search engines, like:

"Accommodation in Rodos" - "Rodos hotel" - "Rodos hotels" - "Rodos apartments" - "Best hotel in Rodos" - "Vacations in Rodos" - "Holidays in Rodos/Greece" - "Holidays in Greek islands" and the list goes on...

The same strategy applies to every online business, in every industry.

The right keywords, can literally propel your profits online, because visitors are highly targeted and eventually have pertinent interest to what you have to offer.

A sure-fire tactic to boosting search engine rankings, is to start evaluating which keywords your visitors "searched" to reach your web site via search databases.

Here's a hypothetical sample of the server's log files where the prospective visitor uses the Google

search engine.

(this is a partial example only)

* /search hl=en q=web site promotion *

Now, we know that an 'X' number of visitors searched for 'web site promotion' to find my web site.

See now that you know exactly which percentage of your visitors want a specific piece of information. You can (have to) use this information to your advantage by persuading the visitor that your shopping guide is the most complete and up-to-date for his dollar.

Your visitor wants as much as quality information as possible, about finding 'web site promotion' information.

But of course you are not the only one who provides this information and that's why you have to make your web site's sales copy more fulfilling. You have to make your prospect feel *lucky*, by making your web site reflect professionalism, because it gratifies the visitor with specific information.

We can't sell anything to anyone and that's why we need to target more specific keywords than generic. In this paradigm, the generic keyword is 'promotion' and the specific (niche) keyword-phrase is 'web site promotion'.

For optimum search engine rankings -- get "linked"

In case you are not acquainted with the term 'Link Popularity', keep in mind the following:
Link Popularity is the total number of web pages that link back to a web site.

To improve your site's link popularity, start making interesting link exchange proposals, to webmasters that promote a web site that compliments your products/services, but not web sites that are in direct competition with yours.

However don't overdo it... In most cases 5 to 20 link trades are adequate to boost your site's rankings. Just go after for web sites that are a "perfect match" with your web site's keywords.

Related References on web site optimization & link popularity:

* http://www.web-site-promotion.gr/webmaster_wiz_pro_2001.htm

* http://www.web-site-promotion.gr/search_engine/web_site_positioning.htm

* http://www.web-site-promotion.gr/search_engines_hints_and_tips.htm

* <http://www.web-site-promotion.gr/linkpopularity.htm>

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