

How To Get Your Site Listed in the Search Engines

By Herman Drost

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Getting listed in the Search Engines these days is crucial if you
want to attract consistent traffic to your web site. Yet it is not easy these days. A listing in the Pay
Per Click Search Engines is beyond the expense of what most small business marketers can
handle.

Getting listed in the others takes many weeks of tweaking your site
and even after all that is done, there is still no guarantee.

What's the answer?

The answer is to create a Theme-Based Site which will contain tightly focused keywords centering
on the theme of the site.

Why are Theme-Based Sites so important?

Search Engines have become wise to the millions of doorway pages being created. Online
marketers try to trick the search engines in order to get a high ranking. This has now changed.

As of last year, search engines are looking at the whole site as one page. Each page must relate
tightly to the whole theme. This will allow the person searching to pull up only those sites focused
on the subject he is searching for.

How Does This Work?

1. The Theme-Based Site focuses on one product or service. You
then build all your pages centered around this theme, being careful
to create and weave researched keywords throughout your title, meta
tags, headings and content.

Here's how the search engine indexes your site:

Indexing of site title

Indexing of meta tags

Indexing of major headings

Indexing of text content of pages

Finally the search engine looks at the links on your site.

2. The site should have its own domain name, so it is a stand alone site that then links to your main site. This will be your sales site. This site has all your products or services on it. You can develop a Theme-Based Site for each of the products on your sales site. Each of these Theme-Based Sites will then link into your sales site, driving traffic to it.

Here's an example of what it could look like:

car-care.com - your main sales site

interior-car-care.com - First Theme-Based Site

exterior-car-care.com - Second Theme-Based Site

engine-car-care.com - Third-Theme Based Site

All the Theme-Based Sites would contain a link to the car-care.com sales site. Your sales site will contain links to each of these Theme-Based Sites so visitors can go there for more in-depth information.

3. The purpose of your sales site is to make the sale. It does not have to be optimized with keywords because the focus is to get the order. The purpose of the Theme-Based site is to presell the product by providing all the information necessary to put the customer at ease, and bringing him into the buying position.

Suggestion:

Take one of your products or services and create a Theme-Based Site this week. Monitor its ranking in the main search engines in the coming weeks. If successful, you will see an increase in visitors to your main site and ultimately more sales.

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