

Search Strings - Terrific Hidden Opportunities

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Newsletters: Search Strings - Terrific Hidden Opportunities

We're pretty sure that most of you can relate to this.

It's comical to see some of the search strings that find this site, our other sites, and the sites entrusted to our care.

Really, what has Internet Marketing - Pro Shop, which is all about both its name and web site promotion as well as Professional Sales Training and Tips, got to do with "Delmonte Dance", or NFL.com, or ... well, some other stuff we won't talk about?

However, when removing some of the comical stuff that finds us, there is a lot more that though not directly related to Pro Shop still identifies closely enough that we should ponder whether we can or should consider meeting an obvious, stated need.

Ever been there? Of course.

Think of this another way. You have actually created some of these search strings that have found your site.

Robot spiders that deep index your site may select words within your site that however unrelated may still match up to the search string that a surfer types into his/her browser. That's a good thing because it's an Opportunity.

Although "Delmonte Dance"...??

Continuing that thought, when your site is pulled up amongst all the others that match up however accurately, you have been given an Opportunity.

Further when the surfer actually clicks onto your site, the Opportunity to Serve that visitor will reflect the search string or not. Even if it doesn't, it's still an Opportunity.

Since we are talking wayward search strings at this point, consider the search string as a form of communication of who is out there and what they are seeking.

Consider also how much effort it would take either to wrap your text around the string and provide the service they seek or to offer a text link to a product / service site to which you can be an affiliate.

That's an Opportunity you have created within an Opportunity.

You see, you've created an Opportunity whether or not by any design or effort on your part: a surfer, looking for something they need, want, or desire.

She has in effect communicated that need, want, or desire to you in the only language she has available to her, in a search string.

The only question, then, what to do with it.

Case in point, Pro Shop was created to do one thing. However, most of the search strings that found Pro Shop were about something considerably different but within the same theme. In other words, the circumstances of the site:

Comment Summary, Title, Keywords, Description, Headers, and Body Text all combined to provide us with what our surfers were actually looking for.

When we saw the match and how easily we could re-tool to it, it only made sense that if that's what they wanted and that's how we were going to be found, we should provide it.

Finally, recently, a search string rose to prominence due to a Doorway we created for one of our services. However, the search string didn't so much feed directly to the specifics of the service but to "how to" learn how to perform the service.

By adding five lines of text and a hyperlink, we closed the gap between what they wanted and what we could provide.

So, a different approach to search strings is to use them as a form of communication between what your surfers are trying to tell you they need, want, or desire of your site when found within algorithms by which the search engines find your site most relevant to their clients.

This raises one last significant point that applies to literally everything in business, in sports, and in life, that most often the Opportunities you try so hard to create become generators for peripheral Opportunities which can have even greater rates of return than from the original efforts.

There are sound psychological reason for this which we don't have the time to explain in this text. Just know, that the more Opportunities you try to create for yourself, your family, your business, your career, you will create even more peripheral Opportunities which can be and are most often more rewarding.

Search Strings are Opportunities.

Even wayward search strings provide Opportunities to be considered Bonus Opportunities the only remaining consideration being: How best to cash in on them.

Success is a Shared Activity

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