

# Seven Search Engine Similarities

By Judith Tramayne-Barth

Seven Search Engine Similarities

Judith Tramayne-Barth  
jtb@agoodread.com

A Good Read <http://www.agoodread.com>

by © Judith Tramayne-Barth

It's true — search engines are a royal pain when you try to optimize your web pages for them but you can reduce the pain by analyzing their similarities.

== Similarity #1

Search engines do not like frames so don't use them or put in the no frames tag.

== Similarity #2

Titles should have key word in it and not be longer than 75 characters. Less is even better. Make sure your title starts with the key word if you can.

== Similarity #3

Each web page should have a different key word in the title but be part of a theme. Search engines look for consistent keywords throughout your site.

For instance, title Golf tips by Butch Harmon at nationalgolfer.com /title on one page, title Free golf putting tips by David Leadbetter at nationalgolfer.com /title on another page or even title Golf products to improve your golf game at nationalgolfer.com /title on a third page. Each title has the word golf so the search engine spider knows the site must pertain to golf — which it does. Hey, nobody ever accused these robots of being smart.

== Similarity #4

Meta name description and keyword tags are accepted by some but not all; therefore, keep your description to a minimum length and the keyword tag to only one or two. Spend your time on a pithy, short one line description sentence which includes your keyword at the start of the sentence but will also entice the person viewing to click on the link.

== Similarity #5

Search engine spiders or robots like the keyword or phrase at the top of your page between the h /h codes. So make sure the first table cell on your page has your pithy one line description in it

using the opening and closing h tags.

== Similarity #6

Content with keywords in the top portion of your text. Some search engines like short pages and other pages like longer so creating an average length of 250 words should help you get in all major search engines. Or, you might even want to create short pages for one keyword and a longer 500 or more word page for another keyword thus satisfying all the major search engine's requirements.

== Similarity #7

Link popularity. This means looking for sites that complement yours and asking for reciprocal links. Be creative when describing these links by using keywords.

Large sites also want your link so don't be afraid to ask. Why do you think they offer affiliate programs? It's not just for the visitors that might click through from your site but also the link you put on your page. They know this community of links is what the search engines now consider the most important.

Besides, as more and more search engines require pay before they even consider sites, your reciprocal links might be the only way your small business gets visitors or is listed.

So create web pages using the seven search engine similarities, submit them to all the search engines you can find and see if the "targeted" visitors to your site improves. It should but don't expect it to happen overnight.

---

About the Author:

Judith Tramayne-Barth has written a ebook "Make Your Site Spider Friendly" which is part of her "Marketing CD" or A Good Read Art & Book Club. To find out how to offer this ebook on your site free, visit <http://www.agoodread.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)