

# Count Coup on Google

By Mike New

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Techniques to make Google's head spin.

Getting a good rank at Google can be relatively simple, even with a contested keyphrase. Implement these techniques, and you will experience the rush that only massive traffic to your site can bring.

A word of caution: make sure your site is ready, first. No errors, no link-rot, and make sure all your metatags are correct.

1. Get listed in DMOZ first. Google uses their database for their categorical results, and also uses the DMOZ description in the results it returns to searchers. If your site is successfully listed in DMOZ, it's an automatic bonus.

2. Advertise with Google adwords. Google will not penalize you for your unwillingness to spend a little money. But if you don't spend a little, you are failing to receive more impressions, click-thru's and general traffic. I've paid for Google traffic before, and not only was it almost instantaneous, but the keywords for which I paid at Google soon began sending me traffic even after I'd spent my advertising budget. I highly recommend their CPC (cost per click) program, located at: <https://adwords.google.com/select/main> .

Even 10 dollars at Google's Ad program will boost your site's rankings for the keyword ads which you purchase, long after you've spent the money. Inexplicable, but it works.

3. Title your pages correctly - with your keyphrase(s). A page with a title that is too long, or a page with a title which is unrelated to the page's content is a sin at Google. There are few things more important to boosting any page's Google rank than a concise title, combined with this powerful technique:

Keep the title short. Less than four or five words, if possible, and related to your page content. Then, by flattery or violence, (just kidding) get links back to that page with the title in the link text. The shorter the title, the more focused and relevant Google will consider that page to be, and the easier to get people to link to your page with your keywords in the link. Ex. My own site is currently number one at Google for the phrase "site consultant." (That could change soon.) Notice my relatively short title, and yet, combined with just a few inbound text links to me, containing the term "site consultant - that site at the top.

4. Repeated submission doesn't work. What the...?! I thought multiple submissions daily were good! No. Direct submission of your site's URL to Google results in neither a direct penalty nor a boost to

your ranking. You only need to submit your main URL to Google one time, and it's typically indexed within a few days. That means that every week from now on, when you would normally be faithfully submitting your site to Google, kick yourself for having wasted time.

Or, better yet, in the future, just submit a page from a different site which links to your content. Let's call your site "A." What you'll do instead is submit a page from a different site, site "B," which just so happens to contain a link to your site, site A. That way, the Google spider will think it discovered site A on its own, which will result in a boost to site A.

5. Don't use lots of small font on your pages. That's considered spam. In theory, you could use H1 tags or size 5 font on all your text and receive a boost for all the words in that size, but that would be impractical because of your surfers, who might actually want to read what you wrote on your page in the first place. There is at least one Cascading Style Sheet trick to get around that problem, but I'm betting that if you and I can figure that trick out, so can the Google engineers - and why risk it? Use a large H1 heading at the top of your page containing your keyphrase. Then just use size 2 or 3 font for the page text, and you'll be fine.

6. Invisible keywords on your page are baaaaad. i.e., myriad white words on a white background, on the bottom of your page. Spam again. It's easy for the Google spider to pick up, and yes, they will tomahawk your ranking for doing it.

Instead, write relevant keywords, high in your page text, and make your most important keywords come out first in the Title tags of your HTML page.

Your overall best shot at getting good rankings for your site: Useful content. It's like the old saying you heard in school: "If you spent as much time studying as you did cheating, you'd be in the top of your class." (I'm sure you never heard that directly, but I think you get the point.)

The ultimate coup: When your content is high-quality, you will find people linking to your site without having been asked, and that will catapult you to the top of the search engines. If your website provides reliable information, services, or products, it will be as successful as any offline venture.

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