

Getting a Top Ranking

By Patrick OBrien

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Patrick OBrien
patrick@jpowered.com

Advanced Web Counter. <http://www.trafficfile.com>

Now you know the top keywords and phrases for your product or service it's time to obtain a top ranking for these within the big Search Engines. Remember Search Engines produce your most valuable visitors, the customer is already looking for your product or service by the time they hit your pages.

So how does one obtain a top ranking for a particular keyword ?

The answer lies in how search engines analyze a page. The exact search engine algorithms used to rank pages are a closely guarded secret, however by careful analysis and deduction it is possible to get an overall picture of what is important and what isn't.

By knowing which parts of page are important to the search engine Algorithm, you can adjust those areas of your page to include your keywords and phrases. This process is often called 'Page Optimization' however I like to call it 'Page Crafting', since this process requires more than just mechanically following a set of rules, it requires knowledge and skill. (Don't worry though we have a free guide at the end of this article which provides you with the knowledge and shows you how to develop this skill).

In the early years many people deliberately abused this process by optimizing pages for keywords and phrases, which have little or nothing to do with the real subject of their page. As a result the Search Engines have fought back by making the algorithms more complex and taking into account aspects which are not within the page itself.

e.g. The subject of the whole site, The subject of sites which link to your page.

In addition many of the original aspects which were important are now given very little (if any) weight by the search engines. e.g. Meta Tags and Comment Tags.

Don't worry, although it has become more complex we have created a Free Guide which shows you what is important and takes you through the process of optimizing your pages. This Free guide can be found at,
http://www.trafficfile.com/internet_marketing/search_engine/optimization.htm

The fact that this process is now complex is actually an advantage for you. You see, the vast majority are now getting page optimization wrong ! This is good because it leaves the path clear for you. By using the free guide you will do it right and leap ahead of your competition.

Take your time with this, do it correctly and you will obtain top rankings and hence attract all those pre-qualified customers !

Next week we will talk about the correct way to get your pages listed with the Search Engines and why you should avoid the mass submission services (especially the free ones) like the plague !

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