

The Best RULE for Search Engine Marketing

By Robert Jillie

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In Order To Achieve a Top Position in a Particular Search Engine, You Must Analyze What Other High-Ranking Web Pages Have and Are Doing!

If there is a single rule that you should refer back to as the gospel of search engine positioning, it is this:

The best way to move up the in search engine ranking is to study what kinds of things affect your rankings, then you must analyze the pages of those that are ranking higher than you in your industry.

This is the single best way to gather real clues on achieving higher rankings.

Search engines can and do change their algorithms from time to time. You may have a page in your Web site that has earned a top ranking but then for no apparent reason it suddenly drops in the rankings.

If left untouched, that same page could fall so far in the rankings as to become unfindable.

Remember that if you are not listed in the first two pages of Any Search Engine then you will most likely Never be found!

The trick to always being on top of a search listing is to learn what variables can be manipulated and how to manipulate them.

The best way to do this is to analyze the contents of the top Web sites within your industry to see what they're doing that has allowed them to gain a higher ranking than you have.

Do a search for your key words and see who comes out at the top of the list, Then visit that site, select "view" from the pull-down menu in Netscape and then the "Document Source" or in Windows select "View" and then "Source" in the drop down menu.

Now you can view the actual HTML code that makes up that page.

Examples of things to look for are; particular keywords that are more prominent in their title tag than in yours?.

Is a particular Keyword repeated more often in their META tag description or in the actual copy (the body) that makes up their page than on your Web page?.

Look to see if they are using the keyword in the heading tags, or if keywords appear in hyperlinks to other internal pages.

What you need to discover is what they are doing that you had not considered or are not currently doing.

This allows you to isolate the variables and climb ahead of other sites.

Once you understand the variables you can control for keywords and their placement within your Web pages here are techniques and applications you can use that will help you climb toward the top of the rankings in the search engines.

These techniques are simple but they will not work for every search engine.

You will still need to read each search engine's description to learn which techniques work for which engines.

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Robert Jillie is the owner of <http://GreenMountainMoney.com>  
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