

A Look at GRSeo Software . . . Search Engine Optimizer

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Are you having problems achieving top rankings with your Web pages? Are you interested in learning what to do with your Web site to boost your chances at more visibility and targeted traffic that converts to sales?

With GR Software's Search Engine Optimizer software (<http://www.se-optimizer.com>), you can run your Web pages through the program, and it will immediately offer easy-to-understand suggestions and tips that will help boost your chances at top rankings.

Plus, it's simple to use. Here are the basic steps:

1. Set up a new Project for each Web site that you work with.
2. Point the program to the directory on your hard drive where you store your Web pages. You can also import pages from the Web directly to your hard drive.
3. Point the program to an exact Web page.
4. Choose the keyword phrase that you want the page to be found under in the major search engines and directories.
5. Under Options, choose which options are important for you. For example, I chose not to consider the final "s" when matching keywords; to skip words whose length is less than three; and to automatically run the report in my browser. In this area, you can also choose your favorite HTML editor, text editor, and two other user tools of your choice, such as an HTML validator or a keyword density tool.
6. Under Checker Elements, choose the search engine that you want the page optimized for. If you've created a general page and want it optimized in a very generalized way so it will appeal to the most search engines, choose Generic Engine.

7. Click Start. The report will almost instantly be created, and your browser window will open to display it for you.

The program covers 16 search engines and directories, and it will check your pages against over 60 different elements, including many spam-related elements that could cause your site to be banned from the search engines altogether.

If the program offers a suggestion that you don't understand, go to the Report tab of the program and double click on that suggestion. The program will point you to the exact location in your HTML file of the problem area.

If you view the results in your browser window, you'll see both the short and expanded descriptions of the problem areas as well as various tips related to that particular engine. If you view the results through the Report tab, you can double click to see the expanded description.

For the directories, the program doesn't actually run your pages through its various checks. Instead, it offers 10 different tips related to each directory as well as the latest news from that directory.

So, the Tips area for both the engines and directories is where you can learn if the engine has formed a new partnership with a pay-per-click engine, for example, as well as other newsworthy items. It also offers tips that are unable to be included in the actual checks.

For example, here's one of the tips for the Google search engine:

Google is now powering AOL Search. (short description)

This summer, Google began to power AOL Search and its partners, including CompuServe, AOL.com, AOL, and Netscape. Google is also the exclusive provider of sponsored links for these sites with their Adwords Select listings. For more details read the press release from Google:

<http://www.google.com/press/pressrel/aol.html> (expanded description)

One of the best parts of the program is that its "checker" file is updated every month with the latest happenings related to each engine and directory. When an engine changes its algorithm, and when it is determined how that change affects a Web page, it's added to the program. So, with this program, you're always up to date with the latest strategies in working with the engines and directories.

A free trial version is available that analyzes your pages for two search engines, so visit this URL to try it out for yourself.

<http://www.grsoftware.net/downloads/grseodemo.zip>

Or, visit the GRSeo Web site to learn more about the program.
<http://www.se-optimizer.com>

The beauty of GRSeo is that it makes your search engine life so much easier by reminding you of things you can so easily forget yourself.

Robin Nobles, Director of Training, Academy of Web Specialists, has trained several thousand people in her online search engine marketing (<http://www.academywebspecialists.com>) training programs. Visit the Academy's training site to learn more (<http://www.onlinewebtraining.com>). She also teaches 3-day hands-on search engine marketing workshops in locations across the globe with Search Engine Workshops (<http://www.searchengineworkshops.com>).

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