

# How to get high ranking in search engines!

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For good placement in the major search engines such as Google, AltaVista and Lycos, you need to have content based on a theme categorized by two or three key phrases.

Assuming that you don't have a huge marketing budget at your disposal, then getting a high search engine ranking will be the most critical part of your campaign to attract visitors. As the web continues to grow at tremendous speed, getting a high ranking is getting increasingly difficult. But if you can obtain this then your site, at least in terms of visitors, is likely to be successful.

At this point I would like to point out that it's not actually a top search engine ranking we are trying to obtain, but a means of getting lots of visitors. I say this because some people achieve a top position in one or more of the major search engines yet they get very little traffic. Why?

Simple. They are not using keywords that people are searching for! You simply must use the right keywords!

Of course, you also need to optimize your pages using software such as WebPosition Gold (<http://www.webposition.com/d2.pl?r=MFX-556B&FN=product.htm>).

And people are doing this, and may be getting the position they are looking for, but does it get the traffic they expected? Of course, this depends on how many people use the keywords that the page is optimized for.

Think of good key phrases that people might use if they were looking for your site's subject matter. Try this in the top search engines, then see just how relevant the top pages are to this subject term or phrase and how much competition there is.

If the pages seem to be irrelevant the search engine may be struggling to find the most appropriate sites for those particular keywords. This could mean that you stand a good chance of getting a good placement for that key phrase.

Unfortunately however, your key phrase may not be a popular phrase being used by the vast majority of searchers - even though they may be looking for your kind of site. In other words they may be (in fact, they probably are) typing different search terms and phrases.

What you're looking for is as little competition as possible for the search phrases that people are ACTUALLY using to look for sites like yours. It's no good you optimizing your pages to get a top

search engine placement if you still don't get much traffic because people are simply not using those keywords.

We need to know what people are asking for, how they tend to phrase it, and how much competition there currently is for these key phrases. The ratio you are looking for is obviously high searching against low competition.

To do this yourself is an impossible task - especially as it's difficult to know what people are currently asking for on the search engines. However, fortunately, there is now a service that can take care of this extremely important task for you. Currently there is only one service (that I know of), WORDTRACKER, (<http://our.affiliatetracking.net/wordtracker/af.cgi?3578>) but no doubt others will spring up in time.

Once you have got the key phrases you wish to use, create a theme to your page based on these key-words and phrases, i.e. write content built around those words.

It's also important that your site looks professional, of course. However that won't help your search engine placement - although it is important for getting listed in directories such as ODP and Yahoo! (This is because directories are human edited, where as search engines are scanned by a non-human crawler.)

Incidentally, never use frames or Flash on your site if you want to get indexed because search engines don't like them (most can't even read them).

Once you have decided which key phrases you are going to base your page on, use this same phrase, or phrases, to make up the meta-tags in your pages' code between the HEAD tags. Tags are words between the angle bracketed commands e.g.; A COMMANDwords go here/CLOSING THE COMMAND. So your title command would look like this:TITLEyour page title goes here/TITLE. The forward slash indicating "end of tag".

To get an idea look at the source code of competing websites to see how they do it. Also, if they come out at the top of a search engine query then you know that this is a good example of how the search engines like to see it.

The title and description tags are the most important tags for incorporating your key phrases that people will be searching for. However make sure these same key phrases are within the first couple of paragraphs of your pages content (as near to the top of the html code as possible).

Also use these key phrases in your keywords tag separated by commas, but this is less important than it used to be because of abuse. Nowadays engines scan your page for content, rather than believing what's in the keywords tag.

All this will definitely help in your goal to establish a good position in the top search engines (even though there can be no guarantees). Here are three further essentials:

1. Get a domain name. You will not be considered a serious site without one, and the top search engines will probably ignore you altogether.
2. Remember, a key phrase will usually get you a much higher ranking than just a key word, and will also pull you much more targeted visitors.
3. Start building up your link popularity. Create a page that shows links to related sites and ask the Webmasters of those sites to link to you. This can be a very time consuming job but is becoming

increasingly important in order to get a good placement on the top search engines (especially Google). I recommend Axandra's Arelis - Reciprocal Link Solution

Just one final tip. Your index page is the most important page and should be the main page you optimize with the best key phrases you can find for your subject matter. This is because search engines place a greater priority on this page than those that are deeper within the site.

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