

How I Suddenly Stumbled Onto #1 In Google and Yahoo! Without Search Engine Optimization - So What?

By Valeriu S. Popescu

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Valeriu S. Popescu
popvlr@yahoo.com

Internet Marketing Profits Center <http://www.internetmarketingprofitscenter.com/>

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Sometimes, the search engines act really strange. And this story will prove how I've got top positions (80% on #1) into the major search engines - such Google, Yahoo!, MSN - without lifting a finger! What is REALLY strange? I did not optimize my page!

But first allow me to give you some backgrounds. Couple of time ago I buy a domain name and hosted into a very reliable server. At that time I intended to build a mini-site around a very powerful service which was released at that period.

I can't remember why at that time I was very busy. So I just write a simple page, insert a few links to the program I promote and upload it. Everything it don't takes me more than 1/2 hours.

That was the beginning. The page stays there for around a month. I remember I post 3-4 messages into some forums and link them to my newest mini-site. That was ALL I can do at that time. But one day I decided to make a little change.

I login to my hosting account and take a look at the stats. Surprise! I saw traffic from Google and Yahoo! What??? I didn't submit my website to the search engines!

What the hell is going on?

I open my WebPosition Gold 2 software (<http://www.internetmarketingprofitscenter.com/wpg/>) and check my website. Geez, my site was there, on #1 for 3 keyphrases in Google, Yahoo!, and MSN, and take #1 through #5 spots on other 2-3 major search engines.

I couldn't believe that was happening to my website, but the evidence was there. It was very hard to believe that I've got #1 places into the search engine without doing a little optimization. Because my friend, THAT page was NOT optimize for the search engines!

So I said to myself: "That won't last forever. I give one week and I'll see my website going down because it has no support for all those positions!". Well, it didn't last a week. After only 5 days, my website was vanish. Not a single position into the top 10, not even found on search engines!

OK, what it was it was. For only couple of days (perhaps hours) I was on #1 spots. It means that I can do it again IF I'll do everything by the book. Despite of general opinion, search engine optimization it's not so hard. If you know what to do, if you take your time to study the right stuff and have patience, there's impossible not to rich the position you desire.

That was fine, but I also plan to go into vacation with my family. It was on July, the weather was great, and we plan this vacation from a long time. My son dream about this vacation, so I said, "Why not? Let's do it!" You know the rest: spend a lot of time for making reservations, baggage, prepare the car for the trip, etcetera. Less time for me to build my website.

So I left my mini-site and going to vacation. Two weeks later when I come back, after settle down the things into the house, I first check my emails. Oh no! - up to 300 emails waiting for me. Check couple of them, get VERRY angry (you must read below website hosting story!) and then take a ride to see my stats.

Total SURPRISE! My website was AGAIN on the #1 for Google, Yahoo!, MSN... plus positions between #1 and #4 on others!

This is my real story. If you spent some time on search engines like I do it, you know this is weird. Not because I was again on top, it's weird I'll get to the top WITHOUT optimization.

Now let me tell you more about this page:

- total words: 864

- links to the affiliate program I promote: 4 (position them from middle to the bottom of the page)
- use the keyphrase mainly from middle to the bottom of the page
- use only a ".gif" picture for my signature (no keywords for "ALT" tag)
- headers at the top of page: 3 (first use font size no.3, the next use H1, and the last H4 tag). NO keywords or keyphrases inside!
- first appear of the keyphrase is on "word" #100, the next on #283 (from 864!)
- number of times my keyphrase appear on the body of page: 5
- number of times my keyphrase appear on the links: 3
- my keyphrase is build on 3 words and a number
- no use of META tags
- layout: use 2 tables to design my page, one in other
- couple of short Java scripts at the bottom of page
- use six bullets on the middle of page, two P.S., and a line of copyright, address, and contact info at the bottom of page
- it was uploaded as a home/ index page, NO keywords into my domain name
- I DID NOT announce this page/ website to the search engines!

If I'm right, THIS is not an optimized page. And remember: depending on HOW people will search and what keywords/ keyphrases will use, my competition is between 32 and 2,750,000 and continue to grow!

I hope not a single SEO webmaster will read this issue. Because, in a way, it's outrageous! I didn't do anything to deserve this position. I know people try harder to get top positions. They work a lot to optimize pages, to get relevant links, build content to become search engine friendly, and many other things.

This time it's not my case. But there is a hard lesson here and I want to shear it with you. These days Netpreneurs likes a lot to build one page mini-sites. Those things works and I prove it to you. Beyond the SEO problems and the #1 spots on major engines, there is something which only a few people will ask you: "So what if you have a #1 position('s)?"

Most people will aspect a hoard of targeted visitors ready to use their credit cards to buy something they offer, probably their own product/ services or something from an affiliate program or joint venture. Sometimes this is completely wrong! If your keywords are not "hot", chances are that your #1 spots will drive only couple of visitors. Not to mention sales...

The real Netpreneurs knows that. So if you want to build a mini-site in the next days, think about how many people will come and BUY what you promote. To help you, here's a 6 step plan to build a profitable mini-site:

-- Step #1: find a "dream" product or service with an affiliate program (or joint venture partner) which pay well.

-- Step #2: determine if you can use "hot" keywords to promote the program. Use a tool like WordTracker, the best service on the Internet for such a job.

Find keywords/ keyphrases with low supply (little competition) but have a higher demand (appear on many searches around the 'Net).

-- Step #3: get a relevant domain name and host it into a reliable server (try to insert keyword into the name of domain, or think at something close to the product).

-- Step #4: start building 3-5 pages (build a theme around the product), do SEO and announce your site to the major search engines.

-- Step #5: concentrate your efforts on getting links from top related websites.

-- Step #6: once you rich on top and get back your initial investment and something more, determine your ROI and start using pay-per-clicks search engines to boots your profits.

If you follow EXACTLY these steps, chances are that your mini-site will jump on top of search engines and will REALLY drive that particular targeted visitor eager to buy what you promote! Otherwise, you will lamentably fail.

Final thoughts on my search engine story:

By all odds I regret my page is not what I first intend to do. Because, I have to tell you this, my page was just throw away into the cyber-space! The idea was to have something on my index/ home page until I build my website. Has NOTHING to do with my theme idea. That's why I NEVER think at optimization.

But I don't regret too much that I'll have to delete it soon. I learn something very useful: no matter how many top positions you have on the search engines, unless you write a very compelling web page, chances are that you'll have poor visitors. And poor visitors means no sales, no ROI.

(Chances are that, at the moment you read this article, my "magic" web page simply dropped from #1 positions or I

delete it. So don't bother to spend time on find it. You have to believe me! And if you don't, I'll have to PROOF on my computer, as a ".gif" picture.)

Valeriu S. Popescu is the editor of the "Internet Marketing Profits Newsletter", an internet marketing gazette dedicated to help new marketers to drive thousands of targeted visitors to their websites or affiliate links. Proven tips, tricks, techniques and strategies revealed every single month! Click here to read the latest issue online:
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