

The Truth About WebPosition Gold

By Butch Pujol

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The debate about the search engine submission software WebPosition Gold rages on. I hear some people say WebPosition Gold is the best there is and it is the only one worth using. On the other hand, I hear people say it doesn't work at all. From my review of this software, I can tell you that both may be true... depending on a few key facts.

The Myth Of Instant Results

If you think you are going to buy WebPosition Gold, install it, punch a few buttons and get top ten search engine listings you will be in for a big disappointment.

WebPosition Gold is a very powerful piece of software in the hands of someone who has learned how to use it and has studied how the search engines (SE) work.

WebPosition Gold is used by some of the top search engine positioning companies. These companies not only use the software, most were born because of its very creation. Let me explain. If just anyone could use WebPosition Gold for top search engine positioning right out of the box these companies would not exist. Think of it this way... WebPosition Gold is a "tool", not an end-all, be-all solution.

I am not saying that if you bought WebPosition Gold you could not attain top ten rankings. I am not saying that at all. Anyone can attain top ten rankings using WebPosition Gold if they spend the time learning the software, learning how search engines work, the importance of keywords and how to pick and place them, Web design to allow SE spiders into your site for indexing and a host of other things that can affect listings and rankings. In addition, you'll need to spend time keeping up with all the

changes search engines constantly make.

Before you buy, decide whether you are willing to gain all the knowledge you'll need in order to make WebPosition Gold work with maximum impact.

Well Worth the Price

This powerful piece of software has seven features: the Reporter, Page Generator, Page Critic, Upload Manager, Submitter, Scheduler and Analyzer. Anyone of these is worth the \$149.00 price tag alone. So don't just look at it as SE submission software.

The Submitter will promote any pages you choose to the most important search engines. Resubmitting can sometimes provide an extra bump up the charts, so the Submitter can be scheduled to re-submit regularly. It even follows-up to verify a site was indexed by the expected date. You should only use the Submitter after you have optimized your Web pages and have uploaded them to your server. The Submitter can submit them all automatically to each of the search engines, saving you hours of time.

If you are looking for a software program that can find and report your current positioning, the Reporter alone is worth its weight in gold. Knowing your rankings is crucial to the success of your online business.

The reporter checks your site's positions in the major search engines. You can find out in minutes, rather than hours, how you rank on every keyword or phrase that is important to you, on all the major engines. Nine different management reports provide more valuable information than any other product.

Another feature that is worth the \$149.00 is the Analyzer. The Traffic Analyzer reports not only your traffic to each page, but also what keywords were actually used to find you! It tracks your visitors and where they came from automatically without the need to download server log files or buy extra software. The Traffic Analyzer answers questions like: "What keywords are people searching for to find my site?" or "Which search engines send me the most traffic?" It will let you know what pages get the most traffic (and the ones that don't) so you can go back and work on your low traffic pages.

The Reporter, Submitter and Traffic Analyzer are straightforward and very easy to use. They are all very helpful tools and are needed to monitor your online business. You would pay much more than \$149.00 to purchase other software to do the same thing.

Conclusion

If you do not have the time or inclination to learn about search engine positioning and optimization you should hire someone to do it for you. However, I would still recommend purchasing WebPosition Gold as a monitor for your online business. If you are a do-it-yourselfer, I suggest that you take a course in search engine positioning and read as many articles and newsletters as you can before attempting to submit your Web pages using WebPosition Gold.

In a nutshell, WebPosition Gold is like a fine target rifle, in the hands of an expert it can hit the bull's-eye every time, but if you don't know what you're doing, you're apt to fail.

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