



The Killer Marketing Arsenal Ebook Series: Search Engine Secrets - How to Use The Search Engines to Drive a Ton of Traffic to Your Site

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Who I Am

Jinger Jarrett is a certified Web CEO Search Engine Optimization Professional who is also the Ecommerce Director for My1stBusiness.com and an expert panel member for [Net Profit Secrets](#).

Her articles on internet marketing have been published in over 40 countries throughout the world and includes being featured on sites such as Site Pro News and Search Engine Watch.

Introduction

A lot of what the gurus are saying about using the search engines to market their businesses is wrong.

John Reese once said that if you want to get to the top of the search engines, put the term "scoobie snacks" on a page six times and submit it to the search engines.

Several days later you should go back and do a search, and you'll find your page at the top.

Although this is a rather extreme example, the truth is, there are thousands of keywords in thousands of niches that haven't been tapped yet, and you can capitalize on these terms.

When you optimize your site for the search engines, you aren't optimizing your site for the search engines; you're optimizing individual pages. That means that you can tap these various keyword phrases, and it is possible to have a specific page in your site at the top of the search engines.

Although no one can guarantee that your website can become the number one site or a top site for all of your keywords, there are a lot of techniques you can use to optimize your site and raise your rankings.

My goal here is to teach you how to use search engine optimization techniques that will always work no matter how often the search engines change. If you apply these techniques to your website, you will see a significant change in your traffic.

1. Why the search engines are important

This really should be obvious. Do a search on any of the internet marketing gurus, or on any subject for that matter and look at the sites that are ranked for the keyword you are looking for. Searchers won't usually go further than the first three pages of the search. This is usually the first thirty sites.

There are various reasons for this, but the main reason is that all of them own their own products, and they all have affiliate programs. Having others link to your site is the number one technique that determines page rank at Google. By having thousands of relevant links to your website, you can significantly raise your rankings in the search engines.

Also, search engine traffic is free traffic that is targeted. Searchers are looking for what you have to offer. By optimizing your website, you give yourself a better chance of being found by those who are looking for you.

The bottom line is that the gurus have made millions of dollars from search engine traffic. If you are serious about making real money online, you really can't afford to ignore this marketing strategy.

2. Strategies for Marketing in the Search Engines

Fads for marketing in the search engines come and go.

At one time, you could build a web page and stuff it with keywords, or create a doorway page, and when searchers searched for those terms, they would be led to your site.

This led to a lot of abuse by pornographers and others who were trying to drive traffic to their sites, as well as a lot of frustration for those who were searching.

The search engine owners learned how to defeat these techniques.

Then you have scripts that can generate thousands of keyword rich pages. The problem with these pages is that they are often low on content. Eventually the search engine owners will eliminate these from the search engines.

I can't emphasize enough how important it is to have your own website and domain name. Regardless of whether you promote your own product, affiliate programs, MLM, or services, it's very hard to get good quality traffic if you don't own a domain and website of your own.

To help you increase your chances of being found in the search engines, I have outlined five different techniques below you can use to increase your rankings in the search engines. Each of these techniques will always work no matter how much the search engines change. Each of these techniques have basically withstood the test of time.

a. Search Engine Optimization

When you optimize your site, you are not optimizing your entire site for a specific

keyword phrase. You are optimizing individual pages for different keywords. By using lots of different low competition, highly searched for keywords, you have a better chance of your site being seen.

However, before you can optimize your site for the search engines, you need to start with your site design.

There are a couple of ways that you can design your site, and there are certain elements that should always be included.

Below are some tips on creating a search engine optimized site.

1. Start with your design.

You need to decide if you will use a content management system or if you will design your site using a template, most likely in HTML.

The advantage of using a content management system is that it separates the design from the content of your site. This makes it much simpler to make changes to your design.

The disadvantage here is that it can be tough to find a content management system that is search engine friendly. You can buy a search engine friendly script to install on your web host, but if you're not careful, you could end up spending thousands of dollars on content management.

Here are several solutions that may help you solve the problem:

***[Killer SEO Site Builder](#)** - This is the content management system I use for my websites. It's search engine friendly, very inexpensive, and it took me about five minutes to install it.

The best part is that it has a graphical editor so I am now free from writing HTML. Although I am an internet marketer, and I also teach internet marketing, my primary work is writing, and so this solution has taken me from being a webmaster to being a publisher, plus it saves me a lot of hours every week working on my websites. This script also takes advantage of RSS, which can really improve your rankings in the search engines. With this system, I just type in my content and add the page to my site. It makes updating my site very easy, and this system takes advantage of RSS.

To see an example of this system, you can visit my website here:

SmallBusinessHowTo.com.

***[Open Source CMS](#)** - Before I tell you how this site can help you, let me explain what open source is.

Open source is code, whether for software or scripts, that is written by volunteer developers. Most open source projects have multiple contributors, and the advantage here is that you can also contribute to a

project and the source code is available to use for free.

The disadvantage is that sometimes the code can have bugs in it. However, if you've seen my blog, [Ask Jinger](#), I use an open source solution for creating my blog that I'm absolutely in love with.

How Open Source CMS will help you is this: if you choose to use a content management system to run your site, you can go there and test out the scripts to see how they work before you install them. Not only do they offer content management scripts, but you'll also find a lot of other scripts, including blog scripts.

You can also compare scripts, and this site is the best way to find out if open source is for you.

*[Drupal](#) - I mention this content management system specifically because I know this one is search engine friendly. Also, if you are looking to build a community and have others contribute articles, blogs, forums, and other content, this script works very well.

To see an example of this script in action, you can visit [Ecademy](#). This networking site is ranked in the top 2,000 on Alexa.

[Free Site Templates/Jim's World](#) - If you want to create a professional design for your website without having to start from scratch, then I recommend this site.

You'll find hundreds of website designs that you can use absolutely free. These templates are all done by professional site designers and can be used by including a link back to the site designer.

This site also offers an excellent search engine forum you can join to learn more about marketing in the search engines.

2. Once you have chosen your design, choose what elements you will include.

Start with the basic layout. This means including all of the elements of your menu, your subscription box, and your header information.

When creating your menu, go general to specific on your keywords.

For example, if you are creating an internet marketing site, choose very general terms for your menu. Your menu could look like this:

- Internet Marketing Articles
- Internet Marketing Software
- Internet Marketing Ebooks

The term you are targeting here is internet marketing. Once you get into each section of your site, further customize your terms. Most searchers generally search with three to four word keyword phrases.

To help you choose good keyword phrases, you can read this guide on keyword research offered through Word Tracker. It's free: [Keyword Research Guide](#).

3. Include your metatag, title, and description information.

Although this information isn't as important as it once was, this will be what shows up in the search when users search for you in the search engines.

If you go to [Evrsoft](#), you can use their online metatag generator to create the information that will be pasted into the header of your site pages. Evrsoft also offers the best freeware HTML editor I've found.

Regardless of what type of system you use, it's a good idea to learn to write a little HTML. I recommend reading [HTML Teacher](#) will help you.

4. Once you have created an effective layout for your site, you need to add content.

Don't worry about optimizing yet. I'll show you how to do that once you've created your site.

Content can include articles, product reviews, free ebooks and reports, tutorials, or whatever you decide you need to draw visitors to your site. You should also include a ezine or list for your site so that you can recycle your traffic.

Initially, I would recommend that you have about 10 pages of content, plus a disclaimer/privacy page, contact page, and a complete explanation on the front page of your site telling exactly what you offer.

You should continue to add content to your site so that readers come back.

Keep in mind that your content should all be theme related because your next step will be to optimize for your keywords.

5. Optimize your site.

Optimizing your site is a lot easier than you think if you have the right tools.

I use [Web CEO](#). Not only does this software allow me to optimize my site by including an HTML editor, it will tell me what I need to change in a page to make it more search engine friendly, as well as target my keywords. It also includes a search engine submitter so that when I'm finished optimizing my site, I can submit it.

This software offers the most comprehensive, and step by step instructions on search engines and site optimization I have ever seen. It's written to be easily understood by the average person. There's also a \$97 certification course you can take so that you can actually see the software in action and learn how to use it.

For most, the free version of the software will do the trick. For those who want to take it to the next level in search engine optimization, you can take the upgrade and become certified as a search engine optimization professional the way I did.

b. Articles/Forums

No other method of marketing will help you more with your search engine strategy than writing articles.

The reason why is that not only does this allow you to provide valuable content to get potential customers to visit your site, but it brands you as an expert, and it helps you build your linking strategy for your website. As I mentioned before, your linking strategy is the most important element in your search engine marketing.

It is beyond the scope of this ebook to teach you how to write articles. However, if you would like to promote your articles online, and do it for free, then I recommend [Article Marketer](#).

This site offers a free account where you can get one click submission of your article to thousands of publishers. For the serious article marketer, there is an upgrade you can buy for a low fee.

You can submit as many articles as you like, and there are dozens of article categories.

With forums, not only do you have an opportunity to build your reputation, but you can also build your linking strategy.

Forum readers go to forums to get their questions answered and exchange information. This is a way for you to provide valuable information and get your site seen at the same time.

A word of caution though: blatant sales pitches aren't accepted on most forums. In fact, the only place that you should mention your site is in the signature block of your post. Make sure you write an intriguing signature to get others to visit your site.

When looking for forums to post on, do a search in the search engines for your topic plus the keyword "forums".

Look for forums with a lot of traffic, as well as a lot of members and posts. Make sure that the forum is clearly geared towards your market because you'll have better luck driving traffic to your site.

Although this method of marketing can be very time consuming, it's worth it because it will build traffic to your site, as well as build a linking strategy for you.

c. Blogging/RSS

This is one of the latest techniques for building traffic to your site, as well as increasing your rank in the search engines.

Blogging is where you keep a web log. It's like a journal. You post short entries about your business, as well as information about your industry or whatever you want to write about.

RSS is a type of search engine friendly code. It really isn't necessary for you to know what RSS is in order to use it effectively.

The value of a blog and RSS on your site is that it can increase your search engine rankings, as well as allow you to create easy content for your site.

The script I use for this is open source. It's called [Nucleus CMS](#). Although you need to know a little bit about installing scripts to make this system work, it's well worth it because I've used a lot of scripts to make my blog, and this one is the best.

If you don't want to bother with installing a script, there are some other options out there that you can use.

Two that I recommend are:

[Blogger](#)

[Blog Hoopla](#)

These two sites allow you to create a blog, and you can take advantage of using RSS.

Below are some other resources that will help you with building and promoting your blog.

[All RSS](#) - This site offers everything from RSS directories to editors. If you need tools and information to help you get started, then start here.

[Feed Burner](#) - You can create unlimited RSS feeds for your site for free. What I like most about this site is being able to create My Yahoo and My MSN buttons. This allows your readers to use these sites as RSS readers. It will also allow you to get quickly indexed into these two search engines.

[Marketing With Blogs Ecourse](#) - Written by internet marketer Priya Shah, this ecourse will tell you everything you need to know about writing and using a blog to market your business. One of the best collections of ebooks I've seen on blogging and blog marketing.

[Top 55 RSS Directories](#) - This site offers a list of the top 55 RSS directories so that you can get your RSS feeds indexed.

d. Linking

As I mentioned before, linking is probably the single most important strategy you can use to build your ranking in the search engines.

According to Glenn Canady of Gorilla Marketing, he has used this strategy to help him become a millionaire on the internet. If you would like to learn how to use this strategy, you can get a copy of his ebook for free through [Traffic Swarm](#).

This ebook, titled, "Gorilla Website Marketing", explains in detail how he used this strategy to build thousands of links to his sites. It normally costs \$37, but you can get it free through Traffic Swarm.

There are two reasons why linking is so important: page rank and getting your site seen.

The main search engines, especially Google, look at the number of links pointing back to your site in order to determine site popularity.

Also, when another site includes your link on its site, this is seen as an endorsement by the site owner. Endorsements of a site carry far more weight than an advertisement.

When your site is recommended on another site, visitors are more likely to click through the link to visit your site.

To build a good linking strategy, you want to search for other sites that complement yours.

Do a search for the keywords that you want to target. Look for sites that offer to exchange links, and then contact the site owners and offer a link exchange.

To make it easier to do link exchanges, use a link directory script. This way, you can control the number of links per page. It's a good idea not to have more than 30 links per page; otherwise, the search engines will perceive the page as being a link farm and delete it.

You can find a good script here you can use for free, as well as a demo at [Chipmunk Scripts](#).

Another resource that I would recommend you read is [Linking Matters](#). This short free ebook will explain linking strategies, why you need one, and how to create an effective linking strategy for your site.

[Link Metro](#) can help you find potential partners to link to. All you need to do is sign up for a free account, and then add your site. If you have multiple sites, then you can also add them. This option allows you to screen your link partners so that you create links on your site that are relevant.

e. Affiliate Programs

If you have your own product, this technique will go multiply your linking strategy because you are giving others a way to make money from linking to you.

A good example of how well this strategy works is Corey Rudl's internet marketing site. If you do a search on Alexa, you'll find that his site is ranked around 1,000.

It's been reported that Corey has around 70,000 affiliates who are members of his affiliate program.

Now, before you go out and start an affiliate program, let me give you some advice:

When creating an affiliate program for your business, you need a script that will integrate with your site and use YOUR domain, not the domain of the owner of the affiliate program management software.

The reason why is that if your affiliate links include the domain of the affiliate program management script, and not your own, your building a linking strategy for the script owner, not yourself.

I've seen guru solutions for sale out there for up to \$80 a month, which is absolutely absurd, and not only are you paying WAY TOO MUCH MONEY, but you're building a linking strategy for that site owner, not you.

The most expensive solution isn't always the best solution.

Now, let me be blunt:

I've tried several other solutions for creating an affiliate program. There were a few other solutions out there I would like to have tried, but they were way too expensive.

Not only will this script save you money, but it's very easy to set up, depending on what you decide, you can either pay a one time fee for the script, or opt for the online solution if you don't want to run a script on your server.

Besides its price and ease of use, this script will allow you to easily integrate your domain so that all affiliate links will point back to your website.

I get it as part of my hosting package, which is \$19.95 per month. You can get more information on that option [here](#).

If you just need an affiliate program management script, then you can get more information [here](#).

I can't stress enough how important it is that you integrate your domain into your affiliate management. If you don't, you're building someone else's linking strategy for him/her for free.

Integrate your own domain and not only will you build your own linking strategy, but you'll build your own sales force as well.

3. Search Engine Resources

Below are several resources I recommend, in addition to the resources I've already listed if you need more information on developing a search engine strategy for your business.

[Search Engine Watch](#) - This site, part of the ClickZ network, is the premier site online for information on search engines. It includes a blog, forums, and a newsletter, as well as tons of information on marketing in the search engines. Make sure you subscribe because you'll want to read every issue, and it's free.

Site Pro News - Another great newsletter for webmasters, you'll find forums, free ebooks and reports, and plenty of other information on search engines. Part of the Jayde network.

Search Engine Optimization Fast Start - This free ebook is one of the best I've ever read on marketing in the search engines. It's clear and concise, with lots of real information, and you can get updates so that you always have the latest search engine information.

Although creating a search engine strategy for your business can be very time consuming, it's worth it. Not only will you see an increase in your traffic and sales, but you'll also be using one of the most effective methods for marketing online, and you'll do it for free.