

## **Just Snooping.com's Internet Marketing Recommendations.**

Due to the volatile nature of search engine marketing (SEO) Just Snooping.com does not provide a paid option to provide top placement in the search engines. We will however, provide you with tips and tricks to help your website potentially rank well.

Here are a few helpful links for submitting your website.

1. Google [http://www.google.com/intl/en/submit\\_content.html](http://www.google.com/intl/en/submit_content.html)
2. Yahoo <http://search.yahoo.com/info/submit.html>
3. MSN <http://search.msn.com/docs/submit.aspx>

Now submitting your site is a good thing but do not do it more than once. The best way for your site to get listed in the search engines and receive good placement is talked about below. **Building Links**, appropriate **Title** and **Description**, and **Relevant Content** are the most important thing you can do to get your site to rank high.

### **Build Links**

Every major search engine uses link analysis as part of their ranking algorithms. This is done because its very difficult for webmasters to "fake" good links, in the way they might try to spam search engines by manipulating the words on their web pages. As a result, link analysis gives search engines a useful means of determining which pages are good for particular topics.

Here's the simple means to find those good links. Go to the major search engines. Search for your target keywords. Look at the pages that appear in the top results. Now visit those pages and ask the site owners if they will link to you. Not everyone will, especially sites that are extremely competitive with you. However, there will be non-competitive sites that will link to you -- especially if you offer to link back.

Hence, links from these pages are more important -- and important for the terms you are interested in -- than links from other pages. In addition, if these pages are top ranked, then they are likely to be receiving many visitors. Thus, if you can gain links from them, you might receive some visitors who initially go to those pages.

### **Pick Your Target Keywords**

How do you think people will search for your web page? The words you imagine them typing into the search box are your target keywords.

For example, say you have a page devoted to Real Estate in Montana. Anytime someone types " Real Estate in Montana," you want your page to be in the top ten results. Then those are your target keywords for that page.

Each page in your web site will have different target keywords that reflect the page's content. For example, say you have another page about homes for sale Montana. Then "homes for sale Montana" might be your keywords for that page.

Your target keywords should always be at least two or more words long. Usually, too many sites will be relevant for a single word, such as "Real Estate." This "competition" means your odds of success are lower. Don't waste your time fighting the odds. Pick phrases of two or more words, and you'll have a better shot at success.

### **Beyond Search Engines**

It's worth taking the time to make your site more search engine friendly, because some simple changes may pay off with big results. Even if you don't come up in the top ten for your target keywords, you may find an improvement for target keywords you aren't anticipating. The addition of just one extra word can suddenly make a site appear more relevant, and it can be impossible to guess what that word will be.

Also, remember that while search engines *are* a primary way people look for web sites, but they are not the *only* way. People also find sites through word-of-mouth, traditional advertising, the traditional media, newsgroup postings, web directories and links from other sites. Many times, these alternative forms are far more effective draws than are search engines.

Finally, know when it's time to call it quits. A few changes may be enough to make you tops in one or two search engines. But that's not enough for some people, and they will invest days creating special pages and changing their sites to try and do better. This time could usually be put to better use pursuing non-search engine publicity methods.

Don't obsess over your ranking. Even if you follow every tip and find no improvement, you still have gained something. You will know that search engines are not the way you'll be attracting traffic. You can concentrate your efforts in more productive areas, rather than wasting your valuable time.

While there are many ways to get traffic this is a good place to start. If you have any basic questions let us know. We will be happy to point you in the right direction.

**Just Snooping.com Technical Support**  
**509.926.7665**