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Precise Internet Marketing in 2007

Building in a successful marketplace

You have decided to build your own little spot on the internet in which your products and or services will be available to a massive market of millions 24 hours a day 7 days a week and 365 days a year. You have tapped into the next generation of business. For many of us it took a giant leap of faith to get to this point where we decide to take the plunge. For the most part you have done your homework on what you would like to sell and how to properly enter this market with a minimum of expense. After all, shouldn't it be cheaper if you don't have to buy a physical storefront? Having your first site can be exciting for a newbie, it can also be a dreaded nightmare as well.

In today's internet we find that it has become increasingly difficult to rank ones website by merely creating a website. Gone are the days of instant rank. As the internet grows search engines have had a difficult time sifting through all of the websites that are out there and what they are about. But it is their job to present to consumers which websites are important for what product. And this is where the SEO (Search Engine Optimization) world will unfold. In this marketplace you must ultimately be aware at what it is going to take to get your site to the top.

Using The Democratic System To Your Advantage

Search engines have used a type of democratic voting system to find out who's site should rank #1 for a particular keyword. And yes it is true that some search engines are notably smarter than others when it comes to proper rank. At the top of the list we have Google. This search engine company is the leader when it comes to results. It is also where everyone wants to be since it gets over 50% of all traffic. Chances are if you are doing well in Google you are doing great with online sales.

So how does the system work? Simple... Google determines where a website should rank by determining a couple factors about your website. First of all Google looks at the number of inbound links your site has from other websites on the internet. As an example a real estate site has many inbound links from moving sites or other real estate sites. The amount of these links add to it's overall Page Rank. Page Rank is basically a number from 0 – 10 which determines your overall link popularity. The higher your link popularity is the higher your site will rank. Of course Google places it's own spin by looking deeper at your links. Google will also look at the age of your site, the age of your links, and the relevancy of the site linking to you. Other factors include the IP address of the links going into your site. The combination of this will eventually tell Google where your website is supposed to rank.

Yahoo! And MSN also run off of this link popularity principal but generally are easier to rank in. So now that you have the information on how to rank your website how do you find the tools?

The Sandbox vs. Trustbox

You know what the sandbox is but what is this trustbox and what does it mean? Many SEO's understand that Google is not in the business of penalizing websites because they want to carry out a personal vendetta against your business. In fact the opposite is true. Google wants you to succeed but you need to prove a couple things before they will give you top rankings.

The sandbox is nothing more that a holding area that Google keeps your site in while it is trying to evaluate what you are trying to do. There are people out there making a quick buck by flooding Google with spammy websites. To counteract this threat Google keeps your website on the back

burner to see if you build massive numbers of links or try some other blackhat technique to get your website ranked.

The trustbox is where everyone wants to be. As your site gains age and your links get older you wind up building more trust within Google. This trust allows you to get away with certain things. For example, a 3 month old real estate site could build 100 inbound links in a 30 day period and get itself tossed into the sandbox. A 2 year old real estate site could do the same thing but because it has built trust with Google for the last 2 years they can get away with it. True, it might bring the trust factor down for a little bit but overall they will improve their positioning within the index.

Beginning Strategies – The first 3 months

A great strategy for every site is to have a sort of grand opening on the internet. You don't want to go too overboard with building inbound links but you do want everyone to know about your products or services. We take this three month time because Google will place your site in a holding pattern generally for the first 3 months of a websites life. Why do they do this? Simple. Google wants to find out if you are really in this for the long haul. You have to understand that Google has to go through millions of websites and many of those are built by others trying to fool or scam the system. Once Google builds up trust your site will happily be included within the index.

So how can you get out of the sandbox and in the running with the rest of the competition? Building links. This is the simple most effective way to get your site out of the sandbox and into the trustbox. We will go into this in the next section.

The Real Race Begins

You have page rank, your site is healthy, you may even be ranking for some long tail keywords. Now what do you do? Building massive numbers of links will more than likely get you tossed back into the sandbox unless you use specific tactics. I think it can be said that reciprocal linking for the most part is dead in Google's eyes. It is always good to have a few of them setup but keep them to a minimum. Even buying one way links is becoming more of an old technique these days. The latest thing to hit the market are SEO articles, SEO press releases, and content building. These techniques can build massive amount of links without worrying about the sandbox coming your way.

Stomping the Competition with SEO

Many of our clients are building links through articles and press releases. But how can this really help your business? There are a couple things that each of these link building programs offer:

Brand Identity – Gets the word out that your company exists and builds product reputation

Massive Links – Through the distribution network our programs build massive numbers of links safely and target your difficult keywords.

Fresh Content – By placing your press releases and/or articles on your site you are creating fresh content for the search engines to spider. Even better you are providing Google with the point of origin for all of your articles/press releases.

Dominating your Market Niche Long Term

How do you maintain success? By building links on a monthly basis you will ensure your placement in all of the major search engines. Make sure that you are steadily building links but

also keep in mind that the more you vary your links and how they are created the more natural your website will appear. Go after long tail keywords, create content for your website, and make sure you keep at it!

Questions

If you have questions about the programs listed in this article or if you would like more information on how SmokeDog.net can help your business with its online marketing please feel free to give us a call or send us an email. We are always happy to help!

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