THE SECRETS
TO PROMOTING
YOUR WEBSITE ONLINE

What your competition doesn't want you to know

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"VodaHost are the best providers of information I know when it comes to making money online. Whether you're looking to drive more traffic to your website, or simply make your first bit of income online, you'd do well to take their advice. VodaHost have inspired improvements in some of our online systems and every time I've taken their advice I've made more money as a result!"

Suzie Gibson
Delaware, USA

"Universally successful information - this is exactly what VodaHost have provided in this eBook. By "universal" I mean that the techniques described here work in every industry. It's all really simple too. You don't need a degree to follow VodaHost's advice. Pick your industry, do a test on one site, then copy the same on several sites - and you will see that making money online is an exciting and completely real endeavor."

Jason Roehm
East Sussex, UK

"On the whole, 'The Secrets...' contains magnificent, highly stimulating and in fact, practical website promotion advice; a compelling introduction to the world of website promotion. The depth of the information provided by VodaHost, especially on subjects such as link building and social networking, is striking and is sure to open up new avenues and inspire new ideas for your online business."

André Vellozzi
New York, USA

"I wish I'd had VodaHost's text 3 years ago when I started out trying to make some money on the Internet! While it may not specifically be about how to make money, all of the topics will exponentially increase the amount of money your own enterprise will be able to make from the Internet; it's very good, straight-forward and is sure to be an indispensable companion to you as you work on marketing your own web site."

Erin Welker
Dortmund, Germany

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T H E   S E C R E T S

TO PROMOTING YOUR WEBSITE ONLINE

C o n t e n t s

W e l c o m e !

Thank you for downloading "The Secrets to Promoting Your Website Online"!

We suggest you print yourself out a copy of this document, grab yourself a cup of coffee and get comfortable ... What you are about to read is going to blow you away!!!

This certainly isn't a "get-rich-quick" guide but instead a guide to help you build and promote a strong and lasting online presence and generate a real profit from it. This guide is about the road to making real money in the long term...

Making money online isn't particularly hard but it does come with its costs. No Internet entrepreneur has ever become a millionaire over-night without putting in any effort. If they're honest with you, none of them will tell you that they became rich in just a few days by signing up to a program that was promising to make them rich quick. It eventually all comes down to your willingness to make it happen and putting in the work.

Promoting your website isn't about being a genius or working extremely hard either but it IS all about working the right way: with the right mindset and the right tools. If you want the online business you're promoting to be truly successful, you'll find yourself investing in both time and money.

If you have already tried but failed to make money online, or simply failed to make enough money, this guide will re-arm you so you can give it another shot. If you're a total beginner, don't be intimidated by the amount of work. Thousands of people have made it before and so can you. You can apply the secrets given in this guide as many times as you want, for almost any niche. However, not all techniques shown in the eBook apply to all niches. Use your best judgment!

It is important that you follow the advice given in this guide. Ensure that you apply all the secrets to your website and don't bypass any of them; they're all equally important. Finally, learning is important but won't make you earn any money if you don't take action and apply the secrets you have learned here.

This eBook describes plentiful resources for you to learn from and even use for your own business. Now let's get started! If you act fast you could be promoting your own online business by the end of the day!

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Secret 1:

Your Domain Name

We'll start out with the first thing that any prospective customers to your website will see: Your domain name. Below you will find a collection of very useful hints-and-tips for when you are picking your domain name.

Whatever the type of online presence you decide to have (blog or website), you need to get a domain name. Don't just hurry to register a domain name though. Take your time and choose it wisely because a good domain name can be an extremely valuable asset for your business. Take your time to consider the many and varied options available to you.

Ideally, your domain name should be short, memorable, easy to spell & type and be descriptive of your website. Choose a common domain name extension such as .COM, .NET or .ORG. It's also strongly recommended that you perform keyword research prior to registering a domain name as a keyword-rich domain name can help you rank better in the Search Engines. For example if you want your site to rank well in the Search Engines for "sky diving", you should try to get a domain name that contains the words "sky" and "diving".

Once you have a few domain name ideas in mind, go to a domain name registrar like VodaHost and perform a few searches.

Once you found one you like, register it! After you purchase your domain name, you will need to point it to the name-servers of your web hosting, if you already know them.

We're often asked how to go about picking an effective domain name and we're only happy to oblige with our essential domain name checklist below:

1) What's the purpose of the domain name?
How are you planning to use this name? If the domain name will be your primary company website, try finding the closest version to your company name that you can. If you're just starting out, choose your business name and domain name with care. Make sure your visitors know what your domain name means or, if it's an acronym, what it stands for.

2) Brainstorm a list of ideas of the problem you're trying to solve or the solution that you have.
A domain name that clearly indicates what you do (VodaHost.com), or a problem that you solve, or a solution that you have to a problem will give a visitor a fairly clear picture of what he'll/she'll find on your website. Visit the domain checker at the VodaHost website and just start plugging in the names you're brainstorming until you come up with 3 or 4 that are available.

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3) For Search Engine Optimization (S.E.O.) purposes, it helps to have your keywords in your domain name.
Before buying your domain, make a list of keywords that someone might use to find you online. This list could include your industry, your target market or niche, a problem your target market has, or a solution that you can offer.

4) Shorter is better, if it's to be your primary domain.
If the domain name is going to be your primary domain where your primary email address will be housed, you want your domain name to be as short, catchy and memorable as possible. After a few times of spelling out your lengthy email address, you'll come to appreciate the beauty of a short domain name. Your domain name can contain up to 67 letters and numbers (although we would encourage you NOT to have one of this length) and can contain no special characters other than hyphens.

5) Purchase your given name as a domain name.
It pays to purchase your given name as a domain name, as well as any common misspellings of your name. Once you've purchased your name as a domain, you can redirect it to your primary website. This means that when someone types in a domain, they land at the website to which you pointed that domain.

6) Buy the .COM version of the name if it is available.
When people hear a domain name, they "hear" .COM whether it's .NET or .BIZ or .ORG or whatever. So, it pays to find a domain name that you like that is part of the .COM family. If you just can't get the name you want, try a hyphenated version of the .COM name. Many S.E.O. specialists state that Search Engines like hyphenated names and many online business owners use hyphenated keywords in their domain names to be more attractive to the Search Engines. Some domain name holders may be willing to sell you the domain name that you want.

7) Consider owning other versions of your primary domain name.
If you are registering the .COM version of a domain for your business, you may also want to secure variations of the name, alternate spellings, common misspellings as well as the .NET and .ORG versions of your domain and re-point them to your main site to keep them out of the hands of your competitors.

There. Your domain name is the beginning of the establishment of your presence online; take some time and put some thought into the process and the domain name will serve you well in the years to come. It is an effective tool for helping you get more clients online!

DON'T LEAK WEB TRAFFIC!

So you've bought your domain name, you've got your website set up and you're just waiting for the floodgates to open and for your visitors and customers to come pouring in. You've optimized your site for Google, you've spent hours crossing the t's and dotting the i's, you're cross-linked and ready to go. Statistically, it's all gravy, baby.

But here's food for thought: Statistics are all very well and good but they sometimes work in strange and unexpected ways. Web users make mistakes when entering domain names and web addresses into the

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address bar in their web browsers. Perhaps infinitely more importantly up to 10% of web users forget to put the 'dot' between the 'www' and 'yourdomainname.com'.

Think about that for a second...

10%!!!

It doesn't matter how much work goes into your site, how many hours of code writing, late nights and cold coffee. Statistically, up to 10% of users trying to get to it may end up somewhere else, somewhere completely different looking at someone else's page and products.

Have a think about this example: VodaHost has a website (you probably knew that already). If you wanted to get to our home page you would type 'www.vodahost.com' into your browser and WHAM you're at the homepage of the internet's best web host.

Now try it the other way. Type in 'wwwvodahost.com' (without the 'dot') as someone may if they incorrectly typed the address in a hurry. WHAM! The VodaHost home page again.

'wwwvodahost.com' IS a domain name … We own it and have redirected it to our website.

There are further applications, too. Imagine if no one had registered wwwsony.com yet. There are folks out there, web-speculators if you will, who buy up unregistered domain names. They then hold or use these domains, either in the hope that someone will want to buy them in the future at a massively high cost, OR, in cases such as above, to simply steal traffic from unknowing websites and redirect it as they wish, to their own ends.

You should act on this to stop people capitalizing on your domain name and protect your investment. Get hold of wwwyourdomainname.com today; it's the 2nd most important domain name you'll ever own.

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Secret 2:

Setting-Up Your Website

Who still believes that setting up a website or blog is difficult? Those who haven't tried yet, or those who have not tried with the right tools… There are a lot of different site builders, script auto-installers and other point-and-click tools to help you build an online presence easily. You no longer really need to be tech-savvy at all.

However, you do need to have the right tools at hand. Only a very small share of Internet users could build a site not so long ago. Now almost anyone can. A website builder like BlueVoda is a great example of a tool that allows you to build a site without any technical knowledge.

There are plenty of Articles & Tutorials that you can refer to while setting up your website or blog with BlueVoda and we recommend that you watch through all of them while you familiarize yourself with the website builder. You can find them here.

Another great example is WordPress, which is one of the most popular blog management systems in the world. Installing WordPress isn't easy if you aren't really familiar with web hosting and SQL database management. However, VodaHost provides script auto-installers like Fantastico for cPanel.

When done, you can choose a theme, which is basically a web template. Squeeze Theme (highly recommended) is one of the best converting WordPress themes in the industry. This theme is truly ideal for Internet marketers and home business owners as it allows you to tweak and customize your site very easily. The theme has an eye-catching layout that really makes visitors take action: click, subscribe, purchase, etc.

Alternatively, you may want to give Thesis Theme a try. This theme is very Search Engine-friendly and also very easy to tweak. It's one of the most popular themes in the blogging industry and you'll easily understand why when you start using it. Both are premium themes.

HOW TO MAKE YOUR WEBSITE LOAD SUPER-FAST

As you settle in to build or update your website with BlueVoda, what's going through your mind? No doubt thoughts of a dynamic, feature-rich website with loads of beautiful, high resolution images and lashings of JavaScript to entertain and delight your visitors; and why not? After-all this is the generous age of fast Internet ... What can go wrong?

In truth there are quite literally still millions of dial-up Internet users out there. Remember that your website exists for the benefit of your visitors and customers and a fraction of them will have slow Internet connections. Just because a visitor has a slow Internet connection doesn't mean they don't want to buy things from your e-commerce store or enjoy your website. They will click away very fast if

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they find your website doesn't load quickly enough. If anything, as the Internet has become faster, attention spans have gotten shorter. Your page loading time will even improve your search engine ranking now that Google uses site speed in their ranking algorithm. For all these reasons, we at VodaHost have prepared some easy tips to help you get your website is off the mark before its competitors:

1) Graphics
Images and graphics are the main culprit when it comes to slowing down a website's page load time. Always say it with plain text where you can or use small thumb-nails instead of the full graphic. Remember that even a massive website that is all plain text will load significantly faster than even one single largish image. It is nice to show off the artistic qualities of your design but if it is at the expense of your visitors experience then it is detrimental. You should also try to use image-manipulation software to make your images the right size for the page. Try out PIXResizer, for example. You should avoid re-sizing your images from within BlueVoda without re-rendering them at the right size because the web browser will still have to load the whole image and then just squish it when it comes time to render it; this will take time. Try and avoid having duplicate images to by keeping all the images for your website in one folder because your website should, as much as possible, load from the cache (memory) of your visitor's computer. Identical images with different file-names will get in the way of this. You should also try and avoid using animations and use a static, properly re-sized, image where possible.

2) Tables
Try and minimize the use of tables in your website if you can. Your web browser (Internet Explorer, Firefox et al) doesn't display the contents of a table until it has loaded all the elements within it, so if your entire website is contained within a table, it's gonna take a while to load. If you must use tables in your website, create as many different tables as you can. A different table should be employed for at least the header, body and footer of your website. That way, at least part of the web-page will appear to your visitor should they have a slow Internet connection. Consider this, instead of tables, use CSS to keep your page organized.

3) Scripts
Some of the scripts out there can be fun but in an attempt not to mince words on the subject, it's fancy-shmancy. Little applications that show the user what the weather is doing in their part of the world, for example, are fairly pointless and slow down their web-surfing experience. If your visitor wants to know what the weather is doing outside, they can look out the window. You should consider scripts to be a luxury item and the rule here is, if it isn't essential, loose it!

4) Videos
Adding videos to your site can also slow down your website significantly. If you absolutely must stream, make sure your videos are small in file size. A really fantastic way to save on website speed is to embed videos into your site that you have uploaded to YouTube. You can get the HTML code from your YouTube video and then use the Insert HTML button in BlueVoda to embed the video into your web-page by copying in the code. Embedding videos in this way also saves on the scripts you'll have to add to your site for the video player to work and means that your website will function faster. The more you distance the content of your site from the HTML file that "builds" it, the faster your site will load. As an added bonus, the link to Google's YouTube will even help the Search Engine Optimization (S.E.O.) of your site and the more links to YouTube, the better!

Optimizing your page load time for your visitors will mean them a better experience and they will return to your website. Making a website for your visitors is extremely important. You must consider all the options and always optimize your site for them. Streamline your site, spread out your content neatly and stick to simple designs. All the really fast loading sites do...

THE 5 COMMANDMENTS OF E-COMMERCE

You never get a second chance to make a first impression...

It is one thing building a website and quite another getting it to work for you. You and your customers see countless websites everyday and regardless of what you show and tell them, they already have a fully formed idea of how a website should be. You MUST, therefore, make the best first impression you possibly can.

The following is a simple guide to make sure that you get the best possible start for your e-commerce website, from its design and layout to your sales and continued marketing, to give you the best possible chance of e-commerce success.

1) Thou shalt ALWAYS think like your customers. You are a consumer as well, so you know just how important it is to be able to easily locate the product you are looking for when shopping online. Organize your site into relevant categories and put your products in more than just one category, so that there is more than only one way for a consumer to find what they are looking for.

2) Thou shalt use really good photos to illustrate your products and keep the photo headlines brief. A photo can tell a consumer a lot about a product instantly and it has been proven that most consumers only scan the descriptions, so keep each sentence short and the detailed summaries to no more than 25 words.

3) Thou shalt resist the temptation to overload your website with media and fancy transitional effects (flashy is not always better); these actually become distractions and your website will be less effective at keeping the consumers attention. Most snazzy website effects add to upload time and delay the consumer's product search, commonly causing them to abandon a website altogether…which would be bad.

4) Thou shalt not complicate the process with unnecessary steps or pages. Purchasing should be easy. Make sure your check out procedure is simple and all pricing and shipping information are displayed clearly. You should always include a phone number and a return policy. This will help reinforce the consumer's confidence in their purchase and in you.

5) Thou shalt continually promote your online business as you would any other. A website DOES NOT market itself. Make the effort to stay in touch with your customers, perhaps via newsletters or special offers. Always keep an open mind. There may be many types of markets available to you that you are not reaching, or have not considered. Think outside the box. Try targeting new markets and optimizing your content as you grow… and grow… and grow!

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Secret 3:

Search Engine Optimization (S.E.O.)

Search Engine Optimization, or S.E.O., is an important and in fact vital, part of any business's online presence. Put simply, S.E.O. is the "tweaking" of a website so that it'll be displayed right at the top of a Search Engine's results pages (y'know, on that first page of results you get on Google, Yahoo! or Bing etc. when you key in a search phrase or words and hit "Search"). This optimization is an important aspect of any kind of Search Engine marketing that you do; the ultimate aim being to achieving the highest ranking possible for your targeted keywords and phrases.

Basically, it works like this: When an Internet user runs a search using a Search Engine they'll more than likely only look over the first page of results laid out before them. Typically, they'll then either follow a link they found on that first page or they'll have another go and try another search. They'd only very, very, rarely make it as far as the barren wastelands of Page 3. What this means is, if your website is not among the first listed in the search results, its chances of being found by potential customers are actually quite slim. Basically, there is little point in making a website submission to Search Engines if your site will never appear in the first few pages of results. Sorry.

By taking the time to think about the writing, formatting and organization of your website and making the appropriate adjustments for S.E.O. purposes, your website will become more "digestible" to the Search Engines and will be ranked more favorably in their databases. The result is, with a little work (and it isn't that much work that you gotta do), your site will be able to climb from the depths of Search Engine results Hell (page 2,569), right to the top of the list (page 1, yeah!). This Search Engine placement will be highly beneficial for any entity seeking a truly strong presence online.

The truth of the matter is that the vast majority of websites on the Internet are not optimized with the Search Engines in mind. The result here is that your competitors who DO posses well optimized sites will dominate the web traffic generated through the Search Engines. By optimizing your own site, you and your company can leapfrog the competition and direct traffic away from competitors and toward your own site. After the site is optimized it actually takes very little maintenance to keep your company's ranking and the effect of the optimization can be seen immediately and for years to come.

Now, whether you've hired an S.E.O. guru or decided to attempt the S.E.O. work yourself, one of the major challenges of a great Search Engine optimization campaign is determining how much time to devote to specific techniques and certain areas of your website. Simply knowing what to do doesn't really solve the problem of understanding how much to do (it's that old conundrum: how much is too much?). Whether it's keyword research, website title optimization, content development or even link building, often the missing link is the art of knowing which of your efforts will yield the greatest return on your investment of money and/or time.

Most of VodaHost's own optimization work (done from our VodaHits department; check it out) is performed on client's websites and in nearly every case we are working to try and achieve improved

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rankings and increased traffic within a budget and timeline. Our most typical scenario gives us 90 days to tackle the Search Engine Results Page (S.E.R.P.) and analytics for a group of medium to moderately difficult search terms (from a competitive standpoint).

While every project is different, when you have to show some success in a relatively short period of time it is important to quickly identify the major issues which are holding back your site. Page title optimization is always very high on the list but even with that said, when you are working on a site with hundreds or even thousands of pages, spreading yourself too thin by concentrating on only one ranking factor will usually fail. Unless you have an overwhelming number of site architecture or duplication issues, you are normally better off focusing on just a portion of the site.

Along the same line is the amount of time you spend on research compared to time devoted to actual change suggestions, on-page optimization tweaks or link building (for example). There are so many different ways to analyze a site or even one page on a site. There are also dozens of keyword research techniques and S.E.O. tools and you could spend countless hours dissecting the strategies that have seemingly worked on competitor sites. At some point you simply have to be comfortable knowing you have done enough due diligence to dive in and begin making changes that will have an impact.

Search Engine Optimization IS a science. It's not like building a Large Hadron Collider but most S.E.O.s follow a set of tried and true practices that offer the greatest chance of success. What makes it not like building Large Hadron Colliders is that Search Engine Optimization is also an art and all the S.E.O. research in the world won't do you a bit of good until you take that first step and actually begin making changes to your website. Every project and every website is different. This is what makes the process an adventure that is fun and exciting.

KEYWORDS 101

Even if you are relatively new to Internet marketing, it is very likely that you've already heard of *keywords*. They are one of the cornerstones of *Search Engine Optimization* (*S.E.O.*) and combined with links to your site form an incredibly important part of how it will appear in the *Search Engine Results Pages* (*S.E.R.P.*).

Keywords themselves are single words, or even short phrases, which occur in a text more often than you might expect them to occur by chance alone. In terms of S.E.O. keywords are incredibly important because they actually describe the overall theme of any piece of published content such as an article, website, or blog post. The key is that they are a big part of the way the Search Engines (Google, Yahoo!, Bing et al) "*decide*" how to categorize your website; in fact the keywords in your website's content describe the "essence" of your website to the Search Engines. By focusing on the keywords alone, spiders and crawlers like the Googlebot can quickly pick up the 'topic' of the content. You can think of it like the Googlebot were a detective and the keywords were its clues.

Properly deployed keywords should accurately reflect the theme of your entire piece of content or article and the point of using them is for that content to be found within the ocean of text that comprises the Internet.

Night and day Internet users across the globe are searching for information. How are they searching? For the most part, exactly the same way you do; they type specific words into a Search Engine (probably Google). If you haven't thought ahead and incorporated these words into your web content, someone-else will ... and then your reader is lost to someone-else's text. Keywords are there to help them find you and your website instead.

The fact is a poorly optimized article, no matter how well written, will quickly fade into obscurity since the Search Engines will not recognize what the content is about as easily. Through the correct use of keywords, you are, in effect, leaving those 'obvious clues' for the search engines to notice when looking for content similar to yours.

Using keywords in articles that are submitted for the purpose of online promotion is the best way to maximize the desired exposure of the article itself. By correctly optimizing any content you publish on the Internet your article will rank higher in the search engine rankings through the proper use of keywords.

How To Correctly Use Keywords To Optimize Any Content You Want To Be Found Easily

1) Learn the buzzwords. Every industry has its own jargon. If you're well-versed in a particular subject, it's likely that you already know the "*buzzwords*" and you don't need to read up on them too much. If it's a relatively new topic for you, do some research. Read four or five different articles to get an idea of the lingo used and the most popular sub-categories of the industry. I'll give you an example. Let's say your article is going to be about ... keyword articles. Some of your keywords might be: keyword, "keyword article", keyword-rich, "web content," "web article," RSS-feed, "keyword writing." How do I know this? In this case, not because I did a keyword look-up but because I read lots of articles. Reading is a great way to load up on catch-phrases and terminology. You can discover the keywords you need without even trying!

2) Write the article without paying any attention to keywords. Don't bother trying to plug keywords into an article the first time you write it. Just write it... Keep the flow going, craft your sentences without paying particular mind to word selection and be creative. It's likely that, if you know what you're talking about, keywords will very naturally fall into place as you write. Those sneaky keywords... they seem to just sneak right in without your even knowing what happened!

3) Select your keywords. Once your first draft is written, you can concentrate on building a list of keywords to insert throughout your text. Sit down with a pen and paper (or a blank document if you prefer) and write down words that you frequently come across in the industry you're covering. Imagine if someone were doing a search on the web for your topic. What words and phrases might they key in to the search box? Don't forget search terms that contain two or more words. Such words work together and would be placed in quotes if someone were typing them into a search engine box. Suppose you were writing an article on email marketing. You would include terms like "drip list" and "email newsletter" to name just two.

4) Assess the popularity of your keywords. Find out how many times Internet users searched the web using specific keywords, with the Google AdWords Keyword Tool. The tool is free and available through this link: https://adwords.google.com/select/KeywordToolExternal. Just type in the word, fill in the

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Captcha and hit enter. The more global or local searches, the more popular the keyword and the more likely you'll want to use it in your article.

5) Select keywords that are specific rather than general. Let's say I'm writing an article about negotiating fees with a freelance copy-writer. My goal should be to include popular words related to that particular topic, and not just the general category of copy-writing. "Freelance copy-writing rates" is a much better keyword phrase to use because that's probably something a user would actually type in when searching for such information. "Freelance copy-writing," on the other hand, is more general and therefore might bring up thousands of higher-ranked sites than yours. Burying your article is no way to be found... so, keep it specific if you can!

6) Scan your existing text for keywords. Your article draft is complete and your keywords have been selected. Now, just put them together. Scan the article copy for the first keyword. Did you find it? Great! If you know your stuff, you probably slipped the keyword into a few places without even realizing it.

7) "Find and Change". Suppose in your article about copy-writing, you included the word "writing" several times throughout the piece. That's no serious problem by any means, but "copy-writing" is the term of choice among marketers and advertisers. Consequently, it should be one of your keywords. Locate where you've used the word "writing" or "writer", and replace with "copy-writing" or "copywriter." Do this for each of your keywords and keyword phrases. You may have to reorder some of the sentences, but this shouldn't be a big deal.

8) Proofread your article. Now that you've added keywords, the article is probably somewhat different from its original form. Do a thorough read-through for mistakes, correcting as needed. Check for spelling errors, grammatical inconsistencies and repeated words. Hey, did he say "repeated words"?? Yes, even in keyword articles, a good writer should try to vary his vocabulary. I said your article should be keyword-rich, not dull and repetitive!

9) Write a keyword-rich headline. Why did I wait until the end of this article to mention the headline? Because the best headlines usually come to the writer at the end of the writing and researching process. With all this talk of keywords, you should be primed to write hard-hitting headlines!

You must always keyword article headlines! Get right to the point with a headline that uses your three or four most popular keywords at the beginning, not at the end. Allow me to critique an article. The headline: How to Negotiate Rates with a Freelance Copywriting Expert. I confess, this headline could have been better. Why? "Negotiate rates" is not a keyword term that someone might type into a search engine. "Freelance Copywriting," however, is. The better version of this headline: "Freelance Copywriting: How to Negotiate Rates." If the words were reordered, this headline would have been that much more powerful and achieved a higher web search ranking.

Using Keywords the Wrong Way

When you place keywords into your content you should be careful not to overuse these words or phrases. This is referred to as 'keyword stuffing' and the Search Engines will penalize you for this by their refusal to list your content in the search results. True as it may be that proper keyword placement is

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vital if you want to be found by the Search Engines to earn a higher search ranking, deliberate overuse can get the writer penalized disallowing your content to be shown at all in the search results.

About Keyword Density

Keyword density is a measurement or percent that reflects the use of a keyword within a piece of content. For instance, if you have a piece of content that is 300 words in length and you use a certain keyword 9 times the 'keyword density' is 3%.

Search engines use keyword density to score keyword use within content and generally dislike any percentages that approach or exceed 5%. In fact, as a writer, aiming for the mid-range of 3% or so should keep you in good standings while still maintaining a good search ranking.

A handy tool you can use to measure the density of keyword usage in your content is http://www.live-keyword-analysis.com/. Just copy and paste your content at this site to check your keyword density.

Using Keywords Properly

Now that we've already discussed the acceptable percent range for our keyword use let's focus on the optimal placement of them within the content itself. In general, a higher concentration of keyword use at the beginning of an article as an immediate notification of their use and at the end as a closing reminder is the most effective placement for keywords.

Properly using keywords in articles can boost your search engine rankings. The higher you rank the more exposure you'll receive making your promotional efforts all the more effective.

So, Ready to jump on the keyword article bandwagon?

Count companies are using keyword articles to help their exposure on the Internet. Whether you're a netpreneur marketing a product or a writer seeking freelance work, odds are you can benefit tremendously from keyword articles.

Never written a keyword article before? Have no fear. The process isn't much different from writing regular articles. Don't let lack of experience stop you from profiting through keyword-rich content. Just follow the easy keyword-writing guidelines, and get ready to key in some great article copy!

A Warning On Keywords!

Remember that while the optimizing of your website is almost a science, you should never let the statistics of keywords get in the way of the art and quality of your content! If your content reads badly as a result of the keywords that you have added to it, then you have done the wrong thing. No one will link to content that does not read too well and this is the other half of S.E.O. You're giving your visitors the keywords so that they can find your content to link to and it'll be those links that pack massive S.E.O. punch.

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That is why you must always write your excellent content first before you consider the keywords. Write award-winning content first, then once it's done, go back and optimize it.

S.E.O. TIPS AND TRICKS

S.E.O. copywriters have a pretty tough job but it's certainly not impossible to write excellent and more importantly, optimized content for your website. With this in mind, I decided to write a basic set of rules for S.E.O. copywriters to follow; rules that anyone can reference to produce website content that both readers and Search Engines will enjoy. Let's not mince words at this point ... this is by no means a complete and exhaustive list; other copywriters might have other lists or other S.E.O. tips and tricks... It's certainly not my intent to definitely "write the book" on optimized content. It's just a list of a few methods that have enabled us to achieve the desired results for our clients in a variety of industries.

Rule 1) Google doesn't appreciate Shakespeare – people do
Search Engines are exceptional consumers of content. They read everything on the Internet they can get their crawlers around. They've read every book in every language – twice (as well as several million books more worth of blog posts). Thing is, they don't really understand it... They couldn't tell you if the text and websites they read are any good from a critical standpoint. Google can tell you what a sentence or paragraph or article is roughly about without knowing whether it's prolific in a profound sense or a plentiful one.

For the most part, a Search Engine such as Google will assign value to content according to the behavior of human readers – not according to some arbitrary algorithm that projects an entry's staying power. If people like it, Google likes it. So certainly do your S.E.O. copywriting for people.

You can optimize and optimize and optimize, hoping Google will reward your efforts with premium rankings but if human readers don't enjoy it, then neither will Google. How does Google know if people like it? By following the links...

A popular saying in the S.E.O. community is that "Content is King." Um, yeah but it's really not that simple. Try searching for a classic book, like Bram Stokers 'Dracula'. What ranks No. 1? The actual text of the book? A scholarly critique? An original book review? Nope. Nope. And nope! It's a Wikipedia entry. Why? Because Wikipedia has about a billion and one links pointed at its site. Is this a good thing for Search Engine users? Probably not. Is it good for the tens of thousands of book reports written by students who never read Mr. Stoker's book? Certainly not.

I introduce this fact not to discourage anyone or to underscore Wikipedia's considerable advantage. This extreme example is introduced to emphasize the fact Google rewards links, not great content.

How is this valuable to you? In most cases, you won't be competing with Wikipedia but with rival companies, organizations, groups and other bloggers. So just get more links than them. It's that simple. How do you do that? Write more engaging content than them.

But isn't that contradictory? Didn't you just say content is worthless? No, S.E.O. copywriting is DEFINITELY in. What I said was to get more links. And you get links by writing better content.

Rule 2) Always write engaging content

At its very best, the Internet is a democracy and everyone connected to it has a vote. Those copywriters who compose the posts that receive the most links (or "votes" to Google) win not elections but great and powerful Search Engine rankings. Your best S.E.O. copy-writing strategy is to reach out to "voters" by writing content they will link to. You must write content people within your niche will blog about, share on Facebook or Tweet about. You must write content that gets people talking about your products, your services and your company.

Don't be frightened to take a unique stance on a familiar topic to stir up a bit of controversy. Nobody ever really stood out by being the 700th person to agree with something. The people who generate buzz about the Internet are those provocative rogues who are brave enough to support a daring, perhaps even unpopular, position. Fresh will always win the fight. New angles are always the best, even if they're seemingly ludicrous, because they'll bring in the links.

For instance, say Galileo had a blog way back when (now there's a thought!) and he wrote an incredibly controversial post about the world being round – not flat. People would think he was absolutely crazy. They'd bash him in the comments section. He'd be the laughing stock of every astronomy forum but I'm willing to bet that people would link to him. And I bet his blog would rank No. 1 for "The World is Round." And I bet a whole lot of people would be searching for that once they realized that he was probably right.

So, WRITE ENGAGING CONTENT! Establish yourself as an authority on a subject or introduce a fresh argument.

Rule 3) THAT's already been written about 75 million times but THAT hasn't...

Everything (okay 99.9% of stuff) has been written about before at least once. The Internet is very much like The Simpsons where everything has been done before and yet there are still infinite questions left unanswered and there are countless arguments that haven't been made. There are countless viewpoints that haven't been introduced yet... As an S.E.O. copywriter, it's your job to find them.
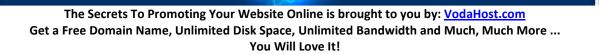
You can get started by identifying the hot topics and trends in your industry - then take an angle on them that nobody else has really considered.

In addition to spotting these Internet trends, perform some critical analysis yourself. Do your due diligence. Search Google for specific industry-related questions. Which ones have no adequate answers? What information might prospective clients or customers want that's so far been inaccessible to them? Don't know what information they want and can't find? Then ask them.

Then, once you've identified a fresh topic, write the optimized content for it.

Rule 4) MY keyword density formula is WAY better than your keyword density formula

The question here is: What is optimized content? Is it content that follows an exact keyword density formula (so-many instances of a "keyword" per total number of words)? Should you incorporate

keywords into every single sentence? Every paragraph? I heard you're supposed to infuse one keyword into every seventh sentence – is that even true?

Not really, no … It's nonsense.

My own thoughts on keyword density are as follows: forget keywords and write naturally (as I emphasized in Rule 1). If your content is about a topic you hope to rank for, odds are you'll use these keywords or phrases quite naturally. Injecting keywords where they don't belong will only produce choppy and spammy content that neither Google nor your audience will appreciate. It's a waste of time.

Furthermore, when it's clear what your content is about, your readers will unwittingly know what keywords you want them to put in their anchor text links. If The Incredible Car Blog writes a blog about what cars will be like in 2020, odds are those linking to the post will put some variation of "2020 Cars" in the anchor text. And one link like that from a really reputable site is worth more than 1,000 instances of "2020 Cars" included in your original post.

So write honestly and eloquently, be informative and entertaining. One of the best ways to do that is to write something you'd want to read yourself. Don't worry about optimization when you're writing. Once you've completed the most engaging content in the world, that's when you go back and optimize it.

Rule 5) The brutally honest secret to optimized content

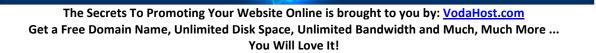How do I optimize content? Well, I'd love to tell you how.

There is a huge S.E.O. Myth: Optimized content is merely content with keywords included.
If writing optimized content was simply the process of stuffing a bunch of keywords between other words, you wouldn't need writers. You could take existing content and scatter a bunch of keywords around. You might find this on a car dealership's website:

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was a great time to buy New Chevrolet Cars in Miami!"

Does that mean you don't want keywords in your content? Of course, not. You MUST have a few keywords. Just don't overdo it. Let the opportunities present themselves naturally and then pounce on them, without remorse!

Let's go back to that Miami car dealership. Maybe they already have some unique web content with 5 or 6 natural instances of "Chevrolet Camaro in Miami," a phrase they rank No. 1 for in Google. Spectacular! But they're missing out on tons and tons of related searches. Why? Because they have no instances of "New Chevrolet Camaros in Miami," or "Used Chevrolet Camaros in Miami," or "Pre-Owned Chevrolet Camaros in Miami," or "Best Miami Dealerships for Chevy Camaros." There's any number of ways people in Miami will search for the same car but this dealership is only really taking advantage of one of them!

THAT is what optimized content is. It's writing naturally and then searching through your content for ways to improve it. Anticipate the ways your audience would search for you and then give it to them.

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Don't set out to write content just so you can stuff it with 50 instances of a phrase you want to rank for. Write something of value to prospective clients and consumers and then go back and optimize content accordingly.

Rule 6) Duplicate page titles confuse Search Engines

Attention must be paid to every facet of Search Engine optimization but perhaps no single factor is as fundamentally important to Search Engine rankings as page titles. While page titles might seem an incredibly obvious area of concern when optimizing websites, duplicate page titles can actually diminish Search Engine rankings and quite drastically too.

Duplicate page titles can be the result of laziness, a lack of awareness, a limited website publishing program, or any number of other reasons but the bottom line is it's simply imperative that unique and descriptive titles be used on your web pages in order to maximize Search Engine rankings. The more information Search Engine crawlers can deduce from each page heightens the likelihood your site will be pinpointed for a specific keyword or phrase.

There are numerous ways to determine the different (or in some cases duplicate) page titles in your website. But whether you manually click through every page of your website, explore your entire site per a "site colon search" on Google or Yahoo! (for example typing "site:vodahost.com"), or extract your site's data from utilities such as Google Webmaster Tools, the first step to rectifying title page redundancy is learning exactly which pages bear what titles.

As page titles offer arguably the most telling description of page contents for Search Engine crawlers, it is essential that each page title be unique to the contents of that respective page. For instance, you should try to tailor individual pages according to topic. Therefore, a page displaying an article about the S.E.O. Value of Keyword Rich Anchor Text is aptly titled "Keyword Rich Anchor Text for S.E.O. | Anchor Text Link Optimization".

E-commerce websites would be wise to title each web page according to the particular products and category being advertised on that page. This adds notable value to each page, which consequently strengthens the website as a whole.

No matter what the contents of your website are, we recommend titles that accurately reflect the page content and contain the keywords or phrases you ultimately hope to rank high for in the Search Engines. If you try any search query on the major Search Engines, you will notice the page titles cut off around 60-70 characters, so try and stay within that range. As an example, the homepage of an S.E.O. firm might have a title something like:

Internet Marketing | Search Engine Optimization | VodaHits

Again, page titles might seem such an obvious and mundane concern that little should be written or said about them; however, neglecting page titles will undoubtedly have one of the most negative impacts on even the most polished websites. Contact VodaHost if you need help.

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BLACK HAT S.E.O.

Black Hat S.E.O. (named from those pesky bad guys in western movies) is a set of methods (which are seen as wholly unacceptable to the Googlebot and therefore Google) used to create false and transient valuations to confuse and unfairly influence the Search Engine ranking of the website employing black hat S.E.O. Used one at a time or together, these methods may initially result in elevated website rankings and positions but are rarely sustainable or completely ignored by the Search Engines.

It was quite common in the earlier days to use these methods to "trick" the Search engines to advance a website into a more favorable position and then to re-apply them using different values and terms (also Black Hat) before the Search Engines returned to penalize the website after running a validation script -- - this was the model for the early S.E.O. services ruse: to create a monthly cycle of false favor and then to change the site dynamics once again before being caught red-handed and penalized.

Understandably, this is why these so-called "S.E.O. Providers" insisted on long-term services agreements and high costs associated with them: they were compelled to run a whole set of baseline values each month to install before being discovered.

This is why Google and other Search Engines continually change their validation algorithms and evaluation techniques and despite shortening bot visits timing, some of these Black Hat methods remain "core" to unethical strategies of the majority of S.E.O. providers.

VodaHits S.E.O. is dedicated to 100% ethical and manually created Search Engine Optimization and as such, is able to create advanced values and results for client websites that is measurable, sustainable and progressively performing.

BLACK HAT S.E.O. METHODS TO AVOID

Astroturfing: This is when a false public relations campaign or fake social media in the blogosphere generate increased attention to a site, blog, or wiki.

Buying expired domains: Domains that have expired can carry a large PageRank. By purchasing the domain, throwing up repetitive content and linking to your other web sites and domains, you may be able to use "link juice" to distribute the page rank to those other sites.

Cloaking: Cloaking is when a site is designed to show one set of content to your users, while showing a completely different set of content to crawlers, robots and spiders. This is considered misrepresenting your content.

Content spamming: This method is implemented by leaving comments on sites with high Page Ranks. These comments can be in the form of blog comments, guestbook entries, forum submissions, wiki pages, etc. The comments are filled with high density keywords and have links back to the spamming site.

Doorway pages: A doorway page is a "fake" page that the user will never see. It is purely for search engine spiders and attempts to trick them into indexing the site higher. This method is dependent on user-agent sniffing.

Impersonators (fake C.E.O./celebrity avatars): This is when a blogger or forums user registers as if they are a person if significance, i.e. a CEO or celebrity. These people leave damaging messages that can sway a user in a specific direction about a product or service. This can swing the other way. A Celebrity or high level executive can act as an anonymous user to leave disparaging remarks about another person, company, or product, drive traffic to their site and ultimately increase sales.

Google bombing: This is accomplished by creating links on multiple sites linking to the same page with the same text. The text link may not necessarily be relevant to the linked site, thus creating the Google Bomb. The most common Google Bomb can be seen by searching "miserable failure" and seeing sites for George Bush appear at the top of the results page.

Google bowling: Google is penalizing (or even banning) sites that purchase site-wide links. A site-wide link is a link that is on every page of the entire site. Google Bowling is buying sitewide links as a competitor to get them banned.

Invisible or hidden text: This Black Hat method manifests itself in many forms. One method is to put lists of keywords in white text on a white background in hopes of attracting more search engine spiders. Another method is to embed and overload keywords into unseen places that crawlers look will get you banned as well. Places like alt tags, comments, JavaScript tags, noframe tags, div tags that are hidden, etc.

Interlinking: When multiple web sites are built by the same person or company, with similar content, with links pointing back and forth between them, in an attempt to increase each others page ranks.

Keyword stuffing: This is when you fill your page with long lists of keywords in an attempt to rank higher for those words. You don't view this as high quality content and neither will Google. This method is typically accompanied with the Hidden Text and Redirecting Black Hat methods. As a matter of fact, as of October 2008 Google has reduced the SE values of KeyWords drastically!

Link farming: Another name for a link farm is a free-for-all site. The objective of these sites is strictly to generate inbound links to your site at any cost. This will typically work in the short term but hurt your site (or get it banned) long-term. These kinds of sites are also known as 'mutual admiration societies' and other names but the practice is uniformly penalized.

Redirecting: Redirects are commonly used along with doorway pages, or spam pages filled with advertising. They are designed to take a user to a page that they did not want to go to. These can be both server -side redirects, or client -side redirects. Vicious redirect pages often get the user into an infinite loop that IS difficult to break from.

Scraper sites: Also known as Made-for-AdSense Sites, these pages are similar to spam pages, except that they are designed to scrape search engine results and dynamically "create" content pages. These may

also be used in conjunction with malevolent software utilities (malware) that records any identifiable User Data from unsuspecting visitors.

Selling page rank: Sites can explicitly sell "advertising" (read inbound links) to your site. This essentially distributes some of the Page Rank to the newly linked site and its position in search engine results pages. This has been in the news a lot lately. Google has dropped the Page Rank of anyone doing this. Both the buyer and seller of the link are dropped in Page Rank.

Splogs: SHILL BLOGS, SPAM BLOGS Spam Blogs are when one person is paid to act as a fan for those who hired them. Generating a source of positive feedback and link sharing will increase inbound traffic and Page Rank. These methods are similar in effect to a link farm.

Spam pages: Spam Pages are web pages that rank well for specific keywords but actually hold no content. They are typically full of advertisements, listings to other sites, or are part of a pay-per-click scam.

Sybil attacks: When a single user creates multiple identities to generate additional traffic. This could be in the form of multiple web sites with similar, if not identical, content. This could be in the form of multiple social bookmark accounts, multiple comments, etc.

Wiki spam: Wikis, just like blogs, are intended to be an easy way to create and organize content for non-developers (read anyone). But the distributed and open 'editability' of wikis make them susceptible to spamming. By placing links in wikis back to the spam site, you hijack the link juice of the wiki, pass the page rank on and increase results frequency. The subject of the wiki page is typically irrelevant. This is why large wikis like Wikipedia have added the nofollow attribute to all of their links.

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Secret 4:

Your Links

In our previous Secret on Search Engine Optimization (S.E.O.) I put particular emphasis on the fact that Google rewards links before it rewards even the greatest optimized content when it gives your website a PageRank. Google is all about links (it loves 'em; eats 'em for breakfast, lunch and dinner). People click on links to visit your website and Search Engines follow them to discover your site and to learn where to list it in the search results. Links are what makes the Internet tick (they ARE the "net" itself) and every site needs them.

Links are the foundation of the Internet. They're important for several reasons:

1) People will click on them and discover your site.
2) Search Engines follow them to discover your website and to find out what it's about.
3) Search Engines consider the number as well as the quality of links to your web-pages to be an good indicator of your pages' importance.
4) Search Engines also consider the link text (the words you click on) to be important in determining what your website's about and thus in determining for which search results your site will appear.

The simple truth is, without links to your site, the Search Engines will give little importance to your site and people won't be able to find it... and will probably never find it.

THE IMPORTANCE OF RELEVANT LINKS

The Search Engines give the most weight (in terms of where they place your page in their results) to links from web-pages that are closely related to your own. These are called "relevant links." If you're a Surrealist painter, for example, it would be massively beneficial to get a link from a web-page about Surrealism, painting, art or any combination of the above. In contrast, a link to your painting site from a car dealer or a veterinarian would be pretty irrelevant and pretty useless.

The Search Engines consider relevant links to be very important and these carry more weight than links from websites unrelated to your own. And, if you can get a link from a relevant page that also contains your keywords in the link text, that's even better!

ABOUT LINK TEXT

Your link text (the words that you click on to activate a link), is very important, too. Having the right link text will help you get found when someone searches for those words or phrases.

You don't always have control over the words someone uses to link to your site. But if you're in a position to specify the link text (as in a reciprocal link exchange, or in a directory submission), suggest one that contains one of your keyword phrases.

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Here's a quick Pop-Quiz! … Which of the following two examples of Link Text would you use to link to the fictional Dweezil Foley's website ?...

Dweezil Foley   ,or
Dweezil Foley - Americana Singer-Songwriter

The first link text doesn't give people (or Search Engines) any idea of what the site is about. The second includes some keywords.

Almost all links are good. But ones with your keywords in them pack way, WAY more punch...

TYPES OF LINKS

One-way links are just from website A to website B. Website B doesn't link to website A. Most links on the Internet probably fall into this category and they are the most desirable type of links. I should point out that Search Engines also consider one-way links more important than reciprocal links...

Reciprocal links happen when you exchange links with another website - preferably one with a subject related to yours - that's a reciprocal link. Find other sites in your field - even competitors - and offer an exchange of links.

For best success, link to the site in question before you email them to ask for a reciprocal link. In your email, tell them where to find their link. If you don't hear back from them after a reasonable amount of time (perhaps a month), you can remove the link from your page.

Reciprocal links are less desirable than one-way links (those where you don't link back); they're given somewhat less weight by the Search Engines.

However, though they carry less weight, it's still worthwhile to exchange links with sites related to your own, which may be of interest to your visitors.

Just be judicious about who you link to; don't accept every (or even most) "let's exchange links" offer that lands in your inbox. (Links to spammy or low-quality sites won't help you or your visitors.)

Natural links; Over time, people will discover and link to your site because they like it; these "natural links" are very valuable as well.

To encourage natural (sometimes called "organic") links to your site, present content that is very useful to your visitors and add new content on a regular basis (this is where the high quality content you prepared after reading **Secret 3** comes in).

It can also be helpful to present a "link to us" page with ready-to-use link code & perhaps some graphics, to make it easy for people to link to your site. Here's an example.

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Paid links; It is possible to pay for a link in a web directory or on another site. Though it's usually not necessary to buy links (and Google frowns upon some types of link buying and selling), if you're going to do it, make sure to buy your link from a quality site somehow related to your own.

Internal links are to pages on your own website. These type of links are completely within your control and can have a dramatic effect.

Use brief, descriptive text links. For example, if you sell Voda Books, a link on your pages reading "homepage," is clear enough but it's better to use "Voda Books home," or even just "Voda Books." This helps the Search Engines understand that the page being linked to is about "Voda Books" - not about "homepage."

See how effective link text is?

Image links; Search Engines can't read images. So, if you're linking with an image (as with a navigation button), use "alt" text to describe the web-page the image leads to. An image tag might read something like this:

```
<a href="http://vodabooks.com"><img src="/images/articles/books.gif"
alt="Voda Books"/></a>
```

External Links are those to other websites. Link out to quality websites similar to your own. What will be helpful to your visitors? Don't link to spammy websites, link farms, or what Google calls "bad neighborhoods," because links to these types of sites can hurt you. Be very selective in your links.

SO, HOW DO I GET LINKS?

Social Networking: This is an absolutely beautiful way to get links. Check out: **5. SOCIAL BOOKMARKING** for full details.
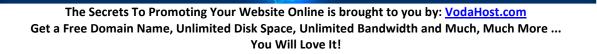
Submit your site to web directories: Directory links are great. They'll have your keywords in the link text & description, on a page with a topic relevant to yours. People browsing through the directory can find your site as well.

VodaHits: VodaHits is VodaHost's service to ensure that your website stays as high up the Search Engine results and remains as visible to as many Internet users as possible.

Our Search Engine & Directory Submission service, to hundreds of S.E.O.-friendly Directories and Search Engines, provides the quality one-way (as well as completely relevant) links that are essential if your website is to climb above the competition.

It's quick, easy and takes the headache out of the quality link-building that is so vital and would otherwise take months or even years to get done.

So, need some help with your directory submissions? Check it out!

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Sites in your field; When you find a website similar to yours (even that of a competitor!), or on a related topic, consider asking them for a link. Don't forget informational sites, professional organizations, & forums.

Go local; Your place of employment, friends, clients, school, local organizations, or businesses you deal with may link to you.

If you're an artist, ask local galleries, other artists & art supply shops. Musicians, ask local venues, music stores, gear manufacturers, band-mates. Writers can get links from their publishers & fellow writers and so on...

You know more likely places to get links than you think you do! A little brainstorming will turn them up.

Forums & Emails; If you participate in online forums or discussion boards, put a link to your website in your signature (if it's permitted). Every post you make will give you a link (albeit one that may not carry a lot of weight).

It will happen naturally; If your site offers something of value, folks will begin to link to it because they want to. And, some of these links will be from relevant sites.

You can encourage your visitors to link to you by including a "link to us" page that provides link code & some graphics.

LINK BUILDING MISTAKES

S.E.O. link-building has become one of the main high leverage activities in any online business. The simple fact is that back-links will give you a high page rank and a high page rank will rank you higher in the Search Engine R.P's. Obviously this means more traffic and more money.

Back-links make up 90% of your Google rank and because of this, link-building has taken on a life of its own. Most people seem to misunderstand it completely. For starters you should know that not all back links are good links. They can actually hurt you more than help you.

S.E.O. Link-building is all about building links that are natural. Google did not design their ranking system to be manipulated. It was designed to reward good sites that get linked to it naturally. That's why getting the right links can be incredibly difficult if you try and do it manually.

Unfortunately, you have to build in links these days otherwise you will not be competitive. If you sit around and wait for sites to link to you, you might wait forever. The good thing is that this also gives the "small guy" a fair shake to get good rankings in Google, Yahoo! and MSN.

Most guys build Back-links "kamikaze style"; that is they go in there and just get as many links they can from wherever they can and at whatever cost. This is a recipe for disaster. Once your site gets marked by Google, you might as well start over again.

Rogue link-building techniques can render months of hard work useless, so be very careful when building Back-links. Here are the 7 deadly S.E.O. link-building mistakes. Avoid them at all costs.

1) Mass Link Packages: Obviously, some sleazy and unscrupulous people are out there selling link packages that are not even worth a mention. Most of the time they blast ads out to classified directories or other spam filled networks. These links are the equivalent of buying spam email lists. Don't do it. Your links might end up on banned sites that can really hurt your Google image.

2) Link Exchanges: Back in the day, exchanging links was the main S.E.O. link-building strategy. You link to me, I link to you and we both win. Right? Wrong! Google caught on to this when hundreds of link farms opened up. Google can easily trace reciprocal links and they simply don't count for much anymore. Getting links from big link exchange networks can actually hurt your business.

3) Linking From Non-Indexed Sites: Most people who spend hours building those free Back-links make the mistake of building links on non-indexed sites. For your back links to count, the page on which you have your link has to be indexed. Having links on non-indexed pages means nothing. It's a waste of time.

4) Not Using Anchor Text: At first this probably won't sound too scary but if you build 2,000 links without relevant anchor text your site can easily pass for a spam site that just gets random links. By using anchor text that is related to your site, it gives your links link-juice; meaning it makes your links relevant and increases the perceived value of each link.

5) Not Being Relevant: Google is getting smarter by the day. After all it is their business to provide the most relevant information for each and every search that is conducted. If they don't, people will stop using Google. That's why they protect it so vigorously. When you get Back-links from relevant and related sites that would naturally link to you, then the link will count for a lot. Unrelated and random links from any old site really does not make Google see your site as being important.

6) Inorganic links: As I mentioned earlier, Google designed the page rank system to work organically. They are looking for links to come to your site naturally. For the most part that means, slowly and consistently over time from a variety of related sites. If you go and get 1000 links overnight from the same site then Google's alarms will go off and you might land yourself in some Back-linking trouble with the big G. Slow and steady wins the race - especially if you have a new site.

7) Buying Links: High PR Back-links are worth gold. Quite literally. I've seen a single PR7 link sell for as much as $250 per month. There are a lot of link networks out there that make it their business to sell links on high PR sites. These links have become quite expensive but the lure of instant results has people buying links like it's going out of fashion. Google is catching on and there have been widespread reports of Google slapping page rank. If links are publicly traded then Google can probably trace them and penalize you.

YOU NEED LINKS TO YOUR SITE...

...you'll be lost without them. There are many other things you can do to promote your site as well but in terms of your website being found by the Search Engines there's nothing as important as getting links to your website!

S.E.O. link-building is all about being as natural and as organic as possible. Always go after links that are 1-way, relevant and on sites with a high page rank. If you can get links on pages with a high PageRank, even better. Don't fall for the quick-fix promises of so many link building services. In the long run, slow and steady links that look natural will keep sending more and more traffic your way.

I trust this information will help you develop your web-site to a more effective and profitable site for you and all concerned!

Good luck with your site! Please let me know if you'd like to use our services, or if you have any questions. We're always glad to help & would be delighted to hear from you.

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Secret 5:

Google

If you're building a website with [BlueVoda](#) or are the owner of a website then you will want people from around the world to be able to find your website on the Internet. The way that most visitors will find your website will be through a Search Engine and more often than not, your visitors will be using Google search. For visitors to find your website through using Search Engine they'll enter what they want to find and then wait on the results, which may or may not contain your website.

It is the Googlebot (Google's search engine spider) that is responsible for where your site appears in Google's listings.

The Googlebot is a very sophisticated computer program. It is a search engine spider that scours the Internet and inspects web sites in order to have them ranked according to Google's standards. It's "job" is to look at your web page, make a few notes and then report back to Google, who in turn give your page a ranking.

Here, I'm going to tell you a little about how to attract the Googlebot to your website and how to make sure it's happy with what it finds. Think of it like this: The Googlebot needs love too...

1) Read Google's [Webmaster Guidelines](#): Most of Google's algorithms (search rules) are really secret; we can only guess what they are. Their guidelines are very simple and precise, however. Following their guidelines can't "hurt" your site's ranking and Googlebot will "enjoy" its time with your website. Disregarding their guidelines can and probably will hurt you and your website in the long run.

2) Make the links in your site text links: Google says: "Make a site with a clear hierarchy (structure) and text links. Every page should be reachable from at least one static text link."

The native language of the Googlebot is text; this is not to say that you cannot make your site really pretty and fill it with lashings of Java Script and Flash but you MUST have regular text and standard text links. Usually you can achieve the desired effect by having extra navigation menus based on standard text links.

3) Give every page a complete and meaningful title: This is also directly from Google's Webmaster Guidelines. Have a look at Rule #1.

The "title" tag is supported by every web creation tool out there and goes in the header of a web page. Make sure your title is not just a list of keywords and that it is related to the actual content of the page. Google can and will check that, before deciding on your page's 'relevance' and fate...

4) DO NOT place important text inside images: Google says: "Try to use text instead of images to display important names, content, or links. The Googlebot doesn't recognize text contained in images."

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It is very tempting to create images with text inside them, for the very simple reason that you are not limited to the very few font options that basic HTML allows. Also, different browsers tend to display things differently nowadays, so it is much easier to create a text image, which will be shown consistently and not worry about styles, operating systems, etc. Unfortunately, the Googlebot doesn't like this one bit...

5) Use descriptive "ALT" tags: The "ALT" tag is used as a text alternative for images and image links and was designed so that text browsers do not just display a generic 'Image' for every picture link you might have. If all your links say 'Image', how would a potential visitor know what they are?

Make sure that the text description is meaningful and accurate. If the "ALT" tag only says "display", that is what Googlebot will see and index. If the tag says something like "example of a tradeshow display design", that is certainly more useful to the information-hungry Googlebot.

6) Use meaningful descriptions for links: Whether you use picture links or text links, please use meaningful text inside your tags so that Googlebot can associate that text with that link.

In other words, if you intend to put a link to a set of sample coffee mugs promos, say something like "link to samples of Y.O.U.R. branded coffee mugs", not just "coffee mugs", or even worse, "click here for pictures". Never use link text like "read more" or "go here" or "download it", "click here", "don't click here". Googlebot will not understand what you mean...

7) Use a "description" tag for every page: Include a `<meta name="description"` `content="[insert your site's description here]">` tag in your page header to summarize your site. Use a meaningful one or two sentence description and certainly do not keyword spam.

Even better, include descriptive text on the site's front page where users can actually read it. It is this text will appear as the description for your site in Google results.

You should place more important content higher in the page than less important content in a page. The Googlebot does categorize text on a page based on its position, text at the bottom of a page is considered less relevant.

8) Use robots.txt: Google says: "Make use of the robots.txt file on your web server. This file tells crawlers which directories can or cannot be crawled."

In earlier posts we have looked at length about how to give your website the best possible exposure on Google as well as on the other search engines and we have looked at the best ways to S.E.O. (Search Engine Optimize) your site. It has been a great deal of work on your part to make sure that your website is accessible to Google and its Googlebot, that there are plenty of keywords, plenty of quality links and a sitemap for it to follow. Here, though, we are not making your website more accessible to the Googlebot and the other search engine spiders. Quite the opposite...

We will be discussing the unthinkable; how to keep search engine spiders off your website or restrict them so they can only look at (or, index) parts of your website. It may feel strange to you to have done

so much S.E.O. work only to hide it or parts of it. We will be looking at the anti-sitemap: the robots.txt file (or "Robot Exclusion Standard / Robots Exclusion Protocol" if you are a fan of particularly long phrases...).

GOOD BOTS

The robots.txt file is the opposite of your sitemap and exists to stop cooperating web spiders visiting all or part of your website (because it exists to tell them where they cannot go). It was started in the summer 1994 by agreement of the members of the robots mailing list because, quite simply, it seemed like a good idea. It was made more popular by Alta Vista, then the other big search engines caught on in the following years and started using the robots.txt standard too.

While it may seem that we are actually hurting ourselves by not letting web crawlers/ spiders/ robots look at our website in its entirety, this is actually not the case. There may be pages on your website that, while essential, do not actually help the S.E.O. of your website. It might be a sales page that does not contain any of your keywords (maybe only: "Click Here To Confirm" or "Enter Your Credit Card Details") and letting a robot look at those pages means a worse ranking on Google (more content; fewer keywords).

The information that you should be restricting using the robots.txt file is information that does not help in any way towards the S.E.O. of your website but we'll discuss that again later.

So, let's create a robots.txt file for your website...

It's a simple plain text file (.txt), so we can create one using the most basic tools on your home computer. You should note that each domain should have its own robots.txt file and that includes sub-domains. Separate robots.txt file should be created for "yourwebsite.com" , "about.yourwebsite.com" as well as "waffles.yourwebsite.com".

a) Open up a text editor...
For example: Notepad in Windows; TextEdit in Mac OSX

b) Start writing your robots.txt file...
Writing your robots.txt file is very straight forward. The first thing you do is specify which web crawler/ spider/ robot the text applies to. This is done using the "`User-agent:`" statement. A "`*`" is a wildcard and it means EVERYBODY (all cooperating web crawlers/ spiders/ robots). You then make a "`Disallow:`" statement telling the web crawler/ spider/ robot where it is not allowed to go.

As a result, the most simple form of the robots.txt file is as follows:

```
User-agent: *
Disallow: /
```

The above robots.txt file entry tells ALL cooperating web crawlers, spiders and robots to avoid ALL of your website. Obviously this is something you are never going to do... You can also do the exact

opposite. The below robots.txt entry allows ALL cooperating web crawlers/ spiders/ robots to visit ALL of your website.

```
User-agent: *
Disallow:
```

Using the robots.txt you can keep cooperating away from specific files too as in the below example

```
User-agent: *
Disallow: /directory/file.html
```

Using the robots.txt files you can tell cooperating web crawlers/ spiders/ robots to stay away from one or several directories...

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /images/
Disallow: /tmp/
Disallow: /private/
```

c) In this way, you can write more specific robots.txt documents...
In the below example, I want to keep the Googlebot out of my `/images/` directory but I also want to keep Yahoo!'s bot out of the `/videos/` directory. In addition I want to keep ALL cooperating bots out of my `/cgi/` and `/tmp/` directories. As a final stipulation, I also want VodaBot (okay, I made this one up) to stay away from an image file called `pointless.jpg` which is in my `/images/` directory.

```
User-agent: Googlebot
Disallow: /images/

User-agent: yahoo
Disallow: /videos/

User-agent: *
Disallow: /cgi/
Dissallow: /tmp/

User-agent: VodaBot
Dissallow: /images/pointless.jpg
```

Finally, you will note that while the fictitious VodaBot cannot access the file pointless.jpg it can access the rest of my `/images/` directory ... but what if I wanted it the other way round? What if I wanted the excellently named VodaBot to NOT be able to access anything in the `/images/` directory EXCEPT an image file called "`meaning-of-life.jpg`"? Then I would use an Allow statement in my robots.txt file.

```
User-agent: VodaBot
Dissallow: /images/
Allow: /images/meaning-of-life.jpg
```

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Note that `Allow:` MUST come after a `Dissallow:` statement.

You should also be careful when using "/" as depending how you use it, it can mean different things. The following denotes a directory: "`/images/`" while "`/images`" (without "/" at the end) means any file in the root directory that begins with "images". Writing: "`Disallow: /images`" does not limit access to the `/images/` directory in any way, shape or form.

Have a look at Wikipedia's robots.txt file as an example. It uses comments (the # symbol) to explain how their robots.txt file works. This is a great resource if you're writing your first robots.txt file.

d) Save and upload...
Save your document in plain text format, as robots.txt, making sure that the extension of the text document is .txt. The file you have can be uploaded straight to the root (home) directory of the website it applies to.

BAD BOTS

The robots.txt file is a double-edged sword however. You will notice that I make reference to the "cooperating" spiders. Many people have the assumption that the robots.txt file can be used to hide parts of their website from the search engines. I cannot stress how wrong this is.

There is no official standards body for the robots.txt protocol and there are very, very many search engines out there on the Internet and each has its own crawler/ spider or robot... These must be programmed to follow the instructions laid out in your robots.txt document. Image if a crawler or spider was programmed to visit ONLY the links that the robots.txt told it not to visit. There is nothing to stop it doing this.

Any parts of your website that you do not want to be visible to anybody should:
a) Not be uploaded to your website at all
b) Be password protected

Of these two options, **a)** is by far the most effective.

In general the robots.txt file is not there for security in any way. It is there to improve the Search Engine Optimization of your site to make sure all the hard work that you have done S.E.O.-ing your website is used in the best and optimum way. It is there to stop Googlebot finding things that would hurt the S.E.O. of your website or are pointless as far as the theme or content of your website goes.

This almost ancient and very standard mechanism for directing well-behaved robots like the Googlebot will allow you to specify places where the robot is not welcome, for whatever the reason. You might want to keep the robot away from your cgi-bin directory and other places you maybe don't want available to the entire Googling population of the world. Remember this is a guideline, not a barrier; robots that are not programmed to comply will ignore it. So, use the robots.txt to guide the noble Googlebot but not for any real security enhancing reason.

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9) Make a sitemap: Google says: "Offer a site map to your users with links that point to the important parts of your site. If the site map is larger than 100 or so links, you may want to break the site map into separate pages."

A site map is just a page on your website where you guide your users through the structure of your site. The most basic form of sitemap is a page that lists all of your pages, with a brief description and a link - ALL TEXT, of course; the Googlebot cannot read sitemaps that are not in plain text. When you make the sitemap, follow all the rules above and don't forget that the purpose of the sitemap is to guide your human visitor.

10) Google Webmaster Tools: Using Google Webmaster Tools is a great way to find out why Google is or is not listing your website in its search results for certain searches and how to make your website as available to as many of your target customers as possible.

Google Webmaster Tools gives you tons of information about your website and how to give it the best Search Engine exposure it can possibly get. It is a fantastically powerful collection of free, online tools to let you find out by what searches Internet users worldwide are finding your site and how Google itself sees your site and places it within its search results. It lets you see whether there are any problems with your site that is stopping Google from reaching certain parts of it and lets you see which other Internet sites have links which are pointing to it (which is very important for S.E.O.). You can even submit a sitemap to Google using these tools and many believe that this makes Google more willing to regularly check up your website. We at VodaHost believe absolutely everyone who owns a website should use Google Webmaster Tools.

So, let's get you set up with Google Webmaster Tools (you will need a Google Account for this; if you have a GMail account you're ready to go) and optimize your website for Google.

First, visit: http://www.google.com/webmasters/tools/ - the home of Google Webmaster Tools.

Then, to add and verify a site:

1) Sign into Google Webmaster Tools with your Google Account.
2) Click Add a site and type the URL of the site you want to add. Make sure you type the entire URL, such as http://www.vodahost.com/
3) Click Continue. The Site verification page opens.
4) In the Name box, type a name for your site (for example, My Web Hosting Page). (This step is optional)
5) Select the verification method you want and follow the instructions.

Once you've verified your website, go back to the home page and click on your website domain name to get to the Google Webmaster Tools dashboard. On the main page you'll be presented with several main areas and loads of extremely useful information to help you out:

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1) Top Search Queries

When people searched on Google, how did they find your website? Generally speaking, as you look over these keyword phrases, they should be in line with what your website is about (its overall topic) and current Search Engine rankings. What's very important is that the phrases that are here are related to your website and that there aren't any weird or unrelated keyword phrases showing up. If you do see some strange phrases, you might investigate them further to see if there are issues with your website, your website's inbound links, or if that keyword phrase appears somewhere on your website or not.

If you dig deeper into the Top Search Queries area, you'll see that there are two different sections: Impressions and Clickthroughs. Ideally, these should be very close (what's shown on the left side is also shown on the right side). There may be keyword phrases that you're site is being located with but people aren't clicking through to it. By comparing these two lists, you can make changes to your pages so that they are more likely to get clicked. For some reason, users may search for a keyword phrase and they may not be clicking through to your website. If you can figure out why they're not clicking through, you may be able to fix it to attract more visitors and bring in more sales.

2) Links to your site

Remember, a golden rule of S.E.O. states that the more quality links to your site from outside, the better as a main emphasis of Google's search algorithm is the number and quality links from other websites to your website. Google publicly won't tell your competitors which other websites link to you but, they will tell you the links if you're the website owner; this is why you had to verify your site. This is very helpful, especially to see how you're doing overall and to verify that your website is getting new links--Google will give you the date that they found the link to your website. You can export all of the links to a Microsoft Excel file if you wish and then you can sort them by date, for example. We recommend that you look at the links to your website on a very regular basis, if possible. They are of great importance.

3) Crawl errors

Ideally, when Google crawls your website (when it sends its Search Engine Spider, the Googlebot, to have a look at the web pages on your website and report back) there should be no errors whatsoever. If there are errors, they'll be reported here. If your website is unreachable (say, that pesky 404 Not Found error) then it will report those errors here. If you're having issues with a lack of sales, for example, you might have look to see if there are any errors being reported and if any of your web-pages are not available to the Googlebot and to your visitors.

4) Sitemaps

A Sitemap is a listing of all of the web pages on your website and providing the Search Engines a sitemap may be very helpful to your website. It won't help you rank better but it will give the Search Engines a list of pages to crawl and look at. You should know how many web pages (and how many products) you have. If there is a big difference in the number of pages that you know you have on your website and the number that's reported in this section, there may be a problem. If that's the case, then you might want to investigate further to make sure that all of the products that you're selling, or all the web-pages you are hosting, are included.

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You should check how Google "sees" your site regularly, certainly every time you make big revisions to your site and most importantly you should pay attention to what it tells you. If it tells you that your primary keywords are not yielding any visitors, then you should change them. If you find that there are links on your page that do not work you can correct them immediately without having to check that every single link on your site works yourself. You may also have an agreement with other sites that they will link to your website. You should check to see what links you have and make sure that in general these links are increasing in number. Google Webmaster Tools is very helpful for any website owner. The tools can be used to diagnose your sites problems and to help improve its performance in many ways. You don't have review the information daily but VodaHost suggests you take a look at least once a month if you were confident that everything's going smoothly with your online sales. However, if there is an issue (say if you notice a drop in sales), you might want to take a look at Google Webmaster Tools to help you identify the problem.

THE GOOGLE BAN

Now, if you wake up and find one day that your website isn't showing in Google anymore, you have likely been a victim of a Google Ban. This is the worst thing that can happen to your website, especially if you are running a business through your site. Several factors can trigger a Google Ban. Here is a list of ways you can keep your website on Google's good side.

1) Make sure your have the best uptime possible for your website. This means you must have reliable web hosting. If Google visits your website and it is not up, you may risk Google banning you site.

2) Do not use spamming techniques to promote your website. This will almost definitely lead to condemnation of your website for at least 6 months. Never use "black hat" methods like doorways, hidden text or cloaking. You are only setting yourself up for disaster.

3) Make sure your content is original and relevant. Websites that duplicate content are punished with lower rankings and even bans. Your content should always be made for human consumption and relate to your website's theme.

4) Linking is a two way street. Not only should the links going out of your website be quality but be certain that the links that lead to your website are from Google respected locations as well. Avoid link farms and any paid linking service. Also, excessive linking is a red flag for Google. When you add internal links on your own sites, make sure you do it in moderation and with purposeful intent.

5) Be sure your site is Google friendly. Build your website so that Google is able to index every page. Include a sitemap. Be sure all your pages are working and that there are no broken links.

If you follow the Google Webmaster Guidelines you will be fine. Don't try to fool Google with tricky tactics. The price you will pay is far greater than the effort it takes to do things the right way!

THE GOOGLE URL SHORTENER

Make no mistake, Google is not just a Search Engine ... It offers many, many tools and applications in its quest to fulfill its mission statement "*to organize the world's information and make it universally*

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accessible and useful" such as Google Docs, Google Earth and Google Maps and one of Google's newer services is particularly great to use towards the marketing and promotion of your website and its services.

Now, if you'd like to share the URL of a place you can download this eBook with your friends, you're more than welcome; here it is: http://www.vodahost.com/web-hosting-the-secrets-to-promoting-your-website-online.html

Good luck; that's quite a long URL, isn't it? It's 85 characters long and unless it was presented to you in a form that was easy to click, or copy and paste, it might actually be quite difficult to communicate to somebody else: "*um … double-u double-u double-u dot vodahost dot com forward-slash web hyphen hosting hyphen the hyphen secrets …*" etc. etc. etc. until one of you has had enough.

I went searching on Amazon.com for a new book recently and by the time I'd gotten to a relevant list of books the URL in the address bar looked like this:

http://www.amazon.com/gp/search/ref=sr_kk_2?rh=i%3Astripbooks%2Ck%3Ahtml+5&keywords=html+5&ie=UTF8&qid=1286807047

It's verging on a little too long to be easily communicable, let's say if I wanted to get the opinion from a friend or forum member which book would be the best to buy. Sure, short URLs like http://www.vodahost.com are easy to remember and are easy to tell people about but with the Content Management Systems of today's Web 2.0 where each URL can represents a data hierarchy, a command structure, a transaction path and/or session information, URLs can get quite long, complicated and ugly. Not to mention that some e-mail programs add breaks in long URLs, making it the responsibility of the recipient to copy and paste the link back together.

It would be better for everybody if you could shorten this and other lengthy URLs to something that is easier to communicate, say if you happened to be telling a neighbor over the fence about a website you had discovered earlier in the day.

Thankfully though, as of September 2010, everybody's favorite web giant Google are now offering an URL Shortening Service.

Basically, what the URL Shortener does is make a URL shorter and using Google's is incredibly easy. Check it out at: http://www.goo.gl

1) Go to goo.gl and paste the long URL you wish to shorten into the input box at the top of the page. Click "Shorten" and to the right of the box you'll see a short goo.gl URL that can be copied and pasted anywhere you'd like to share it.

2) If you'd like to track the analytics of your shortened URL, please sign in to your Google Account before shortening your URL. Your shortened URL will automatically be added to your goo.gl history.

It really is as simple as that. One thing is clear. It is easier and more useful to copy a short URL from an e-mail or blog post than a URL that is hundreds of characters long. It's easier to read out loud too and

easier to tell people about. Putting shortened URLs in your website can save on space and make your website load faster which means a better experience for your visitors.

The really great thing about this service being offered by Google is that it is assured. Suppose that you had created loads of short URLs and posted them all over the place and then the service offering the URL shortening service shut down. All the links that you had spent time creating and posting would be lost and purposeless. I think we can all agree; Google isn't going anywhere fast.

Shortening a URL is really useful on a service like [Facebook](#) and [Twitter](#) (see **Secret 7: Social Bookmarking**) or any other social bookmarking service, where your tweets or posts have to be a certain length. There is every probability that you might want to tweet about a URL you've found than is actually longer than the amount of characters you are allowed to use to tweet about it.

Shortening URLs are great for affiliate marketing too, so that you can disguise an affiliate marketing link and make your page look less like a sales page. Of course, Google offers protection against links to spam pages or anything that may be dangerous so your safety is in good hands.

So, if you'd like to share the URL of a place you can download this eBook with your friends, you're more than welcome; here it is … We've made it a little more bite-size using the Google URL shortener and now you can you can download this eBook from: http://goo.gl/P6YYI

GOOGLE TRANSLATE

Do you remember why it was that you started up your website? No doubt you wanted to reach people from all around the globe and one of the huge benefits of having a website is that the geographic boundaries between you and your visitors are reduced to virtually zero. Unfortunately one of the inescapable truths of geographic boundaries is that they DO come hand in hand with a language barrier.

We at [VodaHost](#) receive many requests for a Spanish or Portuguese version of our [BlueVoda](#) software. In fact this free .PDF report "*The Secrets to Promoting Your Website Online*" had been online for less than two days in its first incarnation when we received this comment / request from a user named Ezequiel Tun:

"*Hola,
BlueVoda, amigos,
Tiene version en español.
Saludos.*"

This is one of the cons of operating a website on the world stage… Surely you didn't expect the entire web surfing population of the world to speak the same language as you? In fact, the language with the most native speakers is Mandarin (or Standard Chinese). Then Spanish. THEN English.

It may sound shocking but statistically if your website is only in English then the majority of people will not be able to read it. Sorry.

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The **bounce rate** of your website is the percentage your initial visitors who "bounce" away to a different website, rather than continue on to other pages within your site. In other words, if you get ten visitors, five of whom click nothing on your website and leave straight away and five who go on to look at more pages on your website then the bounce rate of your website is 50%. To be successful, you need your bounce rate to be as low as possible.

Surely one of the simplest reasons that could possibly exist for a visitor leaving your website is because they simply do not understand it and the simplest reason for that is that they do not speak your language… It a fair trade off. I may or may not leave a website on cupcake baking because I don't understand the physics, but a page that is in Icelandic hasn't even the smallest chance of me clicking any deeper.

I'm going to show you how to make sure that nobody ever leaves your website again because of something as insignificant as a language barrier, thanks to everybody favorite web giant Google. I'm going to show you how to use one of Google's most exciting tools, **Google Translate**, so that no-one ever misunderstands your website again. What Google calls their "*Translate Web Element*" will allow you to instantly make your website available to your visitors in many other languages and after you enable the Element on your webpage, visitors will be given the option to view your website translated into the language of their choice.

Let's get started; go to http://translate.google.com/translate_tools and let's get the Web Element enabled on your website.

1) From the drop-down menu, select the language that your web page is written in.
2) Select the languages you would like to make your web page instantly available in. You can pick all languages, or select individual languages by selecting the "Specific languages" radio button, then checking the languages you'd like to automatically translate your web page into.
3) Copy and paste the code you are given into the `<body>` section of web pages that you would like to make instantly available in other languages.

If you are using BlueVoda, there is a great tutorial on how to add this code into your website. You can find it here.

Depending on the setting you chose, the code will appear something like this:

```
<!-- Google Translate Element -->
<div id="google_translate_element" style="display:block"></div>
<script>function googleTranslateElementInit() {new
google.translate.TranslateElement({pageLanguage: "af"},
"google_translate_element");};</script>
<script
src="http://translate.google.com/translate_a/element.js?cb=googleTrans
lateElementInit"></script>
```

Visitors whose web browser language is different from that of your website will see a banner at the top of the page prompting them to translate the page. Other users can, if they choose, trigger translation from a drop-down menu on your page with a list of supported languages. When a visitor translates a

page, the Web Element sends the text of the web page to Google Translate and displays the translated text without reloading or redirecting visitors from the page. If the visitor clicks on a link in the translated page and the linked web page also has the Element embedded in it, the linked web page will also be automatically translated for them, allowing them to seamlessly browse through your website in their language.

If you are using GoogleAdSense, the Translate Web Element will not interfere with AdSense code that may be embedded in your page.

Also, the automatically translated version of your web page will not be indexed by search engines; it is only your original version that will be indexed.

Preventing translation of your webpages

If you would prefer your web page not be translated by Google Translate, just insert the following meta tag into your HTML file: `<meta name="google" value="notranslate">`

If you don't mind your web page being translated by Google Translate, except for a particular section (like an email address, for example), just add `class="notranslate"` to any HTML element to prevent that element from being translated. For example: `Email us at <span class="notranslate">support@vodasupport.com</span>`

A Warning: More About Google Translate

Google can translate basic to fairly complicated text with ease but if your website contains a lot of slang (like Budweiser's "*Wuuuzzzzaaaaaaaa????!!!!*", for example) or bad grammar it won't do so well. Remember also that languages like Japanese have such a different structure to English that you might have to bear with the way Google outputs some of the translation.

However … Google Translate means that people will be able to read your website and its contents and if more people can read it then there is more chance of you getting more links to your website. As always, the more links you get to your website, the better the S.E.O.

It's all about making your website and its content even more useful to people so that they will link to it and share the content of your website. Every website should be translatable. If your website is available for the whole world, make it available to the whole world!

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Secret 6:

Don't Forget Yahoo!

We here at VodaHost web hosting are Google power-users and in the last few Secrets we have focused very much on Google and their services. It would be wrong not to focus on Google; it IS the world's most used search engine and indeed the world's most visited website. It has some incredibly useful tools for your business too. Here, however, we are looking at some of the fantastic tools and services of her arch-rival, Yahoo! There are some great services that are absolutely a must for the marketing of your website and should not be forgotten.

According to alexa.com, Yahoo! is currently the fourth most visited website in the world (the third most visited website in the United States) and that's a lot of visits and a massively used service. Yahoo! was in-fact, the Google of 10 years ago and had Google not appeared on the scene, Yahoo! would probably have continued to be the leading Search Engine on the Internet.

Google handles many of our daily web searching needs including email networking, GoogleDocs and Google AdWords etc. and in our opinion, it's really good; much better than most other Internet companies. However, there are a select few services that you should always turn to Yahoo! for. Why? Well because these are services that Yahoo! does way better or that Google just simply doesn't offer.

So, here are 7 things that Yahoo! does better than Google:

1) Personal Finance: Yahoo! Finance contains a massive amount of original content that easily rivals some of the biggest financial sites in the industry (and that includes sites like CNN Money, TheStreet.com, etc.). The interface is very easy to find your way around and is perfectly accessible to both new investors and longtime financial gurus. If you and your website deal in finances then you MUST reference this excellent tool. Google Finance is coming along but it just simply isn't as good.

2) Answers to Questions: Yahoo! Answers allows users to ask questions or answer other user's questions; it's a little bit like a massive forum and it's a simple concept that works really well for Yahoo! and is a wonderful way to get answers to all your questions very fast. Google has no such active service. The closest competition on the web right now is Ask MetaFilter… also a great question/answer service but Yahoo! Answers is our favorite.

3) Website Back-link Info: Most webmasters like to know exactly how many sites are linking to their various websites. Yahoo! makes this especially easy with their "linkdomain:" search operator. It quickly provides a full list of incoming links to any given domain. Let's say your domain name is "yourdomain.com"; simply type "linkdomain:yourdomain.com" (without the "s) in to Yahoo! search and you'll see all the pages that link to any page within your domain. For some reason Google does not publicly disclose this back-link information but instead provides only a small sample of quality incoming links to a given domain via it's "link:" search operator. Google does provide the Google Webmaster

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Tools service that will give you back-link information for a specific domain but only once you sign up and prove to Google that you are the owner of the domain.

4) Image Hosting and Sharing: In the same way that Google purchased YouTube for Web 2.0 video sharing, with its purchase of Flickr, Yahoo! now rules the Web 2.0 photo sharing market and Flickr is currently the king over all the other photo sharing sites out there. It's a fantastic site and very easy to get lost in for an hour or so. A great way to host images for your website and to get some quality links for your website.

5) Local Search: If you are looking for businesses around your town or city, Yahoo! Local is a step ahead of Google. While Google can perform local searches in a variety of different ways through their standard search interface and Google Maps application, Yahoo! Local is a more polished service that puts all local search capabilities on one convenient page. Yahoo! local is sort of like a digital Yellow Pages and listing your business here is a great move.

6) Entertainment Portal: From music to online games to sports, Yahoo! Entertainment provides a solid entertainment web portal capable of satisfying all the various entertainment and leisure user demographics. For better or for worst, Google isn't trying to be an entertainment portal, so it doesn't even come close to competing with Yahoo! in this regard. Another great resource for those interested in Entertainment.

7) Privacy Policy: Yahoo! is arguably better with the privacy concerns of its users. Certainly this point could be debated in favor of either company but there seems to be more public controversy surrounding Google's privacy policies. Like most, we suck it up and use Google's services anyway but why let Google have access to all your info? Use Yahoo! and this will no longer be a concern to you…

Secret 7:

Social Bookmarking

Social Bookmarking is a way to share your website and its content with the world. Social bookmarking lets visitors to your website, who like its content, share your content with their online friends. It lets them create "bookmarks" to your website and content, through the big social bookmarking sites that you are sure to have heard of and maybe even used. Facebook and Twitter are the really, really big ones.

You have seen Social Bookmarking at work on the Internet many times. Many times, as you are reading an online blog or article, you will see little symbol buttons (at the top or bottom) which give you a chance to get word out about the blog or article on social networking sites like:

digg
del.icio.us
facebook
twitter
Spurl

These Social Bookmarking buttons let you tell your friends about the blog or article and let them know that is helpful, useful or interesting. You can put Social Bookmarking buttons on your web page with BlueVoda very easily by using such services as AddThis or a variety of other services available. Just do a Google search for Social Bookmarking buttons and you will get dozens of results.

When a visitor to your website clicks on one of your Social Bookmarking buttons, they will be effectively telling hundreds of people (maybe thousands) about the existence of your website and its content. If enough other people agree with your bookmark, they will mark it as useful. In the process of doing so, they are increasing the visibility of the bookmark to other users. In sharing the bookmark, they are increasing the traffic to your site.

It generally works like this:

1) A user clicks on one of the social bookmark symbols on a page that contains content they want to share. Which one they choose depends on which social bookmarking / networking site they have an account with.

2) They will edit the title, description and tags for the bookmark as they wish to best describe the blog or page to their friends and other users.

3) They hit 'Submit' and they have successfully socially bookmarked the content of this page and it can be shared.

"And… um…What's in it for me?", I hear you ask. Well, as well as a good way to advertise your website, social bookmarking is a free and easy way to get a little "Do It Yourself" Search Engine Optimization (S.E.O.) done on your website, pushing it further up the Search Engine results, a little closer to that #1 spot.

Basically, it's all about the links (the social bookmarks are effectively links) that are pointing to your website. Links are the connections of one website to another and are very important to the way Search Engines (including the mighty Google) see your website and place it within their search results.

A golden rule of S.E.O. states that: The more quality links coming into your website from outside, the better. Marketing your site through the social bookmarking websites can be a very powerful and really subtle method for optimizing Search Engine results as a vast amount of links to your site can be created by your socially bookmarking users. The best part about Social Bookmarking is that you do not have to create any links yourself at all. It's pure S.E.O. on autopilot. For example, when you socially bookmark a blog or web-page, an incoming link is created from the Social Bookmarking site to the website with the blog/page that has just been bookmarked. The more people that socially bookmark the blog / page and the more incoming links that are created, push the bookmarked website further and further up the page ranking of the Search Engines. Pretty cool, huh?

Create new social bookmarks to social or public bookmarking sites and they will generate a great deal of new traffic to your website as well as Search Engine exposure. Eventually, as time goes on and your visitors are finding new interesting information they will decrease in efficiency, making it necessary for you to find new means of driving increased traffic. You should always make it possible to socially bookmark new content on your website in order to keep the new traffic moving at a steady pace. You should be constantly marketing, updating and making your website better and then getting your users to socially bookmark the content. If it becomes boring and cluttered with old information, you can be sure that the website of someone who is always making improvements and modifications will slip past you towards the #1 spot.

Love it or hate it, [Facebook](#) has become one of the single most important websites on the Internet today. Fact. It has seen immense success (it is currently the 2nd most visited site on the web) and is used by a massive percentage of the online population. I have a Facebook account and chances are you have a Facebook account too. If you don't have a Facebook account, you may have the muddy idea that it's pretty much for teens and young adults to keep in touch, to discuss Friday night and tag each other in embarrassing pictures. Okay, true, it is for this but if you are promoting a business or organization, Facebook is much, MUCH more than this.

Facebook has become an almost universal social network and it serves both personal and business needs and can do wonders for the promotion and marketing of your business. At the end of the day, it has become an integral ingredient to your business' web presence and will help you to capture an audience that you might not otherwise be able to capture or promote your business to. This means more custom... This means more money...

We are not talking about your average Facebook account here, though. What I will be showing you is how to create a Facebook fan page for your business or venture to improve the online reputation of your website and business and promote your business to an immense amount of people.

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You can get started by checking out VodaHost's very own Facebook fan-page.

You may be thinking ... "Fan Page? It's a normal Facebook page...". It isn't. There are critical differences... Facebook fan pages are indexed (they are crawled by Search Engine Spiders like the noble Googlebot) and are also completely available to the online public regardless of whether or not they have a Facebook account. You, as well as every person on Facebook, can connect with these Pages by becoming a fan and then receive their updates in your News Feed and interact with them. You cannot do this with the "regular" Facebook pages.

It's really easy to get started...

1) Visit http://www.facebook.com. On the home page, do not enter any details yet. Doing so will just create you a regular Facebook account. Look beneath the sign-up details and you will see a link (it's pretty small and easy to miss) that says: "Create a Page for a celebrity, band or business." Click on this and add all the relevant details until your account has been created.

2) Spice up your fan page - Making your fan page interactive and graphically appealing are very important ways to attract new fans...

2a) Making it interactive can easily be done with Facebook's Application Directory that has very many applications that can be added to your page with just a few clicks. If you have the resources (web developer/designer), or have some experience yourself, it's not too hard to develop a Facebook application. The advantage of this is that you can put your brand on the application and personalize it the way you want. I've seen people develop a Facebook application in just a few days. Putting interactive applications on your page gives users a reason to not just become fans but to continually visit and interact on your page.

2b) It's important to make it look attractive and give it some personality along with making your fan page interactive. Facebook allows you to upload logos or photos for your fan page but that just isn't enough. You should give your fan page some real flare. Put a graphic linking to your website or a flashy banner along the side bar that promotes a contest. Doing something of this type offers fans and potential fans a reason to not only visit your fan page often but to also visit your company's website or blog. A great design can do this, I promise. I can't tell you how many times I've visited a website, just to leave immediately because there was little effort put into the design of the site.

You should check out these very good looking Facebook fan pages for an idea at what you should be aiming for. You should note, though, that these pages have had a lot of money thrown at them.

Starbucks : http://www.facebook.com/starbucks
Red Bull : http://www.facebook.com/redbull
The Twilight Saga : http://www.facebook.com/twilight

Happily though, templates for Facebook fan pages are available to you for free but you'll have to do a little searching for them. You can find a few at the URL below as a nice place to start.

http://www.facebookpagetemplates.com/

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3) Start inviting friends. Facebook fan pages have the ability to do bulk invites, so invite all your friends in just one go. Don't stop here though. Add everybody! As many people as you can think to add and just keep adding them. The more people you add the more prospective customers you'll have access to. I'll tell you why…

Now that you have your Facebook fan page, it works a like this. Anything you post on your website and reference in a link on your Facebook fan page will appear in the Facebook news feed of your fans. They may like what you have to say … They may click the "Like" button on your post. They may also comment on your post.

This places a link to your post on their wall and if they comment it will appear in the News Feed of their friends. Their friends may equally like what you have to say and they may also click that "Like" button or indeed comment. This is link building at its very easiest and you're letting your fans do it for you, wherever you are, 24/7. It's like a snowball effect. If you have 1,000 fans and each fan has 200 (unique) friends then you potentially have access to 200,000 people.

The more links that you get as your fans share your link with their friends will improve the S.E.O. of your website. Always, always remember: The more quality links coming into your website from outside, the better. You will get a higher ranking in Google and as well as more knowledge about your particular brand or service in your Facebook fans sharing your link.

If you are promoting a business, you should definitely have a go at creating a Facebook fan page. It won't cost anything and you can reap the benefits for yourself and your business. Always be building up your fan page, always keeping it fresh and new, so that your fans always have a reason to come back to it, to befriend it and keep telling their friends about it.

Now, check out VodaHost's Twitter profile @: http://twitter.com/vodahost and you will lay eyes upon one of the Internet's simplest and yet most popular and powerful websites.

Twitter is a website for micro-blogging; the main difference between Twitter and any other blog website is that Twitter is extremely bite-size (that's where the "micro" comes in). Each and every micro-blog post that you make or read here has a maximum character limit of just 140 characters (and that does include spaces!). As an example of just how short that is, the following fictional "Tweet" is 139 characters precisely:

"*I went to the zoo today and I actually saw a Liger! It was so beautiful; an incredible reminder of life's rich tapestry! http://goo.gl/FbAy*"

This character limit of 140 characters is a stroke of genius (you could actually get more in an SMS text message). It's fantastically easy to capture a reader's attention with 140 characters; you are, at the very least, guaranteed that the viewer will read all of it. In my example above, it's all there: The story of my day out, the exciting thing that happened to me and how I feel about it. I've even inserted a link to the website of the Zoo that I visited.

You NEED a Twitter account because with Twitter, you can reach out to the world, beyond just those who are your friends and through bite-size chunks of information and links and DIRECT THEM

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WHEREVER you would like them to go; to your website, straight to a products page if you want, to an affiliate link … anywhere on the Internet.

I will show you how Twitter can help you market your business but first let's get you signed up and acquainted with Twitter. Let's get Tweeting …

Signing up is suitably simple: visit http://twitter.com/signup … and follow the instructions. If you want to add a cool username, I think this helps greatly with an overall identity as your "tweets" are so short. BEWARE: Twitter becomes really addictive, really fast — inform your significant other.

The next order of business is to get followers reading your twitter profile … this is where the action happens:

Every post, or Tweet you make, goes straight to the home page of your followers. They can then reply to you with thoughts on your tweet or even, re-tweet your tweet and this means that your original tweet and link will appear on their twitter profile. Your tweet will be shared in a viral way as will your link and more people will be exposed to it. The more people that are exposed to it, the more awareness there will be about your particular brand or product.

It is precisely because Twitter appears to be so minimal that it is so powerful. There are so many reasons to use Twitter that I couldn't possibly begin to note down all of the reasons to use Twitter here but below are a few of the reasons you NEED a twitter account:

1) …For Your Business Branding. Twitter is a social media platform you can use to build your brand. It has the primary benefit of developing a casual persona and establishes you as a social personality that is connected and approachable. As Twitter adoption increases, new users will be drawn towards well established Twitterers.

2) …You can get feedback too. Need a new, fresh perspective on how your website looks or the right course of action to take? Blast out a message and link asking for advice and you'll receive replies from other users. This collective intelligence can be used as fodder for articles or projects and you're still promoting your brand.

3) …You could actually hire people on Twitter. Need a good logo designer, marketer or programmer? Well, send out a message asking for recommendations. This is a very quick and easy way to hire freelancers or even companies based on the recommendations of fellow twitter followers.

4) …Directing traffic is the main reason for using twitter. Twitter can be used to get traffic to your websites or even the sites of friends you are helping out. If you ask your friends to tweet about it, the message will spread faster and further as other active users pick it up. There is a viral nature to all types of news, especially on a site like Twitter.

5) … You can read news that you wouldn't have access to otherwise. Twitter users often link to useful sites or articles and can be a source of scoops and alternative news. You can also subscribe to Twitter feeds for specific websites/conferences, which allows you to receive and view content quickly. This is very useful for active social news participants.

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6) …You will make new friends and allies. Like any other social network, Twitter has a built-in function for you to befriend and track the messages of other users. This is an easy way for you connect with people outside of your usual circle. Make an effort to add active users you find interesting. A Twitter acquaintance can be developed into a long lasting friendship.

7) …With Twitter you'll be networking for benefits. Twitter can be used as a socializing platform for you to interact with other like-minded people, especially those in the same industry. It can be used to establish consistent and deeper relationships for future benefits such as testimonials or peer recommendations.

8) …You'll find Twitter is a great way to keep your customers notified. Set up a Twitter feed for the specific purpose of notifying customers when new products come in, for example. Customers can subscribe via mobile or RSS for instant notification. Twitter can also be used to provide mini-updates for one-on-one clients.

9) …Send out event updates. Businesses can use Twitter as a means to inform event participants and latest event happenings/changes. This is a hassle-free way of getting information out to people, especially when you don't have the means to set up a direct mobile link between you and the audience.

10) …You'll be exposed to many opportunities to find prospective customers. Twitter can be used as a means to find potential customers or clients online. Do a search for keywords related to your product on Twitter Search and then follow users. Tweet about topics parallel to your product and close prospects away from public channels by using direct messages or offline communications. Discretion and skill is needed in this area.

11) … You can provide live coverage. Twitter's message size limit prevents detailed coverage of events but it can allow you to provide real-time commentary which may help to spark further discussion or interest on the event as other Twitter users spread the message. Very useful for citizen journalism.

12) …You can set-up meetings too. Twitter can help you organize impromptu meet-ups. For example, you can tweet a message while at a cafe, event or art gallery and arrange to meet fellow users at a specific spot. It's an informal and casual way of arranging a meeting.

13) …you can acquire votes. Send a link to your stories you've submitted in other social news sites like Digg. Sometimes your followers will vote up the stories because they agree with it. This allows you to acquire more support for your efforts on other social media websites.

There's a bunch more useful information available at the below URL to help out those using Twitter for the marketing of their business: http://business.twitter.com/twitter101.

Hopefully this has given you a few ideas on how to use Twitter. If you found it useful, please feel free to follow us on Twitter and don't be shy … say "Hello!". We're always looking to follow new people so please don't hesitate to introduce yourself. We don't bite (we're pretty friendly actually) and always open to new ideas.

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Remember, social networking via sites like Facebook and Twitter are powerful ways to advertise your product or service in a viral way, at almost no cost and in a way that does work. In the hands of your socially networking fans and followers, the links to your website and its contents will be paraded around the Internet and the awareness of your website can increase many-fold.

It would, however, be a disastrous mistake to imagine that your Facebook fan page and Twitter account are the most important things when you are marketing your website. They aren't. YOUR WEBSITE AND ITS CONTENTS are the most important things, foremost because a well S.E.O.'d website will appear high up in the search engines natural listing of websites.

The mission should always be to get at least one person to "Tweet about" or "Like" each piece of content, each blog, on your web pages to get the network "ball rolling". You can be sure the social network users will not share your website or contents with their own friends, fans and followers if they do not find it useful, interesting or something that their friends will enjoy.

Unfortunately neither Facebook nor Twitter accounts contain an awful amount of information about your products or services independently and are intended as both a gateway to your website as well as a way to keep up with recent events from your site without them having to go looking for them. They are designed, certainly in the marketing world, as an add-on to your website to get word out about it.

So, when your visitor finds that pearl of wisdom on your website, can they easily get word out about it?

I'm going to show you how to link it all together and how to get word out about your website from its visitors and how to make it social. To do this, we will be decorating your website a little with buttons and badges for Facebook & Twitter and making it little more social-network friendly.

BADGES AND BUTTONS AND WIDGETS GALORE

If you visit the VodaHost home page you will see buttons that offer the user the opportunity to follow VodaHost on Facebook , Twitter and YouTube. They catch the eye and let the viewer know that they can create social network links to VodaHost when they think that this information will be useful to one of their friends and followers. It is these that we'll be adding to your website.

The Official Ones

There are plenty of badges buttons and widgets available for you to add to your website to advertise its social network connections and get fans and followers liking and tweeting about it. On any site like facebook, twitter, YouTube, Digg you will be able to find buttons that let you share your content on the social networking sites.

We'll look at Facebook first:

Visit http://www.facebook.com/badges/?ref=pf – This is the official Facebook page for badges for your site gives you the opportunity to fine tune a button for your site as you like and with various purposes. You can have a simple little advert about your Facebook page, you can have a badge that shows your

status and latest pictures, your email address etc. Facebook provides extra goodies if you have a fan page that are not available for your average Facebook account.

For Twitter badges and buttons, visit http://twitter.com/goodies . You can add their badges, buttons and widgets in a similar fashion.

With both of these sites, their "goodies" are available with many different purposes in mind. Some of the code that you will add to your website will take your viewers straight to your twitter account … some prompt the user to log-in and automatically mark you as a follower.

You should use these banners in different ways. You could have a simple link to your Twitter page on the front page of your website and then on each of your blogs you could have a Facebook "Like" button or "Tweet This" button. Always, ALWAYS give your visitors the chance to socially bookmark all the content on your website. Your pages should be saturated with such links but make them small and out-of-the-way, so they do not overshadow the contents of your website.

3rd Party – The Unofficial Ones

There are very, very many 3rd party buttons and badges you can get your hands on too for your website which have been created by a community of online users. You have only to search Google for "Facebook buttons", "Facebook badges" , "twitter buttons", YouTube buttons and Google will return several million results.

On adding HTML to your website…

Adding these badges, buttons and widgets to your website will, nearly always, involve you adding some HTML code to your website. If you're using website building power-house BlueVoda, you can quite easily add the HTML code of banners and buttons … Check out this tutorial on adding HTML to your Page (Badges, Banners, Buttons, Counters, etc…):

Facebook and Twitter are massively powerful tools but they do not hold any significance over your website. Your website should be more impressive than either of these two things combined and the social networking aspect should be used to promote your website, not make up for its failings. Facebook and Twitter users will follow you based on the quality of your website and then will they be unknowingly be promoting you and your services. Always follow the below 3 rules of social networking. Let your website inspire the social networking crowd into sharing your site and its links and they will take care of the rest of the work. Good luck!

1) ALWAYS make sure your website advertises your connections to the social networking websites you use to advertise your business. There is no excuse! There are plenty of buttons available to download to do this or to link to.

2) Make sure that each social networking site you use has a clear link or URL pointing back at your website. This makes sure that anyone who finds your social bookmarking site first and wants to know more can visit you. If your website impresses them, they will let their friends know about it.

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3) Always make sure your website is incredible first in terms of content and ease-of use.

So get out there and create accounts with "Facebook", "twitter" and "digg" and get those social bookmarking buttons onto your site with BlueVoda. As your users tell their friends around the world about your content, link after link after link will be created to your website, it will be advertised to the world and these are S.E.O. gold. Go on, try it out. Google will love it and we promise you'll love it too!

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Secret 8:

Your Auto-Responder

We are regularly asked by many people how we are able to send out the informative e-mails that we do each week, to so many readers around the globe. It is certainly no small task; the server resources are tremendous. Just consider that VodaHost's own mailing list is over 1,500,000 strong... that's a lot of e-mails! By popular demand, then, we're going to share that secret with you fine folk.

An auto-responder is an email marketing program that allows you to automatically send emails to your list, right after they signed up to your mailing list, or after they downloaded a product of yours for example. Emailing your list on a regular basis is far more rewarding than sending out a few one-off promotional emails and the best way to do that is using an auto-responder. When setting up your auto-responder, always remember that value is a key to strong relationships.

You're setting up an online presence to sell your products or other people's products and you want to build a list of subscribers so that you can email them about special offers, new products, etc. You must have heard the saying: "The money is in the list!" This is true but building a large, high converting list isn't easy. You should first focus on conversion rather than size. Some large-sized lists just don't make any money, while others make thousands of dollars with small-sized lists.

Another interesting saying is: "The money is in the RELATIONSHIP with the list!" To have a relationship with your list, you can for example write an email series that you send out to every subscriber, on auto-pilot.

There are several email marketing programs that allow you to set up auto-responders and more generally to manage all your email marketing campaigns. This kind of program is a MUST-HAVE if you're serious about making money online.

AWeber (highly recommended) is one of the most popular auto-responders. This email marketing program is used by a lot of top industry players and this is no surprise when you see the list of features. You can send email newsletters, publish sign up forms to your site, create auto-responders, manage your email campaigns, email templates, etc. AWeber offers top-notch email deliverability and great customer support. You can also send out blog newsletters, monitor your email analytics and even integrate a shopping cart.

After you sign up to one of these auto-responders, you will need to create a subscription form, set one or several auto-responder emails and prepare your email marketing campaign. One of the essential steps to a truly successful e-mail marketing campaign is creating your very own mailing list.

Every e-mail marketer knows that the key to online marketing is building a well-targeted, relevant and responsive opt-in mailing list. This is because they know that success comes from building relationships with a very large subscriber base. The relationship you build here is important and that's why I am going

to tell you the difference between the Opt-In and Opt-Out mailing lists and how to create your very own mailing list using AWeber.

Building a strong, relevant mailing list can take hard work and effort but the rewards are worth it. Ask any successful marketer to name his most valuable business asset and he will, more than likely say " My Opt-in Mailing List!"

If you want to succeed in emailing, you should always create your own list with valid and up-to-date email addresses on it. How? Keep on reading...

THE OPT-IN LIST

The Opt-In mailing list is perhaps this is the most straightforward one of all mailing lists. An opt-in list is one with which users must take some action to subscribe and typically, this involves filling out a Web-based sign-up form. Surely, a list consisting of people who actively add themselves to it (as opposed to a list of people who passively allow themselves to be added) is more responsive and produces more results and much fewer complaints.

The problem with an opt-in list is that third party persons can (and sometimes do) add others to lists. For that reason, there are different types of Opt-In list:

The Confirmed Opt-In: Confirmed opt-in lists confirm your subscription by e-mail as soon as your name has been added to the list. They allow you to unsubscribe immediately by replying or clicking on a link within the email, for example like this one:

```
You received this email because you or someone else added your email
address to our mailing list. If you would prefer not to receive this
newsletter in the future, please, reply with the word Remove in the
Subject line, or click on the link below:

remove@domain.com?Subject=remove
```
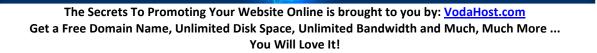
In this case, even if someone signs you up for a bunch of newsletters you don't want, you're alerted immediately and can take the appropriate measures...

Double Opt-In: A double opt-in list means not only must the user take an action to add himself to a list but he then receives a confirmation of his subscription. He must reply to be added to the list.

```
This message is to verify that you wish to have your email address
remove@domain.com added to the MostExcellent newsletter.

You MUST reply to this message to have your email address added to our
list. This is to ensure that someone doesn't add your address to our
list without your prior knowledge or consent.
Unless you respond to this email, your address is not added to our
mailing list!
```

This is done to ensure that the customer did not subscribe by mistake or somebody else did not subscribe him to receive your regular email. Even if a third part person attempts to add somebody without his permission, that confirmation, that second step requiring action, means if the customer does nothing he won't be added to the list. Requiring two active and intentioned steps makes for the cleanest list possible. Raising the bar and requiring two actions means the highest response rates and the lowest complaint rates.

So ... let's do it!

HOW TO CREATE A DOUBLE OPT-IN MAILING LIST USING AWEBER

1) Visit: AWeber :: It is an incredibly useful and highly recommend service for creating and managing mailing lists and sending out promotional e-mails.

2) Create yourself an AWeber account. - You can try out AWeber for just 1$ for the first month.

3) Once you have an active AWeber account, login to your AWeber dashboard and click on 'create and manage lists' and then click on 'Create new list'.

4) Enter list name, from name, From Email address, Contact address. You can take care of the branding of your email too. You can specify your company logo, your website URL and your signature. Once done, click on save settings.

5) Next, customize your double opt-in message: You can customize the message and give more personal touch to confirmation email. Remember this is most important setting, as most of Email subscribers never confirm their subscription. So you have to make this Email appealing so that user will confirm their subscription right away. When you're done, click on Preview and click on 'save settings.'

6) Finally, click on Web Form at the top to create the form through which your mailing list subject will sign up through and add the html code it provides you into your website wherever you would like the sign-up form to appear.
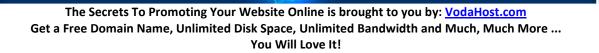
It's really that simple and I guarantee you it is massively successful.

AVOID THE OPT-OUT LIST!

You should only use opt-in mailing lists; you should always avoid using an opt-out list, even if it may be tempting to begin with or seem easier.

An opt-out list is one to which email addresses are added completely without the user's knowledge or permission. At best there was a prior relationship between the sender and the recipient. At worst it is a pure spam. For the love of God, DO NOT SPAM!

Obviously an opt-out list has the lowest response rate and the highest complaint rate. If you're going down this path, you'll have to deal with it.

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The Confirmed Opt-Out: A confirmed opt-out list is one that sends a confirmation to intended recipients when their email addresses are added to the list. This confirmation usually lets the recipient know that his email address was added to the list and allows him to unsubscribe by replying to the email or clicking a link within the body of the message.

A confirmed opt-out list can be bad for business also if the user thinks the confirmation letter is spam and does not bother to reply to this message.

P o s t s c r i p t

Thanks for reading "The Secrets to Promoting Your Website Online"! Hopefully you found it helpful and have managed to learn from it but also have put what you have learned here into practice. Remember that you won't earn any money without taking action! If you're serious about making money in this industry, you MUST put your knowledge into practice. By now you should have:

1) A good domain name that you registered with VodaHost ;
2) Taken up a VodaHost web hosting account;
3) Set up your blog or website (BlueVoda recommended)
4) Added quality content;
5) Done some keyword research and optimized your pages for Search Engines;
6) Started to generate traffic;
7) Started to study reports about your website from Google Webmaster Tools;
8) Signed up to AWeber and of course emailed your list with AWeber.

Now of course the Internet marketing and home business industry does evolve over time and you constantly need to update your knowledge to make sure you stay ahead of the game. So for breaking industry news, make money online tips and keys to online success as well as miscellaneous ramblings please feel free follow us @VodaHost. Feel free to Like our Facebook Fan-Page as well as our YouTube Channel for extra information and cool stuff.

As often in business, networking can play a vital role on the success of your online venture. There are lots of different places on the web where you can exchange with other Internet marketers and home business owners. A really great place is VodaHost's VodaTalk Forum.

And remember…

"**You never fail until you stop trying.**"
--Albert Einstein

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