

Index

• *Symbols and Numerics* •

@ (at sign), in category names, 228–229
- (dashes), as keyword separator
 characters, 106
“...” (quotation marks), in search terms, 44
_ (underscores), as keyword separator
 characters, 106
3-way linking, 287–288
4-way linking, 287–288
7Search, 341
301 Redirect, 273, 375
404 error page, custom, 66

• *A* •

ABC Search, 341
AbleStable Syndication, 181
AdBrite, 294
AdCenter, 340
“add url,” searching for, 289–291
AdPro, 221
Advanced Search, Google
 all search words, finding, BC2–BC3
 common words, omitting, BC4
 domain-specific searches, BC10
 exact phrase, finding, BC3
 file formats, specifying or ignoring, BC11
 finding, BC1
 Froogle, searching, BC10
 Google cache, searching, BC9
 index page, finding, BC8–BC9
 language, specifying, BC11
 at least one search word, finding,
 BC3–BC4
 linked pages, finding, BC9–BC10
 omitting specified words, BC5
 page text, searching, BC5
 recent changes, searching, BC11–BC12

SafeSearch, BC12
sexual content, ignoring, BC12
similar pages, finding, BC12
stock ticker symbols, finding, BC13
synonyms, BC4–BC5
<TITLE> tags, searching between, BC6
topic-specific searches, BC10
URL, searching, BC6–BC7
Web sites, ignoring, BC8
Web sites, searching within, BC7–BC8
word definitions, finding, BC13
word stemming, BC2
advertising for links, 293
advertising pages, 159–160
AdWords Keyword tool, 32–33
affiliate pages, 159–160
aging delay, 53
Alexa toolbar, 24, 370
algorithms, 10, 253–255
AllTheWeb, 18
ALT= attribute, 113
AltaVista, 18, 217
Amazon
 Pro Merchant Programs, 323
 “Sell Your Stuff,” 323
 useful sites example, 57–58, 60
 WebStores, 323
ambiguous terms, 93
analyzing keywords
 ambiguous terms, 93
 brainstorming, 75
 “cam” example, 93
 case sensitivity, 77
 choosing from results, 92–94
 combining terms, 94
 company names, 78
 competitive analysis, 75
 definition, 74
 “Did You Mean” pages, 77

- analyzing keywords (*continued*)
 - effect on search indexes, 32–33, 38–39
 - geo-specific terms, 78
 - Google AdWords Keyword tool, 32–33
 - hyphens, 77–78
 - identifying the obvious, 74
 - an initial list, 75–78
 - meeting user expectations, 71–72, 73–74
 - merged words, 77
 - overly broad terms, 93–94
 - planning, 53
 - product names, 78
 - removing unhelpful terms, 92–94
 - singular *versus* plural, 77
 - spelling mistakes, 75–76
 - split words, 77
 - synonyms, 76–77
 - Web site access logs, examining, 74
 - analyzing keywords, tools for. *See also* Wordtracker
 - Dogpile, 81
 - Google AdWords, 79–80
 - KeywordSpy, 95
 - Microsoft AdCenter, 81
 - online resources, 79–81, 95
 - Trellian’s Keyword Discovery, 95
 - Wordze, 95
 - Yahoo!, 78–80
 - analyzing the competition
 - bold and highlighted words, 45
 - bold words in links, 45
 - complete-phrase search terms, 45
 - Google Search, 280
 - Google Toolbar, 280
 - KEI (Keyword Effectiveness Index), 90–91
 - keywords, 75
 - link popularity sites, 281
 - links, importance of, 46
 - PPC (pay per click) ads, 44
 - PPC (pay per click) systems, 91
 - quotes, 90
 - search terms, 44–46
 - Wordtracker project lists, 89–91
 - Yahoo! Search, 280
 - anchor text, 263
 - announcement services, 277
 - announcement sites, linking from, 277
 - AOL Shopping, 322
 - AOL.com, 17
 - appearance, importance of, 66–68
 - ARELIS, 288
 - Article Dashboard, 179
 - Ask.com
 - demise of, 217
 - FAQ, 355
 - IQ (Interesting Queries), 358
 - PPC site, 341
 - ranking, 17
 - registering your site, 39–40
 - reporting tricks, 164–165
 - toolbar, 22
 - AskJeeves.com. *See* Ask.com
 - ASP scripts, 102
 - association sites, linking from, 276
 - at sign (@), in category names, 228–229
 - Atlas Search, 349
 - Atomz Express Search, 305
 - AT&T YellowPages.com, 244
 - attributions for borrowed content, 175
 - AuditMyPC.com, 210
- B •**
- backlinks
 - definition, 250–251
 - finding, 280–282
 - backlinks, acquiring
 - “add url,” searching for, 289–291
 - advertising, 293
 - announcement sites, 277
 - asking other sites, 282
 - association sites, 276
 - Bedo, 306
 - blogs, 292
 - buying links, 293–296
 - company client lists, 276
 - competitive sites, 279–282
 - content giveaways, 293. *See also* content syndication
 - Del.icio.us, 306
 - Digg.com, 306

- discussion groups, 292
- eBay merchants, 308
- e-mail newsletters, 291
- from employees, 275–276
- Facebook, 306
- featured clients, 277
- FFA (Free for All) pages, 296
- from friends and family, 276
- guest books, 296
- just waiting, 296
- keyword searches, 289–291
- link campaigns, 297
- link farms, 296
- linkbait, 279
- link-building software and services, 288–289
- LinkedIn, 306
- LTT (laborious, tedious, time consuming), 288, 295
- manufacturer's Web sites, 276
- MySpace, 306
- newsletters, 277
- offline PR, 292–293
- OneWay TextLinks, 293–294
- press releases, 278–279
- reciprocal link requests, 282–288, 289
- registering with search directories, 276
- social networking, 305–307
- sources, summary list, 273–274
- TravBuddy.com, 306
- video sites, 307–308
- BackRub, 251
- Baldwin, Micah, 123, 154
- banned sites, 164–165
- BBS (bulletin board systems), 187
- Bebak, Arthur, 22
- Bedo, 306
- BellSouth Search, 17
- bidding, PPCs, 338
- BidRank, 349
- BizRate & Shopzilla, 312, 318
- blocking links, 268–269
- blocking pop-ups
 - disabling, 23
 - Java, disabling, 132–133
 - JavaScript, disabling, 132–133
 - jTFlashManager, 132
 - PopUpCop, 132
- blogs
 - borrowed content, 187–188
 - hosting, 187–188
 - link value, 292
 - linking from, 292
 - links from, 292
 - spam, 187–188
- body text, creating, 113–114
- bold text
 - creating, 115
 - effect on search engines, 39
 - indicating search results, 45
 - in links, 45
- Bonus Chapter to this book, 5
- books and publications. *See also* online resources
 - Creating Web Pages For Dummies*, 22
 - HTML 4 For Dummies*, 22
 - The PageRank Citation Ranking...*, 255
 - Pay Per Click Search Engine Marketing For Dummies*, 335
 - “Topic-Sensitive PageRank,” 256
- borrowing content. *See also* copyright
 - asking permission, 175
 - attributions, 175
 - automatic updates, 181
 - BBS (bulletin board systems), 187
 - blogs, 187–188
 - browser-side inclusion techniques, 180
 - content-syndication sites, 178–181
 - copyleft, 184
 - e-mail newsletters, 175–177
 - FAQs (Frequently Asked Questions), 186
 - forums, 187
 - government sources, 177–178
 - hosted content service, 181
 - JavaScript, avoiding, 180–181
 - keyword searches, 174–175
 - manual inclusion techniques, 180–181
 - message boards, 187
 - news readers, 182–184
 - open content, 184

- borrowing content (*continued*)
 - press releases, 185–186
 - product information, 175
 - Q&A areas, 186
 - RSS aggregators, 182–184
 - RSS feeds, 182–184
 - search results pages, 185
 - server-side inclusion techniques, 180
 - sources, 171–172
 - traditional syndication, 181–182
 - Web sites, 175–177
 - bots, 10
 - brainstorming for keywords, 75
 - Brin, Sergey, 252–253, 263
 - browser compatibility, 63–64
 - browser-side (client-side) instructions, 102
 - browser-side inclusion, 180, 301
 - bulleted lists, 39, 116
 - bulletin board systems (BBS), 187
 - Burmeister, Mary, 22
 - Bush, George W., 116, 264–265
 - buttons, avoiding text on, 65
 - buying links, 293–296
- C ●
- caches, 27
 - Calishain, Tara, 297
 - “cam” example, 93
 - capitalization, 116
 - Cascading Style Sheets (CSS), 114–115
 - case sensitivity, keywords, 77
 - CIA’s Electronic Reading Room, 178
 - clearing cookies, 147
 - click here* links, 39, 117, 264
 - click price, calculating, 345–346
 - click value, 344–345, 346
 - click-through rate, 337
 - ClickTracks, 373
 - cloaking, 145, 162–163
 - clouds of links, 261–262
 - cluttered Web pages
 - document.write, 137–138
 - example, 135–136
 - external CSS files, 138
 - external JavaScripts, 137
 - formatting from copy and paste, 139
 - image maps, moving, 139
 - removing problem code, 137–138
 - Coffee Cup Google SiteMapper, 211
 - Comcast Search, 17
 - communities of links, 261–262
 - community, site usefulness, 59
 - company client lists, linking from, 276
 - company names
 - as keywords, 78, 117–118
 - in links, 264
 - competitive analysis
 - bold and highlighted words, 45
 - bold words in links, 45
 - complete-phrase search terms, 45
 - Google Search, 280
 - Google Toolbar, 280
 - KEI (Keyword Effectiveness Index), 90–91
 - keywords, 75
 - link popularity sites, 281
 - links, importance of, 46
 - PPC (pay per click) ads, 44
 - PPC (pay per click) systems, 91
 - quotes, 90
 - search terms, 44–46
 - Wordtracker project lists, 89–91
 - Yahoo! Search, 280
 - competitive sites, linking from, 279–282
 - Comprehensive Search, 92
 - Compressed Search, 92
 - compressing XML sitemaps, 211
 - comScore, 14–15
 - content. *See also* copyright
 - duplicating, 188–189
 - effect on rankings, 50–51
 - fair use, 170
 - hiring a writer, 170–171
 - insufficient, 363
 - mistakes, 363
 - reviewing products, 170
 - reviewing Web sites, 170
 - site usefulness, 59
 - summarizing online articles, 169–170
 - writing your own, 169–170

- content, borrowing from others. *See also* copyright
- asking permission, 175
 - attributions, 175
 - automatic updates, 181
 - BBS (bulletin board systems), 187
 - blogs, 187–188
 - browser-side inclusion techniques, 180
 - content-syndication sites, 178–181
 - copyleft, 184
 - e-mail newsletters, 175–177
 - FAQs (Frequently Asked Questions), 186
 - forums, 187
 - government sources, 177–178
 - hosted content service, 181
 - JavaScript, avoiding, 180–181
 - keyword searches, 174–175
 - manual inclusion techniques, 180–181
 - message boards, 187
 - news readers, 182–184
 - open content, 184
 - press releases, 185–186
 - product information, 175
 - Q&A areas, 186
 - RSS aggregators, 182–184
 - RSS feeds, 182–184
 - search results pages, 185
 - server-side inclusion techniques, 180
 - sources, 171–172
 - traditional syndication, 181–182
 - Web sites, 175–177
- content match PPC ads, 338–339
- content syndication
- Atomz Express Search, 305
 - browser-side inclusion, 301
 - categories, 301–302
 - guidelines for articles, 302–303
 - hosted content, 301
 - manual inclusion, 301
 - MapQuest, 305
 - overview, 299–301
 - registering with directories, 303–304
 - registering with services, 304–305
 - server-side inclusion, 301
 - traditional services, 181–182
 - utilities, 305
 - WebSideStory, 305
- content-syndication sites, 178–181
- contextual PPC ads, 338–339
- conversion rates (shoppers to buyers), 58
- cookie-based navigation systems, 146–148
- cookies
- clearing, 147
 - crumb trails, 146
 - file contents, 146–147
 - navigation tools, 146–148
 - required, effect on search indexes, 147
 - session IDs in URLs, 144, 145
- cool factor, 55, 59, 60
- Coollist, 176
- copyleft, 184
- copyright
- copyright infringement, 173
 - derivative works, 173
 - donated works, 174, 379
 - exceptions, 173–174
 - expiration, 173, 377–378
 - fair use, 170, 174, 380
 - government publications, 173, 177–178, 379
 - owner, identifying, 176
 - summary of the law, 173
 - versus* trademark, 378
- Copyscape, 374
- Creating Web Pages For Dummies*, 22
- Creative Commons, 184
- crumb trails, 146
- CSS (Cascading Style Sheets), 114–115
- CSS files, external, 138
- Current Wisdom blog, 123
- custom 404 error page, 66
- cuteness, avoiding, 64
- D •
- dangling pages, 64
- dashes (-), as keyword separator characters, 106
- data files. *See* shopping directories, data files

- datafeeds. *See* shopping directories, data files
 - Del.icio.us, 306
 - Delorie, 371
 - derivative works, copyright, 173
 - <DESCRIPTION> tag
 - attributes, order of, 37
 - definition, 36
 - effect on search indexes, 34–37
 - framed sites, 34
 - Google use of, 36
 - meta tags, 108–110
 - potential problems, 36–37
 - spamming, 110
 - designing
 - for optimization. *See* planning your strategy
 - useful sites. *See* useful sites
 - Dex, 244
 - “Did You Mean” pages, 77
 - Digg.com, 306
 - directories, shopping
 - Amazon Pro Merchant Programs, 323
 - Amazon “Sell Your Stuff,” 323
 - Amazon.com WebStores, 323
 - BizRate & Shopzilla, 318
 - eBay, 323
 - finding, 311–312
 - formatting guidelines, 326–327
 - free, 312
 - Google Product Search, 313–314
 - Half.com, 323
 - NexTag, 318–319
 - overview, 324
 - PPC (pay per click), 312
 - PrecioMania, 318
 - PriceGrabber, 318
 - PriceSCAN, 320
 - Pricewatch, 319–320
 - product URLs, 327–329
 - required data, 325–326
 - Shopping.com, 316–318
 - spreadsheets, creating, 327, 329–332
 - third-party merchants, 323
 - types of systems, 312
 - uploading, 332–333
 - Yahoo! Shopping, 314–316
 - directory structure, 106–107
 - discussion groups, linking from, 292
 - document.write, 137–138
 - Dogpile, 18, 81, 321
 - domain forwarding services, 100
 - domain names
 - choosing, 98–100
 - domain forwarding services, 100
 - keywords in, 99
 - naming conventions, 99–100
 - redirecting users to, 100
 - domain-specific searches, BC10
 - donated works, copyright, 174, 379
 - doorway pages, 159–160
 - duplicating pages and sites, 158
 - duplication, checking for, 374
 - dynamic IP number, 196
 - Dynamic Submission, 221
 - dynamic Web pages
 - definition, 140
 - effect on search indexes, 31–32
 - examining the URL, 141–142
 - fixing the problems, 142–143
 - index status, determining, 142
 - problems with, 140–141
 - rewriting URLs, 142–143
 - versus* static, 140
- **E** ●
- eBay, 323
 - eBay merchants, link source, 308
 - editing Web pages, 66
 - editor’s guidelines, Open Directory Project, 230
 - Elance.com, 294
 - e-mail address, site submissions, 220
 - e-mail newsletters, 175–177, 291
 - EmailWire, 185, 278
 - employees, as source of links, 275–276
 - Enhance Interactive, 341
 - ePilot, 341
 - ethics, tricking search engines, 152

exact phrase, finding, BC3
Exact/Precise Search, 92
ExactSeek, 219
expiration, copyright, 173, 377–378
exporting Wordtracker project lists, 89
EZineArticles.com, 179
EzineHub, 176
Ezine-Universe, 176

● F ●

Facebook, link source, 306
fair use, 170, 174, 380
FAQs, borrowed content, 186
FAST/AlltheWeb, 217
FBI's Freedom of Information Web Site, 178
featured clients, linking from, 277
Featurewell, 181
FedWorld, 178
FFA (Free for All) pages, 296
file formats, specifying or ignoring, BC11
files, naming, 106
Firefox
 Firebug add-on, 370–371
 PageRank, displaying, 256
first-tier search directories
 Open Directory Project, 230–231
 Yahoo!, 226–229
Flash animations
 effect on search indexes, 38
 eliminating, 134–135
 limiting, 62
formatting, from copy and paste, 139
forums, borrowed content, 187
forwarded pages, 148
4-way linking, 287–288
404 error page, custom, 66
framed sites
 definition, 121–122
 effect on search indexes, 34–35, 122
 frame-definition document, 123–124
 frameset document, 123–124
 framesets, opening pages in, 128
 Google support for, 123
 HTML for, 123–124

iframes, 129
information for search engines, 125–126
inline floating frames, 129
JavaScript problems, 128
navigation paths, 126–127
<NOFRAMES> tags, 125–126
orphaned pages, 123
pointing to particular pages, 122–123
problems with, 122–123
<TITLE> tags, uniqueness, 126–127
frame-definition document, 34, 123–124
frameset document, 123–124
framesets, opening pages in, 128
Free for All (FFA) pages, 296
Free Press Release, 278
free submissions, 208
Free-Press-Release.com, 185
FreeSticky.com, 179
freshmeat, 184
friends and family, linking from, 276
Froogle, BC10. *See also* Google Product Search
Full Search, 92

● G ●

gateway pages, 159–160
geolocation, 195
George Petrov's Google Sitemap Generator, 211
geo-specific keywords, 78
geo-targeting
 dynamic IP number, 196
 finding local systems, 201–202
 four local-search systems, 200–201
 geolocation, 195
 hostnames, 198
 importance of, 192
 IP numbers, 195–196
 masking your location, 196
 online research *versus* offline
 purchase, 193
 partner sites, 195
 reaching people locally, 198–199
 registering for local search, 199–201

- geo-targeting (*continued*)
 - sample results, 194
 - search terms, 195
- ghost pages, 159–160
- Gigablast, 219
- glossaries, directory of, 297
- GoArticles.com, 179
- Google
 - AdSense, 338–339
 - AdWords Keyword tool, 32–33
 - allinurl syntax, 99
 - cache, searching, BC9
 - framed sites, support for, 123
 - free submissions, 208
 - page value. *See* PageRank
 - patent, 52
 - purchased links, 295–296
 - ranking results, 19–21
 - registering your site, 39–40
 - reporting tricks, 164–165
 - sample page, 11
 - sandbox, 52–53
 - search index contents, examining, 26–28
 - search indexes, 10
 - share of search results, 19
 - text within words, 98
 - use of the <DESCRIPTION> tag, 36
 - Web site home pages, finding, 28
 - weighting results, 20
 - XML sitemaps, creating, 210
 - XML sitemaps, submitting, 212–215
- Google Advanced Search
 - all search words, finding, BC2–BC3
 - common words, omitting, BC4
 - domain-specific searches, BC10
 - exact phrase, finding, BC3
 - file formats, specifying or ignoring, BC11
 - finding, BC1
 - Froogle, searching, BC10
 - Google cache, searching, BC9
 - index page, finding, BC8–BC9
 - language, specifying, BC11
 - at least one search word, finding, BC3–BC4
 - linked pages, finding, BC9–BC10
 - omitting specified words, BC5
 - page text, searching, BC5
 - recent changes, searching, BC11–BC12
 - SafeSearch, BC12
 - sexual content, ignoring, BC12
 - similar pages, finding, BC12
 - stock ticker symbols, finding, BC13
 - synonyms, BC4–BC5
 - <TITLE> tags, searching between, BC6
 - topic-specific searches, BC10
 - URL, searching, BC6–BC7
 - Web sites, ignoring, BC8
 - Web sites, searching within, BC7–BC8
 - word definitions, finding, BC13
 - word stemming, BC2
- Google API, 367
- Google Product Search, 312–314
- Google products and services
 - AdWords, 79–80, 340
 - Alerts, BC14–BC15
 - Blog Search, BC15
 - Catalogs, 322
 - Desktop, BC15
 - Directory, BC14
 - Earth, BC15
 - Finance, BC15
 - Groups, BC14
 - Image Search, BC14
 - News, BC14
 - Patent Search, BC15
 - Sitemap Maker, 211
 - Video, BC15
 - Webmaster Central Blog, 356
 - Webmaster Guidelines, 354
 - Webmaster Help Center, 354
 - Zeitgeist, 357
- Google Search, competitive analysis, 280
- Google Toolbar
 - competitive analysis, 280
 - features, 23–24, 369
 - PageRank bar, 256–259
 - site for, 22
- Google Trends, 357
- Googlebombing, 116, 264–265
- GOOGLEBOT meta tag, 112
- Google.com, site ranking, 17
- government materials, 178

Government Printing Office, 178
government publications
 borrowed content, 177–178
 copyright, 173, 177–178, 379
graphic designers, working with, 67
GSiteCrawler, 210
guest books, 296
Guru.com, 294

• H •

<H1>...<Hn> headers, 114–115
Half.com, 323
Haveliwala, Taher, 260
headers, 114–115
hiding
 keywords, 156–158
 links, 158
 text, 156–158
Highrankings.com, 356
hiring a writer, 170–171
hit logs. *See* Web sites, access logs
home pages, finding, 28
hosted content, 181, 301
hosting company, finding, 98
hostnames, 198
Hot Product News, 185
HotBot, 18
HTML 4 For Dummies, 22
hubs of links, 261–262
hyphens, in keywords, 77–78

• I •

iBuyernet.com, 321
icons in this book, 5
IdeaMarketers.com, 179
iframes, 129, 180
ignoring links, 268–269
image maps, 139, 148–149
images
 alternative text for, 113
 enhanced image search, 366
 links from, 264
 text as, 38

improving optimization, navigation
 systems
 cookie-based, 146–148
 dangling pages, 64
 effect on search indexes, 30
 examining source code, 130–131
 Index page, 65
 invisible, 130–133
 Java, disabling, 132–133
 JavaScript event handlers, 131
 long link text, 65
 navigation bars, 65
 navigation text links, 65
 orphaned pages, 64
 pages with no links back, 64
 scripting, disabling, 132–133
 site usefulness, 64–65
 Table of Contents, 65
 XML sitemaps, 65
improving optimization, ranking pages.
 See also PageRank
 aging delay, 53
 basic variables, 50–53
 checking, 366–368
 content, 50–51
 Google Partners, 462
 Google sandbox, 52–53
 highly targeted keywords, 47
 intentional spelling mistakes, 47
 keywords, 50
 links, 52
 local identity, 47
 myths, 462
 page optimization, 51
 paying for position, 462
 search sites, 15–19
 search tail, 47–50
 seed pages, 262
 site age, 52–53
 submissions, 51–52
 TrustRank, 262
 XML sitemaps, 51
improving optimization, tricks for
 advertising pages, 159–160
 affiliate pages, 159–160

- improving optimization, tricks for (*continued*)
 - basic principles, 153
 - cloaking, 162–163
 - doorway pages, 159–160
 - duplicating pages and sites, 158
 - effectiveness of, 154
 - ethics of, 152
 - gateway pages, 159–160
 - ghost pages, 159–160
 - hiding keywords, 156–158
 - hiding links, 158
 - hiding text, 156–158
 - information pages, 159–160
 - link farms, 266
 - marketing pages, 159–160
 - mirroring pages and sites, 158
 - page jacking, 159
 - page swapping, 159
 - penalties for, 154, 164–165
 - redirects, 160–162
 - reporting tricks, 164–165
 - satellite sites, 266
 - shadow domains, 266
 - shrinking keywords, 156–158
 - stacking keywords, 155–156
 - stuffing keywords, 155–156
 - tricks *versus* strategies, 163–164
- improving optimization, useful sites
 - Amazon example, 57–58, 60
 - attractive appearance, 66–68
 - benefits of, 55
 - browser compatibility, 63–64
 - community, 59
 - consistent structure, 66
 - content, 59
 - conversion rates (shoppers to buyers), 58
 - cool factor, 59, 60
 - custom 404 error page, 66
 - cuteness, avoiding, 64
 - editing, 66
 - Flash animation, limiting, 62
 - knowing your audience, 60
 - links, 59
 - long link text, 65
 - multimedia, limiting, 62
 - navigation systems, 64–65
 - spell checking, 66
 - technical tricks, avoiding, 63–64
 - text content, search engine bias, 61
 - text content, *versus* graphics, 62–63
 - text on image buttons, avoiding, 65
 - ugly pages, characteristics of, 67–68
 - web page templates, 68
- index, as search term, 238
- Index page, 65
- index page, finding, BC8–BC9
- indexes. *See* search indexes
- inneedhits, 221
- I-Newswire.com, 186, 278
- information pages, 159–160
- InfoSpace, 244
- inhibiting optimization
 - cluttered Web pages, 135–139
 - cookie-based navigation systems, 146–148
 - dynamic Web pages, 31–32, 140–143
 - Flash animations, 38, 62, 134–135
 - forwarded pages, 148
 - framed sites, 34–35, 121–129
 - image maps, 148–149
 - invisible navigation systems, 130–133
 - REFRESH meta tag, 148
 - session IDs in URLs, 31–32, 143–145
 - special characters, 149–150
 - text embedded in graphics, 38, 135
- Inktomi, 217
- inline floating frames, 129
- Instituform Technologies, Inc., 117
- Internet News Bureau, 186
- invisible navigation systems. *See also* navigation systems
 - examining source code, 130–131
 - examples, 130
 - fixing the problem, 133
 - identifying, 130
 - Java, disabling, 132–133
 - JavaScript event handlers, 131
 - scripting, disabling, 132–133
- IP numbers, 195–196
- italic text, 39, 115

• J •

Java, disabling, 132–133
JavaScript
 avoiding, 180–181
 effect on search indexes, 30
 event handlers, 131
 external, 137
 framed sites, problems, 128
jTFlashManager, 132

• K •

KEI (Keyword Effectiveness Index), 90–91
Kelkoo, 322
keyword analysis
 ambiguous terms, 93
 brainstorming, 75
 “cam” example, 93
 case sensitivity, 77
 choosing from results, 92–94
 combining terms, 94
 company names, 78
 competitive analysis, 75
 definition, 74
 “Did You Mean” pages, 77
 effect on search indexes, 32–33, 38–39
 geo-specific terms, 78
 Google AdWords Keyword tool, 32–33
 hyphens, 77–78
 identifying the obvious, 74
 an initial list, 75–78
 meeting user expectations, 71–72, 73–74
 merged words, 77
 overly broad terms, 93–94
 planning, 53
 product names, 78
 removing unhelpful terms, 92–94
 singular *versus* plural, 77
 spelling mistakes, 75–76
 split words, 77
 synonyms, 76–77
 Web site access logs, examining, 74
keyword analysis tools. *See also*
 Wordtracker

Dogpile, 81
Google AdWords, 79–80
KeywordSpy, 95
Microsoft AdCenter, 81
online resources, 79–81, 95
Trellian’s Keyword Discovery, 95
Wordze, 95
Yahoo!, 78–80
Keyword Effectiveness Index (KEI), 90–91
keyword searches, borrowed content,
 174–175
KeywordDensity.com, 372
keywords
 - (dashes), as separator characters, 106
 _ (underscores), as separator
 characters, 106
 appearance, 39
 bold, 39
 bulleted lists, 39
 company names, 117–118
 density, 104–105, 372
 in domain names, 99
 effect on rankings, 50
 effects on PageRank, 260
 hiding, 156–158
 highly targeted, 47
 importance of, 72–73
 incomplete optimization, 363
 italic, 39
 in links, 263–265
 to mislead or misrepresent, 117–118
 mistakes, 361, 363
 more is better, 38
 multiple uses of, 39
 optimization, 103–104
 picking the right ones. *See* keyword
 analysis
 placement, 39, 54, 105
 product names as, 117–118
 prominence, 104
 shrinking, 156–158
 stacking, 155–156
 stuffing, 155–156
 in titles, 107–108
 in URLs (uniform resource locators),
 98–100

KEYWORDS meta tag, 110–111
KeywordSpy, 95

• L •

laborious, tedious, time consuming (LTT),
288, 295

landscape logs, 236

language, specifying, BC11

lateral lookup, 86

leaking PageRanks, 259–260

Library of Congress, 178

lifetime value of PPC clicks, 344

link campaigns

“add url,” searching for, 289–291

advertising, 293

announcement sites, 277

asking other sites, 282

association sites, 276

Bedo, 306

blogs, 292

buying links, 293–296

company client lists, 276

competitive sites, 279–282

content giveaways, 293. *See also* content syndication

Del.icio.us, 306

Digg.com, 306

discussion groups, 292

eBay merchants, 308

e-mail newsletters, 291

from employees, 275–276

Facebook, 306

featured clients, 277

FFA (Free for All) pages, 296

from friends and family, 276

guest books, 296

just waiting, 296

keyword searches, 289–291

link farms, 296

linkbait, 279

link-building software and services,
288–289

LinkedIn, 306

LTT (laborious, tedious, time consuming),
288, 295

manufacturer’s Web sites, 276

MySpace, 306

newsletters, 277

offline PR, 292–293

OneWay TextLinks, 293–294

press releases, 278–279

reciprocal link requests, 282–288, 289

registering with search directories, 276

social networking, 305–307

sources, summary list, 273–274

TravBuddy.com, 306

video sites, 307–308

link exchange. *See* reciprocal link requests

link farms, 266, 296

link popularity, 250, 281

link text

anchor text, 263

creating, 272

inserting keywords, 263–265

long text, 65

URLs, 273

Link to Us page, 272

LinkAlarm, 368

linkbait, 279

link-building software and services,
288–289

link-checking tools, 273

linked pages, finding, BC9–BC10

LinkedIn, 306

Linking Matters, 294

linking sites for inclusion, 206

LinkPartners, 289

links

301 Redirect, 273, 375

blocking, 119–120, 268–269

in blogs, 292

bold words in, 45

broken, checking for, 368–369

click here, 39, 264

clouds, 261–262

communities, 261–262

company names in, 264

competitive analysis, 46

- controlling, 272–273
- creating, 116–117
- effect on rankings, 52
- good *versus* bad, 265–266, 269
- Googlebombing, 116, 264–265
- hiding, 158
- hubs, 261–262
- ignoring, 268–269, 308–309
- from images, 264
- importance of, 46, 250–251
- Link to Us page, 272
- neighborhoods, 261–262
- nofollow tag, 268–269, 308–309
- from other sites, 54
- page value. *See* PageRank; ranking
- problems with, 264
- site usefulness, 59
- site value. *See* PageRank; ranking
- that aren't links, 267–268
- types, Open Directory Project, 231
- links, from other sites
 - “add url,” searching for, 289–291
 - advertising, 293
 - announcement sites, 277
 - asking other sites, 282
 - association sites, 276
 - Bedo, 306
 - blogs, 292
 - buying links, 293–296
 - company client lists, 276
 - competitive sites, 279–282
 - content giveaways, 293. *See also* content syndication
 - Del.icio.us, 306
 - Digg.com, 306
 - discussion groups, 292
 - eBay merchants, 308
 - e-mail newsletters, 291
 - from employees, 275–276
 - Facebook, 306
 - featured clients, 277
 - FFA (Free for All) pages, 296
 - from friends and family, 276
 - guest books, 296
 - just waiting, 296
 - keyword searches, 289–291
 - link campaigns, 297
 - link farms, 296
 - linkbait, 279
 - link-building software and services, 288–289
 - LinkedIn, 306
 - LTT (laborious, tedious, time consuming), 288, 295
 - manufacturer's Web sites, 276
 - MySpace, 306
 - newsletters, 277
 - offline PR, 292–293
 - OneWay TextLinks, 293–294
 - press releases, 278–279
 - reciprocal link requests, 282–288, 289
 - registering with search directories, 276
 - social networking, 305–307
 - sources, summary list, 273–274
 - TravBuddy.com, 306
 - video sites, 307–308
- links, reciprocal requests
 - 3-way linking, 287–288
 - 4-way linking, 287–288
 - effectiveness of, 283
 - links pages, 284–286
 - making contact, 284
 - one-way link exchange, 287
 - overview, 283
 - page with high PageRanks, 286–287
 - penalties for, 283
 - reciprocal links, definition, 282
- links in this book, online resources, 5
- links pages, 284–286
- Links4Trade, 289
- LinksManager, 289
- listTool, 176
- local directories, 240
- local identity, effect on rankings, 47
- local search. *See* geo-targeting
- logarithmic PageRank, 258
- LTT (laborious, tedious, time consuming), 288, 295
- The Lycos 50, 358
- Lycos Shopping, 321

• M •

M2PressWIRE, 186
 Mamma.com, 18
 manual inclusion, 180–181, 301
 manufacturer's Web sites, linking from, 276
 MapQuest, 305
 marketing, importance of search engines, 14–15
 marketing pages, 159–160
 masking your location, 196
 MattCutts.com, 356
 measuring PageRank, 256–259
 merged keywords, 77
 message boards, borrowed content, 187
 meta indexes, 13
 meta tags
 <DESCRIPTION> tag, 108–110
 GOOGLEBOT, 112
 KEYWORDS, 110–111
 myths about, 359
 REVISIT-AFTER, 111–112
 ROBOTS, 111–112, 119–120
 MetaCrawler, 18
 metacrawlers *versus* Wordtracker, 81–82
 Microsoft AdCenter, 81, 340
 mirroring pages and sites, 158
 Misspelling Search, 92
 Miva, 341
 Moreover, 182
 most important, 18
 MSN Shopping, 322
 MSN toolbar, 22
 MSN.com, 17
 MSN/Live Search
 free submissions, 208
 registering your site, 39–40
 reporting tricks, 164–165
 search index contents, examining, 28
 SEO tips, 355
 XML sitemaps, submitting, 212–213
 multi-line search results, 365–366
 multimedia, limiting, 62
 mySimon, 322
 MySpace, link source, 306

MyWay.com, 17
 MyWebSearch.com, 17

• N •

naming
 domains, 99–100
 files, 106
 National Envirotech Group, 117
 natural search results, 14
 Naukri.com, 294
 navigation bars, 65
 navigation paths, framed sites, 126–127
 navigation structures, 118–119
 navigation systems
 cookie-based, 146–148
 dangling pages, 64
 effect on search indexes, 30
 examining source code, 130–131
 Index page, 65
 invisible, 130–133
 Java, disabling, 132–133
 JavaScript event handlers, 131
 long link text, 65
 navigation bars, 65
 navigation text links, 65
 orphaned pages, 64
 pages with no links back, 64
 scripting, disabling, 132–133
 site usefulness, 64–65
 Table of Contents, 65
 XML sitemaps, 65
 navigation text links, 65
 neighborhoods of links, 261–262
 NewJour, 176
 news readers, borrowed content, 182–184
 NewsKnowledge, 183
 Newsletter Access, 176
 newsletters, 176, 277
 NexTag, 312, 318–319
 Niemann, Ulli, 300
 nofollow tag, 268–269, 308–309
 <NOFRAMES> tags, 34, 125–126
 non-spidered search indexes, 12
 Northern Light, 18

• 0 •

- Official Google Webmaster Help Group*, 355
offline PR, link source, 292–293
one-way link exchange, 287
OneWay TextLinks, 293–294
online conversion rate, PPC clicks, 345
Online Press Releases, 186
online research *versus* offline purchase, 193
online resources. *See also* books and publications; *specific items*
AbleStable Syndication, 181
AdBrite, 294
AdPro, 221
Alexa toolbar, 24
Amazon Pro Merchant Programs, 323
Amazon “Sell Your Stuff,” 323
Amazon.com WebStores, 323
announcement services, 277
AOL Shopping, 322
ARELIS, 288
Article Dashboard, 179
AT&T YellowPages.com, 244
AuditMyPC.com, 210
backlinks, finding, 280–282
BizRate & Shopzilla, 312
Bonus Chapter to this book, 5
buying links, 293–294
CIA’s Electronic Reading Room, 178
Coffee Cup Google SiteMapper, 211
content-syndication sites, 179
Coollist, 176
copyleft, 184
Creative Commons, 184
Current Wisdom blog, 123
Dex, 244
Dogpile, 321
Dynamic Submission, 221
eBay, 323
Elance.com, 294
EmailWire, 185, 278
ExactSeek, 219
EZineArticles.com, 179
EzineHub, 176
Ezine-Universe, 176
FBI’s Freedom of Information Web Site, 178
Featurewell, 181
FedWorld, 178
Free Press Release, 278
free submissions, 208
Free-Press-Release.com, 185
FreeSticky.com, 179
freshmeat, 184
George Petrov’s Google Sitemap Generator, 211
Gigablast, 219
glossaries, directory of, 297
GoArticles.com, 179
Google, free submissions, 208
Google, sitemap creation, 210
Google AdWords, 79–80
Google Catalogs, 322
Google patent, 52
Google Product Search, 312
Google Sitemap Maker, 211
government materials, 178
Government Printing Office, 178
GSiteCrawler, 210
Guru.com, 294
Half.com, 323
Hot Product News, 185
iBuyernet.com, 321
IdeaMarketers.com, 179
ineedhits, 221
I-Newswire.com, 186, 278
InfoSpace, 244
Internet News Bureau, 186
jTFlashManager, 132
Kelkoo, 322
keyword analysis tools, 79–81, 95
keyword density, measuring, 372
KeywordSpy, 95
Library of Congress, 178
link popularity sites, 281
link popularity software, 281
link-building software and services, 288–289
Linking Matters, 294
LinkPartners, 289
links in this book, 5

online resources (*continued*)

- Links4Trade, 289
- LinksManager, 289
- listTool, 176
- Lycos Shopping, 321
- M2PressWIRE, 186
- Microsoft AdCenter, 81
- Moreover, 182
- MSN Shopping, 322
- MSN/Live Search!, free submissions, 208
- mySimon, 322
- Naukri.com, 294
- NewJour, 176
- NewsKnowledge, 183
- Newsletter Access, 176
- newsletters, 176
- NexTag, 312
- OneWay TextLinks, 293–294
- Online Press Releases, 186
- Open Content List, 184
- Open Directory Project, 11
- Open Directory Project's List of Content Providers, 179, 182
- Open Directory Project's open content page, 184
- openPR, 278
- OpenPR.com, 186
- OSKAR Consulting, 182
- PageRank, 255, 260
- PigeonRank system, 260
- pop-up blockers, 132
- PopUpCop, 132
- PPC sites, 340–341
- PR Leap, 278
- PR Newswire, 186
- PR Web, 186
- PR9.NET, 186, 278
- PR.com, 186, 278
- Premier Web Design, 278
- press releases, 185–186, 278
- PressBox, 278
- PressBox.co.uk, 186
- PR-GB.com, 186, 278
- Pricegrabber, 312
- PriceSCAN, 312
- Pricewatch, 312
- PricingCentral.com, 321
- PRLeap, 186
- PRLog, 186, 278
- Pronto.com, 321
- Purple Pages, 179
- registration services, 221
- ResearchBuzz, 297
- rewriting URLs, 143
- RSS feeds, 183
- ScoutReport, 297
- search directories, 11
- search engine information, 353–358
- search engine simulators, 371
- search optimization, 5
- SearchEngineBulletin.com, 354
- SEO Elite, 281, 290–291
- Shop.com, 321
- Shopper.com, 322
- shopping directories, 312
- shopping services, 321–322
- Shopping.com, 312
- Shopzilla, 312
- sitemap creation, 210
- SitemapDoc, 210
- Sitemaps Pal, 211
- social networking, 307
- software submission programs, 221
- SourceForge.net, 184
- StreetPrices.com, 321
- submissions to secondary systems, 219
- SubmitWolf, 221
- SuperPages, 244
- Syndic8, 183
- syndication directories, 303–304
- syndication services, 304
- Text Link Ads, 294
- TextLinkBrokers.com, 294
- third-party merchants, 323
- Title.Net, 176
- toolbars, 22–24
- traditional syndication services, 181–182
- TransWorldNews, 186, 278
- Trellian toolbar, 95
- Trellian's Keyword Discovery, 95
- United Media's uclick, 182
- URLwire, 277

- U.S. Department of State's Electronic Reading Room, 178
 - USANews, 186
 - USAToday, 297
 - video sites, 307–308
 - VIGOS Gsitemap, 211
 - WayBackMachine, 224–225
 - Web Link Alliance, 294
 - WebPosition Gold, 221
 - WebWorkshop, 255
 - Wordtracker, 81
 - World Wide Information Outlet, 179
 - XML-Sitemaps.com, 210
 - Yahoo!, free submissions, 208
 - Yahoo! News and Media Syndication page, 182
 - Yahoo! Picks, 277
 - Yahoo! Shopping, 312
 - Yahoo! Yellow Pages, 244
 - Yell.com, 244
 - Yellow Pages sites, 244
 - Yellowbook.com, 244
 - YellowBrix, 182
 - Yellow.com, 244
 - Zeus, 288
 - open content, 184
 - Open Content List, 184
 - Open Directory Project
 - definition, 11
 - editor's guidelines, 230
 - link types, 231
 - List of Content Providers, 179, 182
 - online resources, 11
 - open content page, 184
 - registering your site, 39–40
 - sample Google page, 12
 - search categories, 357
 - search directories, finding, 239–240
 - search index contents, examining, 29
 - site ranking, 17
 - submission barriers, 230
 - submitting to, 230–231
 - openPR, 278
 - OpenPR.com, 186
 - open-source software, 184
 - orphaned pages, 34, 64, 123
 - OSKAR Consulting, 182
 - overly broad keywords, 93–94
- p ●
- Page, Larry, 252–253, 263
 - page content, effect on search indexes, 37–39
 - page jacking, 159
 - page optimization, effect on rankings, 51
 - page relevance, 260–261. *See also* PageRank
 - page swapping, 159
 - PageRank. *See also* page relevance; ranking pages
 - definition, 251
 - detailed descriptions, 255
 - displaying, 256
 - distributing around your site, 255
 - functional description, 254–255
 - guessing at, 257
 - highly ranked pages, finding, 286–287
 - importance of, 251–252
 - increasing, 254–256, 259
 - keywords, effects of, 260
 - leaking, 259–260
 - measuring, 256–259
 - name origin, 252
 - The PageRank Citation Ranking...*, 255
 - for pages, not sites, 255
 - PigeonRank system, 260
 - ranking algorithm, 253–255
 - role in search results, 252
 - site size, effect of, 255–256
 - topic-sensitive, 260
 - The PageRank Citation Ranking...*, 255
 - PageRank toolbar
 - displaying in Google, 256
 - grayed out, 257
 - guessing at PageRanks, 257
 - increasing PageRank, 259
 - logarithmic ranking, 258
 - pages with same rank, 259
 - rank number, 257–258
 - white bars, 257

- paid inclusion, 215–219
- Pandia SEO, 375
- partner sites, 195
- passwords, 220, 347
- Pay Per Click Search Engine Marketing For Dummies*, 335
- pay-per-click (PPC) systems. *See* PPC (pay-per-click) systems
- PDF files, converting to Web pages, 177–178
- penalties imposed by search engines, 266
- permission to reprint content, 175
- PHP scripts, 102
- PigeonRank system, 260
- pinging search engines, 213–214
- planning your strategy
 - the cool factor, 55
 - creating readable pages, 53
 - expecting ups and downs, 55
 - increasing content volume, 54
 - keyword analysis, 53
 - knowing your competition. *See* competitive analysis
 - linking from other sites, 54
 - making sites useful. *See* useful sites
 - mistakes, 361–362
 - placing keywords, 54
 - ranking factors. *See* ranking pages
 - registering with search engines, 54
 - understanding limitations, 42–43
 - Web designers, working with, 41–42
- Playboy Enterprises, 117
- pop-up blockers
 - disabling, 23
 - Java, disabling, 132–133
 - JavaScript, disabling, 132–133
 - jTFlashManager, 132
 - PopUpCop, 132
- PopUpCop, 132
- portals, 242
- PPC ads
 - competitive analysis, 44
 - dropping, reasons for, 346–348
 - effectiveness of, 342–344
 - metrics, 343–344
 - passwords, 347
 - placement, 342
 - types, 338–339
 - use of superlatives, 349
- PPC (pay-per-click) systems
 - 7Search, 341
 - ABC Search, 341
 - Ask.com, 341
 - Atlas Search, 349
 - automating, 348–350
 - bidding, 312, 338
 - BidRank, 349
 - click price, calculating, 345–346
 - click value, 344–345, 346
 - click-through rate, 337
 - competitive analysis, 91
 - content match ads, 338–339
 - contextual ads, 338–339
 - Enhance Interactive, 341
 - ePilot, 341
 - fixed-fee, 312
 - Google AdSense, 338–339
 - Google AdWords, 340
 - lifetime value, 344
 - Microsoft AdCenter, 340
 - Miva, 341
 - myth, 363–364
 - online conversion rate, 345
 - overview, 335–337
 - Pay Per Click Search Engine Marketing For Dummies*, 335
 - pros and cons, 339–340
 - registering your site, 54
 - search engine ads, 338–339
 - Searchfeed, 341
 - tiers, 340–341
 - Yahoo! Search Marketing, 340
- PR Leap, 278
- PR Newswire, 186
- PR Web, 186
- PR9.NET, 186, 278
- PR.com, 186, 278
- PrecioMania, 318
- predicting search term use, 87
- Premier Web Design, 278
- press releases, 185–186, 278–279
- PressBox, 278

PressBox.co.uk, 186
 PR-GB.com, 186, 278
 PriceGrabber, 318
 Pricegrabber, 312
 PriceSCAN, 312, 320
 Pricewatch, 312, 319–320
 PricingCentral.com, 321
 PRLeap, 186
 PRLog, 186, 278
 product information, borrowed
 content, 175
 product names, as keywords, 78, 117–118
 Pronto.com, 321
 Purple Pages, 179

• Q •

Q&A areas, borrowed content, 186
 quotation marks (“...”), in search terms, 44
 quotes, competitive analysis, 90

• R •

ranking pages
 aging delay, 53
 basic variables, 50–53
 checking, 366–368
 content, 50–51
 Google Partners, 462
 Google sandbox, 52–53
 highly targeted keywords, 47
 intentional spelling mistakes, 47
 keywords, 50
 links, 52
 local identity, 47
 myths, 462
 page optimization, 51
 paying for position, 462
 search sites, 15–19
 search tail, 47–50
 seed pages, 262
 site age, 52–53
 submissions, 51–52
 TrustRank, 262
 XML sitemaps, 51

ranking pages, PageRank. *See also* page
 relevance
 definition, 251
 detailed descriptions, 255
 displaying, 256
 distributing around your site, 255
 functional description, 254–255
 guessing at, 257
 highly ranked pages, finding, 286–287
 importance of, 251–252
 increasing, 254–256, 259
 keywords, effects of, 260
 leaking, 259–260
 measuring, 256–259
 name origin, 252
 The PageRank Citation Ranking..., 255
 for pages, not sites, 255
 PigeonRank system, 260
 ranking algorithm, 253–255
 role in search results, 252
 site size, effect of, 255–256
 topic-sensitive, 260
 ranking pages, PageRank toolbar
 displaying in Google, 256
 grayed out, 257
 guessing at PageRanks, 257
 increasing PageRank, 259
 logarithmic ranking, 258
 pages with same rank, 259
 rank number, 257–258
 white bars, 257
 ranking search results, 19–21
 readable pages, effect on search
 engines, 53
 reciprocal link requests
 3-way linking, 287–288
 4-way linking, 287–288
 effectiveness of, 283
 links pages, 284–286
 making contact, 284
 one-way link exchange, 287
 overview, 283
 page with high PageRanks, 286–287
 penalties for, 283
 reciprocal links, definition, 282

- reciprocal links, definition, 282
 - redirects
 - 301 Redirect, 273, 375
 - new domain names, 100
 - tricking search engines, 160–162
 - REFRESH meta tag, 148
 - registering, for local search, 199–201
 - registering your site
 - Ask.com, 39–40
 - Google, 39–40
 - MSN Live Search, 39–40
 - Open Directory Project, 39–40
 - PPC (pay per click), 54
 - search engines, 39–40, 54
 - shopping indexes, 54
 - specialized sites, 54
 - Web Search, 39–40
 - Yahoo!, 39–40
 - Yahoo! Directory index, 39–40
 - registration services, 220–221
 - Remember icon, 5
 - ResearchBuzz, 297
 - reviewing products, 170
 - reviewing Web sites, 170
 - REVISIT-AFTER meta tag, 111–112
 - rewriting URLs, 142–143
 - robots, 10
 - ROBOTS meta tag, 111–112, 119–120
 - robots.txt file, 119–120
 - RSS aggregators, borrowed content, 182–184
 - RSS feeds, 182–184
- S •
- SafeSearch, BC12
 - satellite sites, 266
 - SBC Yellow Pages, 17
 - ScoutReport, 297
 - scripting, 102
 - scripting, disabling, 132–133
 - search directories. *See also* Open Directory Project; Yahoo!
 - definition, 11
 - link sources, 276
 - online resources, 11
 - versus* search engines, 223–225
 - significance of, 225–226
 - weaknesses, 224
 - Yahoo!, 224–225
 - search directories, finding
 - cost, 241–242
 - getting the link, 241–242
 - index, as search term, 238
 - landscape logs, 236
 - local directories, 240
 - Open Directory Project, 239–240
 - specialized directories, 237–241
 - Yellow Pages, 242–246
 - search directory submissions, first tier
 - Open Directory Project, 230–231
 - Yahoo!, 226–229
 - search directory submissions, second tier
 - avoiding payment, 232–233
 - finding second-tier directories, 231–232
 - overview, 231
 - search engine optimization (SEO). *See* SEO (search engine optimization)
 - search engine simulators, 371
 - Search Engine Watch, 355
 - search engines
 - algorithms, 10
 - automated tools, 367
 - blocking, 119–120
 - definition, 10
 - importance to marketing, 14–15
 - penalties imposed by, 266
 - registering your site, 54
 - versus* search directories, 223–225
 - simulators, 371–372
 - volume of searches, 14–15
 - search engines, online resources
 - Ask.com FAQ, 355
 - Ask.com IQ (Interesting Queries), 358
 - Google Trends, 357
 - Google Webmaster Central Blog, 356
 - Google Webmaster Guidelines, 354
 - Google Webmaster Help Center, 354
 - Google Zeitgeist, 357
 - Highrankings.com, 356
 - The Lycos 50, 358
 - MattCutts.com, 356

- MSN/Live Search, SEO tips, 355
- Official Google Webmaster Help Group*, 355
- Open Directory Project search
 - categories, 357
- Search Engine Watch, 355
- SearchEngineBulletin, 353
- WebMaster World, 356
- Wordtracker, 357
- Yahoo! Buzz, 358
- Yahoo! Search Engine Optimization
 - Resources, 356
- Yahoo! Search Help, 354–355
- search index contents, examining
 - caches, 27
 - Google, 26–28
 - MSN Live Search, 28
 - Open Directory Project, 29
 - Yahoo!, 28
 - Yahoo! Directory, 28–29
- search indexes
 - blocking, 119–120
 - bots, 10
 - cookies, effects of, 147
 - definition, 10
 - framed sites, effects of, 122
 - Google, 10
 - links pages, 286
 - meta indexes, 13
 - non-spidered, 12
 - robots, 10
 - spiders, 10
 - Yahoo!, 10
- search indexes, finding your site
 - caches, 27
 - Google, 26–28
 - MSN Live Search, 28
 - Open Directory Project, 29
 - Yahoo!, 28
 - Yahoo! Directory, 28–29
- search indexes, getting listed
 - <DESCRIPTION> tag, 34–37
 - dynamic pages, 31–32
 - e-mail address requirement, 220
 - Flash animations, 38
 - frame sites, 34–35
 - JavaScript, 30
 - keyword analysis, 32–33, 38–39
 - linking sites for inclusion, 206
 - navigation, 30
 - orphaned sites, 34
 - page content, 37–39
 - paid inclusion, 215–219
 - password requirement, 220
 - registering your site, 39–40
 - registration services, 220–221
 - session IDs, 31–32
 - site visibility, 30
 - sitemaps. *See* XML sitemaps
 - software programs, 220–221
 - submissions to primary systems, 207–208
 - submissions to secondary systems, 219–220
 - text embedded in images, 38
 - text links, 30
 - <TITLE> tags, 34–35
 - trusted feeds, 218–219
- search results
 - borrowed content, 185
 - definition, 14
 - Google's share, 19
 - multi-line, 365–366
 - natural, 14
- search sites
 - AllTheWeb, 18
 - AltaVista, 18
 - AOL.com, 17
 - Ask.com, 17
 - BellSouth Search, 17
 - Comcast Search, 17
 - comparison chart, 17
 - definition, 13
 - Dogpile, 18
 - Google.com, 17
 - HotBot, 18
 - Mamma.com, 18
 - MetaCrawler, 18
 - most important, 18
 - MSN.com, 17
 - MyWay.com, 17
 - MyWebSearch.com, 17
 - Northern Light, 18

- search sites (*continued*)
 - Open Directory Project, 17
 - popularity, measuring, 15–16
 - rankings, 15–19
 - SBC Yellow Pages, 17
 - Yahoo.com, 17
- search systems, 13
- search tail, 47–50
- search techniques, advanced. *See* Google Advanced Search
- search terms
 - analyzing. *See* Wordtracker
 - competitive analysis, 44–46
 - definition, 14
 - finding complete phrases, 45
 - index as, 238
 - local search, 195
 - predicting use of, 87
- searchbots, blocking, 119–120
- SearchEngineBulletin, 353
- searches, volume of, 14–15
- Searchfeed, 341
- seasonal keyword variations, 81
- second-tier search directories, 231–233
- seed pages, 262
- SEO Elite, 281, 290–291
- SEO Help, 375
- SEO (search engine optimization), 14. *See also* improving optimization; inhibiting optimization
- SEO Tool's Keyword Density Analyzer, 372
- SEO Tools Spider, 371
- server-side includes (SSIs), 102
- server-side inclusion, 180, 301
- session IDs in URLs
 - cloaking, 145
 - cookies, 144, 145
 - coping with, 145
 - creating, 144
 - definition, 143
 - effect on search indexes, 31–32
 - example, 144
 - inhibiting optimization, 143–145
 - mistakes, 361
 - searchbot response to, 144–145
 - user agent delivery, 145
- 7Search, 341
- sexual content, ignoring, BC12
- shadow domains, 266
- Shop.com, 321
- Shopper.com, 322
- shoppers, converting to buyers, 58
- shopping directories
 - Amazon Pro Merchant Programs, 323
 - Amazon “Sell Your Stuff,” 323
 - Amazon.com WebStores, 323
 - BizRate & Shopzilla, 318
 - eBay, 323
 - finding, 311–312
 - free, 312
 - Google Product Search, 313–314
 - Half.com, 323
 - NexTag, 318–319
 - PPC (pay per click), 312
 - PrecioMania, 318
 - PriceGrabber, 318
 - PriceSCAN, 320
 - Pricewatch, 319–320
 - Shopping.com, 316–318
 - third-party merchants, 323
 - types of systems, 312
 - Yahoo! Shopping, 314–316
- shopping directories, data files
 - formatting guidelines, 326–327
 - overview, 324
 - product URLs, 327–329
 - required data, 325–326
 - spreadsheets, creating, 327, 329–332
 - uploading, 332–333
- shopping indexes, registering your site, 54
- shopping services, 321–322
- Shopping.com, 312, 316–318
- Shopzilla, 312
- shrinking keywords, 156–158
- Simple Search, 92
- singular keywords *versus* plural, 77
- site age, effect on rankings, 52–53
- SitemapDoc, 210
- sitemaps. *See* XML sitemaps
- Sitemaps Pal, 211
- Smith, Bud E., 22
- social networking, for links, 305–307
- software registration programs, 220–221
- software submission programs, 221

- SourceForge.net, 184
spamming, 110
Sparky. *See* Alexa toolbar
special characters, avoiding, 149–150
specialized search directories, 237–241
specialized sites, registering your site, 54
spell checking, 66, 75–76
spelling, intentional mistakes, 47
spiders, 10
split keywords, 77
spyware, Alexa toolbar accusations, 24
SSIs (server-side includes), 102
stacking keywords, 155–156
static Web pages, 140
stock ticker symbols, finding, BC13
strategy, planning
 the cool factor, 55
 creating readable pages, 53
 expecting ups and downs, 55
 increasing content volume, 54
 keyword analysis, 53
 knowing your competition. *See*
 competitive analysis
 linking from other sites, 54
 making sites useful. *See* useful sites
 mistakes, 361–362
 placing keywords, 54
 ranking factors. *See* ranking pages
 registering with search engines, 54
 understanding limitations, 42–43
 Web designers, working with, 41–42
StreetPrices.com, 321
stuffing keywords, 155–156
submission barriers, Open Directory
 Project, 230
submissions to search engines
 effect on rankings, 51–52
 multiple, 360
 myths about, 359, 360
 to primary systems, 207–208
 to secondary systems, 219–220
submissions to search engines, XML
 sitemaps
 Google, 212–213
 Google tools and statistics, 214–215
 MSN/Live Search, 212–213
 overview, 208–209
 pinging search engines, 213–214
 by Webmaster account, 212–213
 Yahoo!, 212–213
SubmitWolf, 221
summarizing online articles, 169–170
superlatives, in PPC ads, 349
SuperPages, 244
Syndic8, 183
syndicated content
 Atomz Express Search, 305
 browser-side inclusion, 301
 categories, 301–302
 guidelines for articles, 302–303
 hosted content, 301
 manual inclusion, 301
 MapQuest, 305
 overview, 299–301
 registering with directories, 303–304
 registering with services, 304–305
 server-side inclusion, 301
 traditional services, 181–182
 utilities, 305
 WebSideStory, 305
synonyms, searching for, BC4–BC5
synonyms for keywords, 76–77
- T •
- Table of Contents, 65
Technical Stuff icon, 5
technical tricks, avoiding, 63–64
templates for web pages, 68
terms searched for. *See* search terms
text
 embedded in graphics, 38, 135
 formatting, 115–116
 versus graphics, 62–63
 hiding, 156–158
 on image buttons, avoiding, 65
 search engine bias, 61
Text Link Ads, 294
text links, effect on search indexes, 30
TextLinkBrokers.com, 294
text-replacement utilities, 220
theft, checking for, 374

- Thesaurus lookup, 86
 - third-party merchants, 323
 - 3-way linking, 287–288
 - 301 Redirect, 273, 375
 - Tip icon, 5
 - <TITLE> tags
 - definition, 35
 - effect on search indexes, 34–35
 - framed sites, 34
 - framed sites, uniqueness, 126–127
 - placement, 35
 - potential problems, 35
 - searching between, BC6
 - size limit, 35
 - viewing, 107–108
 - Title.Net, 176
 - titles, 107–108
 - Tittel, Ed, 22
 - toolbars, 22–24
 - “Topic-Sensitive PageRank,” 256
 - topic-sensitive PageRank, 260
 - topic-specific searches, BC10
 - trademark, *versus* copyright, 378
 - traditional syndication services, 181–182
 - traffic analysis
 - Alexa toolbar, 370
 - ClickTracks, 373
 - overview, 373–374
 - TransWorldNews, 186, 278
 - TravBuddy.com, 306
 - Trellian toolbar, 95
 - Trellian’s Keyword Discovery, 95
 - tricking search engines
 - advertising pages, 159–160
 - affiliate pages, 159–160
 - basic principles, 153
 - cloaking, 162–163
 - doorway pages, 159–160
 - duplicating pages and sites, 158
 - effectiveness of, 154
 - ethics of, 152
 - gateway pages, 159–160
 - ghost pages, 159–160
 - hiding keywords, 156–158
 - hiding links, 158
 - hiding text, 156–158
 - information pages, 159–160
 - link farms, 266
 - marketing pages, 159–160
 - mirroring pages and sites, 158
 - page jacking, 159
 - page swapping, 159
 - penalties for, 154, 164–165
 - redirects, 160–162
 - reporting tricks, 164–165
 - satellite sites, 266
 - shadow domains, 266
 - shrinking keywords, 156–158
 - stacking keywords, 155–156
 - stuffing keywords, 155–156
 - tricks *versus* strategies, 163–164
 - trusted feeds, 218–219
 - TrustRank, 262. *See also* PageRank; ranking
- u •
- ugly pages, characteristics of, 67–68
 - underscores (_), as keyword separator
 - characters, 106
 - United Media’s uclick, 182
 - universal search, 375–376
 - URLs
 - database parameters in, 361
 - examining, 141–142
 - keywords in, 98–100
 - rewriting, 142–143
 - searching, BC6–BC7
 - URLs, session IDs in
 - cloaking, 145
 - cookies, 144, 145
 - coping with, 145
 - creating, 144
 - definition, 143
 - effect on search indexes, 31–32
 - example, 144
 - inhibiting optimization, 143–145
 - mistakes, 361
 - searchbot response to, 144–145
 - user agent delivery, 145
 - URLwire, 277

U.S. Department of State's Electronic Reading Room, 178

USANews, 186

USAToday, 297

useful sites

Amazon example, 57–58, 60

attractive appearance, 66–68

benefits of, 55

browser compatibility, 63–64

community, 59

consistent structure, 66

content, 59

conversion rates (shoppers to buyers), 58

cool factor, 59, 60

custom 404 error page, 66

cuteness, avoiding, 64

editing, 66

Flash animation, limiting, 62

knowing your audience, 60

links, 59

long link text, 65

multimedia, limiting, 62

navigation systems, 64–65

spell checking, 66

technical tricks, avoiding, 63–64

text content, search engine bias, 61

text content, *versus* graphics, 62–63

text on image buttons, avoiding, 65

ugly pages, characteristics of, 67–68

web page templates, 68

user agent delivery, 145

• U •

video sites, links from, 307–308

VIGOS Gsitemap, 211

• W •

Wanamaker, John, 342–343

Wanamaker's, 342–343

Warning icon, 5

WayBackMachine, 224–225

Web designers

myths about, 360

potential problems with, 41–42

team size, 42

working with, 41–42

Web developers, myths about, 360

Web Link Alliance, 294

Web pages

ALT= attribute, 113

alternative text for images, 113

ASP scripts, 102

body text, 113–114

bold text, 115

browser-side (client-side)

instructions, 102

bulleted lists, 116

capitalization, 116

choosing a domain name, 98–100

click here links, 117

company names, as keywords, 117–118

CSS (Cascading Style Sheets), 114–115

<DESCRIPTION> tag, 108–110

directory structure, 106–107

duplication, checking for, 374

finding a hosting company, 98

<H1> . . . <Hn> headers, 114–115

headers, 114–115

HTML source, viewing, 35

italic text, 115

keyword density, 104–105

keyword optimization, 103–104

keyword placement, 105

keyword prominence, 104

KEYWORDS meta tag, 110–111

links, 116–117

naming files, 106

navigation structures, 118–119

with no links back, 64

PHP scripts, 102

product names, as keywords, 117–118

scripting, 102

search engine perspective, 100–102

searchbots, blocking, 119–120

spamming, 110

SSIs (server-side includes), 102

static, 140

templates, 68

- Web pages (*continued*)
 - text, formatting, 115–116
 - theft, checking for, 374
 - <TITLE> tags, viewing, 107–108
 - titles, generic, 107–108
- Web pages, clutter
 - document.write, 137–138
 - example, 135–136
 - external CSS files, 138
 - external JavaScripts, 137
 - formatting from copy and paste, 139
 - image maps, moving, 139
 - removing problem code, 137–138
- Web pages, dynamic
 - definition, 140
 - examining the URL, 141–142
 - fixing the problems, 142–143
 - index status, determining, 142
 - problems with, 140–141
 - rewriting URLs, 142–143
 - versus static, 140
- Web pages, meta tags
 - <DESCRIPTION> tag, 108–110
 - GOOGLEBOT, 112
 - KEYWORDS, 110–111
 - REVISIT-AFTER, 111–112
 - ROBOTS, 111–112, 119–120
- Web Search, registering your site, 39–40
- Web sites
 - access logs, examining, 74
 - archive of. *See* WayBackMachine
 - borrowed content, 175–177
 - home pages, finding, 28
 - ignoring during search, BC8
 - information about. *See* search
 - directories
 - searching within, BC7–BC8
 - usefulness. *See* useful sites
 - visibility, effect on search indexes, 30
- Web sites, finding yours
 - caches, 27
 - Google, 26–28
 - MSN Live Search, 28
 - Open Directory Project, 29
 - Yahoo!, 28
 - Yahoo! Directory, 28–29
- Web sites, frames
 - definition, 121–122
 - effect on search indexes, 34–35, 122
 - frame-definition document, 123–124
 - frameset document, 123–124
 - framesets, opening pages in, 128
 - Google support for, 123
 - HTML for, 123–124
 - iframes, 129
 - information for search engines, 125–126
 - inline floating frames, 129
 - JavaScript problems, 128
 - navigation paths, 126–127
 - <NOFRAMES> tags, 125–126
 - orphaned pages, 123
 - pointing to particular pages, 122–123
 - problems with, 122–123
 - <TITLE> tags, uniqueness, 126–127
- Web sites, listing with search indexes
 - <DESCRIPTION> tag, 34–37
 - dynamic pages, 31–32
 - e-mail address requirement, 220
 - Flash animations, 38
 - frame sites, 34–35
 - JavaScript, 30
 - keyword analysis, 32–33, 38–39
 - linking sites for inclusion, 206
 - navigation, 30
 - orphaned sites, 34
 - page content, 37–39
 - paid inclusion, 215–219
 - password requirement, 220
 - registering your site, 39–40
 - registration services, 220–221
 - session IDs, 31–32
 - site visibility, 30
 - sitemaps. *See* XML sitemaps
 - software programs, 220–221
 - submissions to primary systems, 207–208
 - submissions to secondary systems,
 - 219–220
 - text embedded in images, 38
 - text links, 30
 - <TITLE> tags, 34–35
 - trusted feeds, 218–219

- Web sites, registering
 - Ask.com, 39–40
 - Google, 39–40
 - MSN Live Search, 39–40
 - Open Directory Project, 39–40
 - PPC (pay per click), 54
 - search engines, 39–40, 54
 - shopping indexes, 54
 - specialized sites, 54
 - Web Search, 39–40
 - Yahoo!, 39–40
 - Yahoo! Directory index, 39–40
 - WebCEO, 367
 - Webconfs.com, 375
 - Webmaster account, submitting XML sitemaps, 212–213
 - WebMaster World, 356
 - WebPosition, 367
 - WebPosition Gold, 221
 - WebSideStory, 305
 - WebWorkshop, 255
 - weighting results, Google, 20
 - Welles, Terry, 117–118
 - word definitions, finding, BC13
 - word stemming, BC2
 - Wordtracker
 - capacity, 81
 - Comprehensive Search, 92
 - Compressed Search, 92
 - Exact/Precise Search, 92
 - free reports, 357
 - Full Search, 92
 - information provided, 82
 - versus* metacrawlers, 81–82
 - Misspelling Search, 92
 - online resources, 81
 - price, 82–83
 - primary terms, 83
 - search terms for video games, 48
 - seasonal variations, 81
 - Simple Search, 92
 - URL for, 81
 - Wordtracker project lists
 - cleaning up, 88–89
 - competitive analysis, 89–91
 - counting search terms, 87
 - for different terms, 83–85
 - exporting, 89
 - lateral lookup, 86
 - predicting search term use, 87
 - Thesaurus lookup, 86
 - tweaking, 85–88
 - Wordze, 95
 - World Wide Information Outlet, 179
 - Woz, 297
- X •
- Xenu's Link Sleuth, 368
 - XML sitemaps
 - compressing, 211
 - creating, 210–211
 - navigation aid, 65
 - rankings, effect on, 51
 - registering with search engines, 40
 - search indexes, effect on, 30
 - site visibility, 30
 - size, 211
 - third-party creators, 210–211
 - XML sitemaps, submitting
 - Google, 212–213
 - Google tools and statistics, 214–215
 - MSN/Live Search, 212–213
 - overview, 208–209
 - pinging search engines, 213–214
 - by Webmaster account, 212–213
 - Yahoo!, 212–213
 - XML-Sitemaps.com, 210
- Y •
- Yahoo!
 - free submissions, 208
 - keyword analysis, 78–80
 - paid inclusion, 215
 - registering your site, 39–40
 - reporting tricks, 164–165
 - search directory, 11–12, 224–229
 - search index contents, examining, 28
 - search indexes, 10
 - toolbar, 22
 - XML sitemaps, submitting, 212–213

- Yahoo! Buzz, 358
- Yahoo! Directory
 - search index contents, examining, 28–29
 - subcategories, 238–240
- Yahoo! Directory, submitting to
 - @ (at sign), in category names, 228–229
 - adding pages, 228–229
 - cost, 227
 - overview, 226–227
 - picking a category, 228–229
- Yahoo! Directory index
 - finding your site, 28–29. *See also* search indexes, getting listed
 - registering your site, 39–40
- Yahoo! News and Media Syndication
 - page, 182
- Yahoo! Picks, 277
- Yahoo! Search, competitive analysis, 280
- Yahoo! Search Engine Optimization
 - Resources, 356
- Yahoo! Search Help, 354–355
- Yahoo! Search Marketing, 340
- Yahoo! Shopping, 312, 314–316
- Yahoo! Yellow Pages, 244
- Yahoo.com, site ranking, 17
- Yell.com, 244
- Yellow Pages
 - ads, cost, 245–246
 - cost, 244
 - getting listed, 245–246
 - largest sites, 244
 - overview, 242–243
 - services, 245
- Yellow Pages sites, 244
- Yellowbook.com, 244
- YellowBrix, 182
- Yellow.com, 244

• Z •

Zeus, 288