

How to increase traffic to your website



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The Problem

“If the circus is coming to town and you paint a sign saying "Circus Coming to the Fairground Saturday," that's advertising. If you put the sign on the back of an elephant and walk it into town, that's promotion. If the elephant walks through the mayor's flower bed, that's publicity. And if you get the mayor to laugh about it, that's public relations. If the town's citizens go the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's sales.” – **Unknown**



Just because you have a website and are officially “online”, it doesn’t necessarily mean that anyone is going to see it. Building a site can be only a small part of the entire online experience, with a lifetime of promotion!

If you really want to promote your website, it is important that you read this entire document and really take the time to put forth a great effort. While we know that there is a lot here, it’s a big Internet! There is an enormous amount of competition on the Internet, but with a little consistent work, in the right areas, you will prevail!

Imagine if you wrote a book. It could be the next great novel, but no one would know until you told them! If you spent your hard time on this great read and then simply left it sitting on your desk, or in your computer “hoping” that the sheer greatness of it would draw people in, you’d have a very, very unread book.

You need to tell people! The more you tell, the more people are likely to know about your book. Some of those people might like what they read. Those people might tell their friends. Some of those people might read your book and tell THEIR friends about it. Eventually, time moves on and people become distracted with other things, other books, the next great novel and interest wanes.

How do you keep people interested in your book, with so many other great books out there, now that you’re no longer in the spotlight? Maybe you could write a sequel, perhaps. That might generate new interest in the new book, and gain new interest in the old book. You could tell a new group of people about the new book. You could have book signings, and so on.

The point being, a well written book isn’t necessarily going to sell itself, even if it is the next great novel. It takes work, thought, time and effort to promote. The harder you

work and the SMARTER you work, the more likely your book is going to be read by millions than simply by close relatives.

Building a website is a great idea and is likely to be a part of promoting something else and is likely to only be a part of something bigger. The good news is, it doesn't take an enormous amount of work to continually keep the word on the "streets" about your site. Being that it's online, the internet has a way of finding out about you, and unlike your book, the better the site, the more it will be seen, even without trying!

Search Engines



Google, for example, is a search engine. A search engine is an online tool that helps you, or anyone, find what they're looking for, online. Millions and millions of dollars are spent each year, so that search engines can help people find what they're looking for, and they're getting better and better at it, each day!

The ultimate goal for these "engines" is to find the absolute best, more accurate, relevant and high quality results to anything anyone is searching for, faster than the "other brand" of search engine.

Interestingly, some of the work is left to imagination of the person doing the searching. For example, if I'm looking for a new type of dog to add to my family, I could just type "Dog". That is a very broad topic, covering anything and everything canine. The search engine will then look in their vast reservoirs of knowledge to see what everyone who ever clicked on, when they searched for "dog". Cream rises to the top! Whoever had the most compelling "dog" related setup, will be at the top of the list.

Depending on which search engine you use, you will get different results, because different websites appeal to different search engines, differently!

Now, let's be specific about this. Let's look for a "small family dog". Searching for "Dog" on Google resulted in 452 million results. Searching for "small family dog" resulted in merely 3 million results. We've already narrowed our results by a massive percentage, by simply asking "a better question".

These are some of the indicators why it's important to build your site and certain aspects of it, a specific way.

While you can and should utilize more traditional methods of promotion and marketing a website, such as business cards, flyers, mailings, radio and TV ads, yellow pages, word of mouth and more, a success "Search Engine Optimization" campaign is the most effective way to build traffic to your website, online.

For the remainder of this document, we will refer to "Search Engine Optimization" as "SEO". It's a commonly used term, within the world of the Internet.

Submission Forms

The first step is to let the search engines know that you exist.

There are websites and services that claim to submit your website to the top 10, 50, 100, or even 1000 website search engines. Some of these may be valid, but most use what is called “Black Hat” SEO. It’s difficult to explain, but to summarize, they use tricks to try and almost deceptively cheat to submit you site, using automation. Google defines it as deceptive or manipulative behavior. It’s akin to spam. It’s frequent and unwelcome, and the good search engines know this and will even penalize a site for this. While there may very well be some good services out there, we recommend you handle this all yourself, for now. As time moves forward and you learn more about SEO, you should feel more comfortable to experiment. For now, however, stick to these steps and you are ensured to be on your way!

You want to go to the big search engines. It is generally assumed that “Google” handles roughly 50% of all searches, online. From there, it trickles down through yahoo.com, msn.com, live.com and so on. There may be “some” variation in the order of the questions, or the questions asked, but “in general” these search engines have a simple form, which can be filled out, with some basic information about your website and its location. Once it has this information, the search engine will most likely begin listing you in the results for applicable searches, but probably near the bottom of the list.

The whole idea, here, is to appear closer to the top of a list of results.

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.



This is what the Google submission form looks like. There may be some variation on other search engines, but you can see that it’s a very basic set of questions.

URL: Uniform Resource Locator

An “URL” is your website address. It stands for “Uniform Resource Locator”. That’s just a fancy way of saying “Home Sweet Home”. It’s an address, like a street address is where you live, or your office is located, but it’s the location of your website, online. More specifically, it’s a list of instructions to help locate a specific file, or online folder. None of that really matters, however. We just want the search engines to know you exist. They will do the rest from there, using web crawlers, or “spiders”. We’ll get to that in a moment. For now, you want to submit your website to the search engines.

Here is a list of the biggest and best, with direct links to the submission forms.

Before you attempt to tell these search engines where you can be found, **make sure you know what your URL is**. It is very likely to be. “http://YourKeyWord.TalkSpot.com”, but it is also possible you have your own unique domain name. If you do, it’s likely you’ll know what it is, but it will look something like this, “http://www.YourDomainName.com”. In both cases, you can add the “www” at the beginning, or remove it. Either way will work.

To verify, you can check your email that was sent to you when you first built your site. Your URL will be printed at the bottom.

Submit your site to these search engines, at these locations:

Google.com:

<http://www.google.com/addurl/>

Yahoo.com:

<https://siteexplorer.search.yahoo.com/submit>

MSN.com and Live.com:

<http://search.msn.com/docs/submit.aspx>

DMOZ.org:

DMOZ is a little different, in that it’s run by humans, more than the others. While it’s a little more complicated, follow their well written instructions and you will be listed within their directories.

<http://www.dmoz.org/add.html>

If you submit your site, directly to these search engines and directories, you will really only be speeding up the process. If you’re online, the web crawlers will find you, but it could take months. They will, however, find you. Doing this just lets them know to go find you, immediately, instead of waiting for them to seek you out.

Web Crawlers and Spiders

A web crawler, web robot or “spider” is a program written by the search engines to scour the internet and report back to the search engines, with what it’s found. There are many complex algorithms for these crawlers, but “generally” it’s best to assume they follow links, the more links and so on. They will capture the content of any page and follow all links to new pages and capture those, as well. The Internet is huge and grows larger every day. This is why it can take the spiders so long, but they will eventually find you.

Your job is to feed the spiders.

There are many things that you can do to make the spiders happy. Some of these we will go over in a moment, such as keywords.

The absolute best thing you can do is create a well crafted, useful, easy to navigate website, with a clear message, not a lot of clutter, and continual fresh content.

Make pages for people and not for spiders. All the algorithms used to drive the spiders are based off of years of evaluating human behavior and traffic patterns in the internet. The more your site attempts to appeal to a wide audience of humans, the happier the spiders will be.

The search engines get smarter, every day and learn about “tricks” put forward by the “Black Hat” SEO tactics. An example would be creating a hundred websites, all created only to link to the promoted main website. This is known as “Link Farming” and is looked for by the search engines. They will actually penalize you if you get caught doing this. The search engines are looking for normal language, sentences, an appropriate amount of images and so on.

If there are two websites containing very similar content, the search engine will always chose the one that loads faster. This means that you want to try and keep things simple and obvious. If you have a lot of images, perhaps look into minimizing their file size. If you’re an HTML guru and have a lot of tables, be aware that the search engines just see this as more “clutter” that it needs to process and will prefer the site with less images, less tables and a lot of useful and informative text.

If the web crawlers discover that your site updates regularly, they will come back the next day! The more often you update your site, the better. Spiders aren’t interested in old, stale sites. They will only stop by every once in a while and if nothing changes, then your “rank” within the search engines will continue to dwindle.

Happy spiders make for higher “ranks” within search engine results.

You want your website to slowly climb the ranks and seem more relevant to the competition.

Some “Fresh Content” Suggestions

Keeping your site up-to-date, fresh and with engaging content will dramatically increase your chances of a higher rank.

Dynamic Content Blob:

TalkSpot has created a new tool allowing you to add OTHER people’s content to your own site. Using the dynamic content blob, you’re able to add content from other people’s websites. For example, you can add a favorite TalkSpot boating blog, or add items from TalkSpot stores. As other people in the TalkSpot universe add and build out their own websites, these changes and additions will also alter and renew your own website, without you ever needing to do a thing!

Use it and experiment with the dynamic content blobs. From time to time check your lists and add more websites to your dynamic blobs. As people add and build sites, the lists will get longer and you might be able to find things even more specific and tailored for your website. Be selective and use content that compliments your own. If you have a site all about food and recipes, having a dynamic content blob with images of model trucks and puppies might actually harm your ranking. Keep things within a topic, and you’ll be much better off for it!

Message Boards (BBS Blob):

This generates new content as often as people post, and doesn’t require a lot of effort on your part. Clearly, the more you participate in these discussions, the more likely it is that you will have frequent postings and interesting discussions. In addition, the spiders will crawl your message boards and report its finding back to the search engines.

Logs | Web Logs | Blogs:

Talkspot has a “Blog” blob. It’s a fantastic way to keep fresh, ongoing content, which can additionally be emailed to people. Frequent “blogging” will really keep the spiders coming back for more. A blog can be on any topic and you can create your own rules. Have a simple daily one, or a complicated monthly update. Provided change occurs and a site doesn’t become stale, you should slowly continue achieving higher and higher ranks.

Mailing Lists, and Newsletters:

SEO is ultimately about 2 things; one, to generate more traffic to your site and two, to give people the type of information that they are specifically seeking.

TalkSpot.com has robust newsletter and mailing list abilities. Utilizing these tools won’t directly affect your spider crawls, but it can be an extremely handy tool in reaching out to your visitors. As time progresses and people register to your site and mailing list, it’s likely that new visitors will not have read any of your previous mailings. This creates an opportunity to create your newsletter “archive”, so registered users can visit older content and others can re-visit this content. In addition, updating and adding your recent

newsletters, alerts and other mailings will generate “fresh” content for your site, making the spiders happy, and eager to come back more often for more.

Other Updates:

Any site, regardless of content, is able to generate more content about the topic that the site is intended to portray. A business site can post press releases, news, time sensitive promotions, etc. Something simple as changing a phone number, or correcting a typo is technically an “update” from a spider’s perspective. They just want to see that a site is changing and evolving. It assumes that if someone is working on it, then all the links must work, and the images will appear. Old stale sites tend to have broken images, links that go nowhere (known as “Link Rot”) and outdated information. Have you seen this?

Get other sites to link to you!



Google, which handles roughly half of all searches on the Internet, puts an enormous amount of importance into the number of “inbound” links to a site. The idea being, if a lot of websites have a link to “your” website, then your website **MUST** be important! It must have something to offer, which other sites in the same category and with less inbound links do not. It could be said that increasing the number of other websites which link to you is the single most important thing you can do and for two distinct reasons.

Lots of other sites linking to you results in:

1. Dramatically increases your search rankings, which will very likely result in more traffic to your site, because you’ll appear higher in a list of results when a person searches for something that matches the content on your site.
2. With a lot of other sites linking to you, it also increases the number of “doors” to your website. There are that many more entry points, so from a purely organic standpoint, it’s just that many invitations spread all throughout the internet.

How can you get other websites to link to you?

There are many ways.

1. Submit your website to all the main search engines and directories (see above).
2. Find popular message boards (Bulletin Boards) which discuss topics relevant to the topics discussed or being promoted on your own website. Participate in these discussions and simply “sign” your responses with your website address (or URL: www.YourAddressHere.com)
 - a. Be careful not to spam these boards, as you will anger people. Really actively participate in these boards and have a positive voice in the discussion. People that respect or are interested in your opinion are likely to check out your website and an additional bonus is the web crawlers will find more links to you, thus increasing your importance!
 - b. **A tip:** Yahoo has something called “Yahoo! Answers”. It’s purely driven by “the people”. It’s a question and answer forum and is very popular. Surely you’ll find something here relating to topics on your site. Find a question (maybe once a week) that relates to something on your site. Answer the question, then post your own website as source! Yahoo is a very important site, so links from it to your website carry more weight to the search engines than a single link from a small random website.

Because of this, you need to make sure you're being legitimately helpful and resourceful, or else you could harm your rank. Just answer questions honestly and using information on your site and you should be fine! (a tip: you can add the answer to your site, then answer the question on Yahoo, and then cite your site as an example. That's ok!)

3. Send a friendly letter to trusted consumer groups like your Chamber of Commerce, or offer to exchange links with a complementary business. (If you run a hotel, for example, you might exchange links with the owner of a local car-rental agency.) Furthermore, it's important to write a thoughtful letter to a well respected website, not a "form letter" to lots of smaller, low quality websites. A single link from a well respected website to yours is worth more than a thousand links from no-name, low quality and unseen websites. Terms like "reciprocal link", "link trade" and "link exchange" are likely to be filtered out by a popular website's webmaster (or editor(s)). Write a genuine and sincere letter, to a human. It'll make a big difference!
 - a. **Link to the other site first.** Don't play games like "I'll link to you if you link to me." If you want to increase your chances of success, link to the other site first. **Don't threaten to delete your link if they don't link back.** Be humble and don't ask for the moon.
 - i. **Suggestion:** Find as many high quality sites related to your topic as you can, and build a directory of them. A directory is **not** a list of links with no descriptions. **It's an organized list where each listing is properly described.**
 - b. Many popular sites have a linking policy. Look for that and adhere to their rules. They're there for a reason.
 - c. Request the link from a logical site that has something to do with you and your website, not something completely unrelated.
 - d. **A trick:** Check out the competition! Google has a little trick, where you can see who is linking to whom. If you go to Google.com and type (without spaces) into the search box "link:www.WebAddressHere.com", it will return all the websites that Google knows of that link to you. (**Note:** If a friend of yours has just linked to you, don't expect to see that appear, immediately. These things take time.) You can check out the competition by plunking in "link:www.TheCompetition.com" and see who is linking to them. Then, take the initiative and write emails to those companies explaining why you're better than "Brand X – The Competition" and why they should replace their link with yours, or just simply add you to the list! Start with sites with higher page ranks and drill down the list.
4. Write testimonials to sites within your category.
 - a. If you write useful and informative comments and testimonials about a service or website, within your category and sign it with your own website address, it's possible it will be published. Look for sites with a testimonial page and write them! The higher quality the testimonial, the more likely you are to get published! Again, start with the most popular site in your category and drill down.

5. Write articles about a topic in your field of expertise. Offer to let other webmasters use the article on their websites or in their newsletters. At the end of the article will be a "resource box" that provides information about you and a link to your web site. Writing free articles is a major traffic-builder!
 - a. Archive them in your blog blob!
6. Write a press release!
 - a. If you have something even remotely newsworthy, tell the press! You might get lucky and the word will spread. At minimum, using the following websites, you'll at least get a couple of free inbound links.
 - i. <http://www.prbuzz.com/>
 - ii. <http://www.pr.com/press-releases>

Ultimately, if you **build a quality site** you probably won't have to worry about requesting links, because your site will be a natural link magnet.

Some things to be avoided when building a site:

- No compelling content
- Filled with ads
- Animated ads
- Filled with spelling mistakes and grammatical errors
- **No compelling content!**
- Popup windows
- Perpetually "under construction"
- Done in Flash
- **No compelling content!**
- Scrolling text or images
- Not any better than a dozen other sites that offer the same thing

Keywords and Phrases



To add or change your website's name, keywords and phrases, and a description of your site, log into your site, and select "Increase My Exposure!" from your tool kit, in the top-right of the screen.

Once there, add or change the following sections:

Site Name:

Name your site something relevant and descriptive to human eyes. This is commonly a company name and a "catch phrase". It is important to be human readable and not contain a lot of special characters or "funny stuff", which

some use to be clever and/or to stand out. This does not go over well with search engines.

Site Name Example:

"Federal Express - When it absolutely, positively has to be there overnight."

Site Description:

The name of the site is the header/title by which your listing will be listed in the search engines. It is what people will see when they see the results of a search. On occasion, the name of the home page is used, instead. When this is the case, the description is used as the supporting information to the name of the home page and indicates the website's contents. It can help to have a few keywords sprinkled through the description, but it is not vital.

Site Keywords:

A keyword is a list of comma delimited words that capture the "essence" of a site's contents, but isn't very human readable. A list of keywords does not need to contain articles or conjunctions, such as "an", "the" or "but". Search engines use these keywords to determine if people's search terms match the keywords on your site (along with other criteria). The more relevant the match of the searched term and the keywords on a site, the higher the site ranks in the search results.

It is important to find a balance between relevant words and terms or phrases that showcase the meaning and contents of the site, without using only common words, as there is an immense level of competition for common words. While it is important to use the words that describe your site, it is just as, if not more important to find relevant supporting terms and words that also support your meaning, without being terribly common in the keyword lists of your competitors.

Taking the time to do some research in attaining this balance is a worthwhile effort, if you are seeking greater traffic to your site.

3 useful keyword research tools:

[Google Keywords Tool](#)

[KeywordDiscovery.com](#)

[WordTracker.com](#)

Once you have created your list of site specific keywords, add them to your site preferences, and over time the various search engines will begin to give your site a higher and higher rank in search results, over time.

Index or Not-To-Index?

At the bottom of the keywords page, make sure that your site is set to, “All search engines to index me”. If you do not, then your website essentially tells any web crawler that comes along to ignore this site that this site wants to remain unnoticed. In reality, the web crawlers will still look at your site, and watch it, just in case you ever decide to have the search engines index your site. They will not, however, list you in any search engine results.

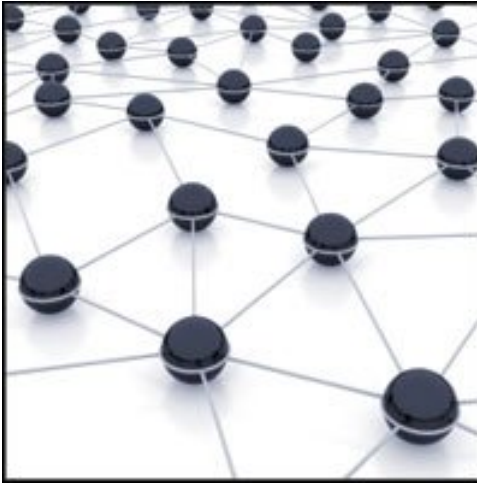
Page-by-page:

We have also recently added the ability to add a page title and description. It is equally, if not more important to use the above information in filling out the forms for each individual page. The more human contact and the more specific and well defined a page’s title and description, the better ranked you will be within the search results.

Access this new tool from your toolkit, under “Page Names and Descriptions”. In time, you’ll be glad you did!

No one will see these page descriptions on your website, but they WILL appear inside search engine results. Because of this, you want the page descriptions to “sell the page”. Your goal in creating the page descriptions is to entice people to click the link and visit the page. It has to be correct, compelling and concise, in order to increase the likelihood of people clicking, as well as gaining a higher search ranking.

Internal Linking



Because the spiders find a majority of the sites and pages by following links, it's important that your very own site links to itself.

It's dangerous to think that the menus are "internally linked".

They're not.

The TalkSpot menus are generated in an interesting way and benefit our sites in many ways, mostly through the variety of options and ability to put them anywhere. An unfortunate

drawback of this, is that the web crawlers don't see them and won't follow them.

As a result, if you have a website with a home page and 4 other pages, but no direct links to those other 4 pages, it might be a while before those other 4 pages are discovered. In time, they will be, but for better, more rapid results, it's best to "link" to those other pages. It's not even necessary to link all pages from the home page, provided there is a way to see each page through a link.

Example: If your home page has a link to "Page 2" and "Page 2" has a link to "Page 3", then you're ok.

The absolute best thing to do is to have a site map. This is a page, linked from the home page, containing the name of all pages, maybe a brief description of that page, and then a direct link to the page. Of course, you should also link to the sitemap from the menu. Web crawlers LOVE sitemaps!

Anyone who has seen or used Wikipedia is sure to know about internal linking, and it's a fantastic model to follow. The idea being, within a sentence, a word or phrase may occur that can be embellished, elsewhere on the site, but isn't a requirement to understanding the current sentence being read. It's an option to learn more about that topic, at that time. This type of internal linking encourages people to "surf" your site and will follow your links around your own site, to learn as they go, and will also really make the web crawlers happy with all they find.

Google Webmaster Tools

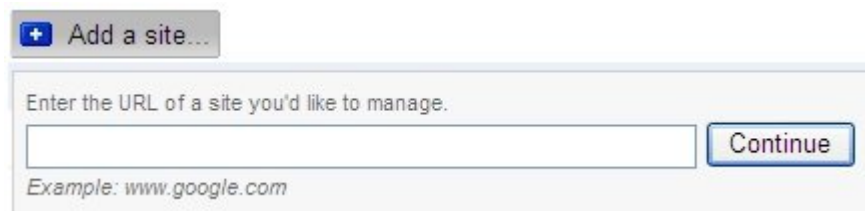
You can learn more about Google's Webmaster Tools at the following URL:

<http://www.google.com/webmasters/tools>

This will require you to register with Google, but is completely harmless to do and will ultimately result in more information about your site and its traffic, as well as increasing your ability to improve your search results ranking.

Once you have registered, there are two items which have been integrated within TalkSpot, allowing you to connect with Google's Webmaster Tools; Sitemap and Website Verification.

Once you've registered, you'll need to add a site. To do so, click the "Add a Site" button, which will create a text area, like this one:



+ Add a site...

Enter the URL of a site you'd like to manage.

Continue

Example: www.google.com

Type your website address into the box and press the "Continue" button.

Before we show detailed stats and information about your site, we need to know you're really the site owner.

Site URL <http://kensblogtemplate.talkspot.com/>

Verification status **NOT VERIFIED**

Verification method

Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification"
content="wkHy22Oja_kXI1SGUdaQjZVpNh4F1F7Zh_lz0grrL7I" />
```

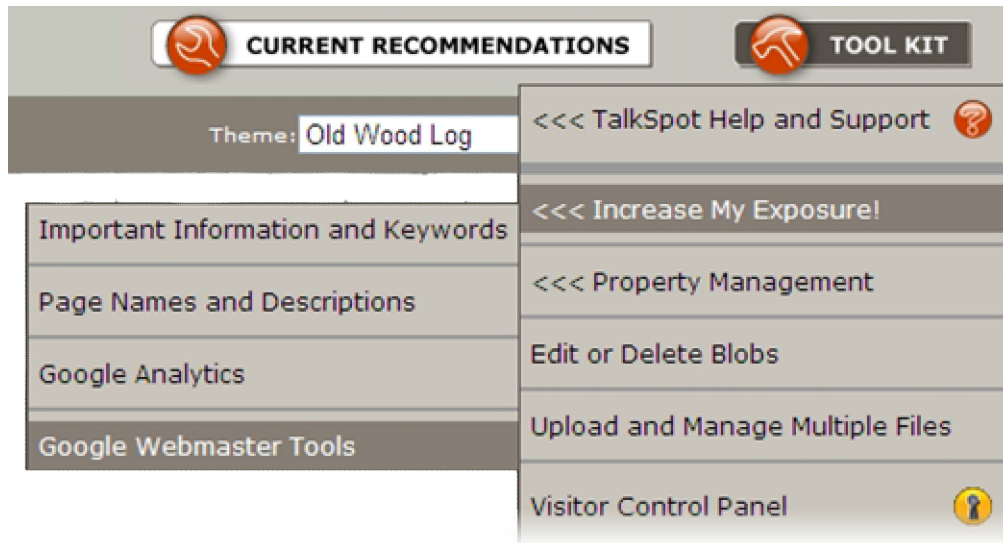
[Show me an example](#)

Verify

Verify later

You will be shown a page letting you know your site is not, yet, verified, you will be given two options for verification and be shown a default code. This is good and is what you want. Ultimately, you will need this code for your meta tag.

Now, go to your own website and log in. You will select “Increase My Exposure!” from your toolkit, then select “Google Webmaster Tools” from the sub menu.



You will want to copy and paste the code from the Google Webmaster Tools page, into the large box from within your toolkit.

There are clear instructions on the page that should walk you through this process.

When you have pasted the code into the yellow box, press the green “Submit” button.

Then, return to your Google Webmaster Tools verification page on Google’s site and press the “Verify” button.

That’s it!

Your code and website address will be different through this process, so make sure you use what the page produces and not what is seen in this example.

You should now receive confirmation that you have verified your site. Congratulations!

Google Analytics



Every TalkSpot website comes with a simple system, designed to work with Google Analytics.

Google Analytics shows you how people found your site, how they explored it, and how you can enhance their visitor experience. Improve your website return on investment, increase conversions, and make more money on the web.

With **over 80 reports**, your free Google Analytics account will track visitors through your site, and will keep track of the performance of your marketing campaigns - whether they're AdWords campaigns, email

campaigns, or any other advertising program. With this information, you'll know which keywords are really working, which ad text is the most effective, and where your visitors are dropping off during the conversion process. Don't be fooled by the fact that this functionality is available to you for free - Google Analytics is a full-featured, powerful analytics package.

AdWords advertisers can find all of these benefits from within their AdWords account - Google Analytics has been fully integrated with AdWords. All of your reports and settings are available from the Analytics tab.

To get started with Google Analytics, simply visit www.google.com/analytics.

You'll be guided through a simple sign-up process, which will require the addition of a code snippet. Once that's done, you'll start gathering data immediately, on track for improved ROI!

Sign up for Google Analytics!

Hopefully you're well on your way to building traffic and deep into your SEO campaign. If you've done everything in this document, up to this point, in a few short months, you will start seeing dramatic increases in your traffic. It is said that a really good campaign takes over a year, due in part to the simple fact that establishing longevity and trust with the search engines is important. So many sites come and go that simply existing for a long time will really help your changes. Understanding your traffic and the traffic around you will help that, too!

At this point in the document, you should have an account with Google. So, log in! You will then see a box that looks like this:



Click "Sign Up >>". This will take you to a page which looks like this:

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL:	<input type="text" value="http://"/> <input type="text" value="business.talkspot.com"/> (e.g. www.mywebsite.com)
Account Name:	<input type="text" value="business.talkspot.com"/>
Time zone country or territory:	<input type="text" value="United States"/>
Time zone:	<input type="text" value="(GMT-08:00) Pacific Time"/>

Fill in your information. Add your own unique domain name, if you have one. Otherwise, it will look like this:

http://**YourNameHere**.TalkSpot.com

It will fill in your account name for you, but feel free to change it to whatever you would like. Pick your location and time zone, then press the "Continue >>" button.

You will then see the following page:

Analytics: New Account Signup

General Information > **Contact Information** > Accept User Agreement > Add Tracking

Last Name:	<input type="text" value="Admin"/>
First Name:	<input type="text" value="TalkSpot"/>
Phone Number:	<input type="text" value="800-436-3209"/> (e.g. 123-123-1234)
Country or territory:	<input type="text" value="United States"/>

Again, fill in the appropriate information and press the “Continue >>” button. This will take you to Google’s Analytics Terms of Service. We recommend you read this, then accept the terms and “Create New Account >>” at the bottom of the page.

You will now see a page with a code on it, looking like this:


Analytics: Tracking Instructions


General Information > Contact Information > Accept User Agreement > **Add Tracking**

Copy the following code block into every webpage you want to track immediately before the </body> tag. If your site has dynamic content you can use a common include or a template. [Learn More](#)

Use this tracking code to gain access to a wide range of exciting new features as they become available.

```
<script type="text/javascript">
var gaJsHost = (("https:" == document.location.protocol) ? "https://ssl." : "http://w
document.write(unescape("%3Cscript src='" + gaJsHost + "google-analytics.com/ga.js' t
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-5035814-1");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```

 **Note:** We recommend that you do not include both tracking code snippets together on any given page. Doing so might generate inaccurate report data. You can, however, migrate select pages of your site to the new tracking code while the legacy code remains on others.

 **What if I'm not the person who updates the website?** Email the code above and instructions to your technical team or website administrator. Once they have added this tracking code to your website, click 'Check status' from the Analytics Settings page to find out if your website is being tracked and data is being collected.

Before you do anything, you need to go to your own site, in another browser window. Once you have your website open, log into it as the administrator. Then, from your toolkit, select “Increase my exposure!” and then “Google Analytics”. That will take you to a page with a big empty box in the center of it.

Go back to the Google Analytics page, with the code and highlight it. You want to make sure that the tab above the code reads “New Tracking Code”. If you use the legacy code, it will not work.

Once you have the code highlighted, you want to “copy” it. This can be done by either right-clicking the mouse and selecting “Copy” from the menu OR pressing “Ctrl-C”. This will store a temporary “copy” of the code in your computer, to be “pasted”, elsewhere.

Go back to the Google Analytics page on your own website, with the big empty box, and place your cursor inside of it. Now, press either “Ctrl-V” to “paste” the code into the box, or right-click your mouse and select “Paste” from the menu.

You should now see the code in the box and your page should look like this:

Google Analytics



If you have signed up for Google Analytics, they will have given you some tracking code to be added to your website. Paste that code in the box below and hit submit.

```
<script type="text/javascript">
var gaJsHost = (("https:" ==
document.location.protocol) ? "https://ssl." : "http://www.");
document.write(unescape("%3Cscript src=" + gaJsHost
+ "google-analytics.com/ga.js" type='text/javascript'%3E%
3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-5035814-1");
pageTracker._initData();
pageTracker._trackPageview();
</script>
```




Press the green “Submit” button and you should receive a message saying, “*** Your website has now been activated for Google Analytics ***” That’s it! You can close this browser window, if you would like to.

Back on Google’s site, press the “Continue >>” button at the bottom of the screen. You only want to do this AFTER you’ve copied and pasted the code into the admin section on your own website.

That’s it!

Now, you will see a box looking like this:



Name	Domain	Reports	Settings	Delete	Status
1. business.talkspot.com	http://business.talkspot.com	View Reports	Edit	Delete	 Tracking Installed Check Status

Any time you want to see reports about your website, log into Google’s Analytics website and view all the reports. Don’t be discouraged if it doesn’t show much to start. In fact, the first real report won’t be generated for a full 24 hours. In time, however, you will see these numbers grow, as you use the information contained herein, to “tighten the screws”, so to speak. You want to always be doing something to gain traction with the search engines and this free service will be invaluable in helping that happen.

Start a Pay-Per-Click (PPC) Campaign



Pay-Per-Click (PPC) is an Internet advertising model used on search engines, advertising networks, and content websites, such as blogs, where advertisers only pay when a user actually clicks on an advertisement (ad) to visit the advertisers' website. Advertisers bid on keyword phrases relevant to their target market. When a user types a keyword query matching an advertiser's keyword list, or views a webpage with relevant content, the advertiser's ads may be displayed. Such ads are called a sponsored links or sponsored ads, and appear adjacent to or above the "natural" or organic results on search engine results pages, or anywhere a webmaster or blogger chooses on a content page.

In English, please... What's a Pay-Per-Click Campaign?

Basically, you decide that everything you're doing so far is great, but it's just not enough and you are ready to actually commit some money to your promotion. Everything up to this point has been free, so this is a bigger commitment. The beauty of a Pay-Per-Click Campaign, is that you're GUARANTEED results and will not pay a penny, unless someone has seen your website.

Put simply, the idea is this: Pretend you are running a small antique toy store, in "Anytown, USA". You can use a service (which we'll discuss momentarily) to "sponsor" a word or phrase. Let's say we want to sponsor the phrase "antique toy". We will be told the value of this phrase. It can be, as low or even lower than \$.01 per click, for a search coming from somewhere within "Anytown". We can then decide if we're willing to pay this. If we accept, we can create a small text add, for example.

When someone near or within "Anytown, USA" searches for "antique toy", your ad is likely to appear. This is already good news, in that this person may see the name and store the name in memory, for later. So far, that little "seed" is planted and it didn't cost you a thing!

If they happen to click the ad, then they will be on your site!

If your site is **well crafted, useful, easy to navigate website, with a clear message, not a lot of clutter, and continual fresh content**, then this individual is likely to browse around and purchase something, or visit your store in the future!

This is a very simple overview on PCC. If you have signed up for the Google Analytics, that will help you if you choose Google AdWords.

For more research into Pay-Per-Click Campaigns, try these links:

[Google AdWords](#)

[Microsoft AdCenter](#)

[Yahoo! Search Marketing](#)

Performance Based SEO

Minimal risk, maximum returns!

This takes website promotion to an even newer, higher level. This entails bringing help.

There are companies, firms and consultants that do nothing but try and get traffic to “your” website. The level of detail can be deep and change the way you do business or they can give some very surface recommendations.

First, let’s discuss what the way it was done. Historically, a large sum of money is usually charged to the owner of the website at the beginning of the project. This creates a potential problem! The owner is the one who is assuming all of the risk for the project. No work is being guaranteed and the company doing the helping makes all the money, whether there are results or not!

A new variation of this form of payment system has come out where the SEO may split the sum up into different stages. One example is where half of the sum is paid when the project is started and another part of the sum is paid if and only when the results are guaranteed. This does reduce the amount of risk that the client receives and increases the incentive for the consultant to do a good job.

Performance based SEO flips the risk to the other guys!

The search engine specialist will begin work on the project before any money has even changed hands and they will continue to work on the project until the client sees rankings for their keywords. The client will start paying only after the SEO Company achieves and maintains the rankings the client wants, for the keywords the client wants, and in the search engines chosen by the client. This payment system eliminates completely the risks on the client's side. The risk is transferred from the client to the SEO now. If the SEO does not provide the company with rankings, no money will exchange hands.

Just like the Pay-Per-Click Campaign listed above, you are guaranteed results, or else you pay nothing.

To learn more about Performance based SEO and locate a specialist, try conducting a search. We at TalkSpot assume and believe that the ones closest to the top, at the moment you search, is likely to be the best of the best in “Search Engine Optimization”.

Click the links below to begin searching for someone to help!

[Google: Performance Based SEO Specialist](#)

[Yahoo!: Performance-Based SEO Consultant](#)

[MSN: Performance-Based SEO Company](#)

For eCommerce using Shopping Portals

Product, Price, Brand & Seller Comparison Shopping

Considered the most popular shopping portals and product listing sites. Many merchants add items or upload their catalog to these popular comparison shopping engines right away. Getting listed is easy, all you have to do is decide where you want to begin and follow the links from this page for instruction. Depending on what you sell, you may or may not want to include your catalog in all the shopping engines. We suggest adding your products to the FREE portals first to get an idea of how aggressive to be when launching your comparison shopping campaign.

Google Product Search:

Allows merchants to list products across several relevant Google services including products, maps, base and their Onebox results for product specific search queries. Free to list, catalogs expire every 31 days and they accept manual or bulk uploads via FTP. Submit through Google Base affiliate.

MSN Shopping:

Allows users to list items within MSN Shopping and other relevant Microsoft search services. Free to list, also utilizes a crawler for continual updates to product listings and in order to find new sites or catalogs to list. Submit through Live.com affiliate.

Shopping.com:

Owned by eBay, a comparison shopping engine that allows users to list their catalogs along with thousands of other trusted merchants to be distributed within the Shopping.com networks. Offers shoppers easy-to-use tools, time saving navigation and product reviews from ePinions so they can better find, compare and buy whatever they are shopping for.

Yahoo Shopping:

Allows users to list product catalogs, find, compare, read reviews and buy items for sale across related Yahoo areas. Merchants get to promote products, pay for performance and manage their campaign from an easy-to-use interface. Accepts manual or bulk uploads via FTP.

Amazon.com:

Offers several different options for sellers depending on whether you own a site, the products and a business or want to use their products, site, tools or order fulfillment to list and sell. Allows merchants to sell new and used items from their catalogs and upload them one at a time or using their volume listing tools. Referral percentage based pricing depends on the option that best suits your needs.

In Conclusion

There are as many ways to optimize your site as there are sites and there is no single “right way”. Everyone wants to be at the top of the list and some individuals, groups and companies spend a lot of time and money to stay there.

Technologies evolve, sites come and go, the rules change, and so on. While it may not be easy to maintain, some investigation can pay off handsomely and you won’t need to break the bank. Putting effort into your traffic generating strategy should be very effective in getting more eyeballs to your site. More importantly, it generates traffic that actually WANTS to be there.

Here are a few little “tidbits”, of the zillions that exist, that you can investigate later:

- Adding descriptions to your images. Spiders like the alternate descriptions.
- Keep your pages small and tidy. Not everyone has a high speed connection, and the spiders tend to reward the sites that even the slowest connection can use quickly and with ease.
- Nested tables are bad (tables within tables), as it creates more HTML and creates the likelihood that the supporting code outweighs the actual human readable content the page is trying to communicate.
- Consider learning some CSS. It minimizes the code on the page, and spiders like it.

Conduct your own investigation:

As stated before the Internet is constantly changing. When you have the time, do a search for ways to increase traffic to your site. Talk to friends, spy on the competition and throw in some elbow grease. You’ll get out what you put in.

Not all of it needs to be online, either. Printed material, hand outs, word of mouth, ads, etc. all are completely viable ways to promote your site and no single one is the absolute “right” answer. It takes some creativity, work and a strategy.

Put the strategy into use and watch the traffic grow!