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## **Writing Killer Page TITLES**

### QUICK TIPS:

- Always use your primary keyword in the title tag at least one or more times.
- Try to place your primary keyword at the start of the tag.
- Avoid listing the same word multiple times in a row since some engines may penalize for this. Instead, use the keyword multiple times, but separate them by other words in your text.
- Use the longer form and the plural form of a keyword when possible. For example, if you use marketing in your Title tag, a search on marketing or market will yield a match on most engines. However, words like companies will not always yield a match on company since company is not an exact substring of companies. In these cases you'll want to try and use both forms of the word.
- Use Upper/Lower case lettering for keywords in general. Example: Blue Widgets are sold here!
- Longer titles are generally better than shorter ones. However, shorter ones can be used if you need to better emphasize a keyword that is not ranking.
- Make your title interesting and compelling to the reader to convince them why they should click there.

The <TITLE> of your Web site is arguably the most important HTML tag or element of your Web site. All the search engines consider the keywords in this tag and generally give those keywords a lot of importance in their ranking system. In other words, you could create one page with a keyword in the title tag and another page with the same keyword in the body tag. The one with the keyword in the title will rank higher in most engines than one with the keyword only in the body.

Many search engines use the <TITLE> as the title of your site in the search results that appear to the user. What this means to you is that this <TITLE> must not only work to your advantage for keyword scoring, but also must be compelling to the reader.

There are two elements to every Web site listing in the search engines:

1. The site title, which will be blue and an activated link to the site.
2. The site summary description.

Of course both must be compelling, but the <TITLE> tag has a special relevance if only because so many search engines use it exactly as it appears on your page.

Here are the important principles to remember when writing site titles:

A. Longer <TITLE>s are often more effective because more words allow you to build a more compelling reason to visit a Web site.

B. People don't read text, they recognize words.

Point "A" is that longer <TITLE>s work better because it takes a certain number of words to persuade someone to take action – remember, in a direct response approach it's difficult to offer the key elements of time, money and value in just 2 words. People often scan headlines in brochures and magazines, even when they don't read the article itself. Since the title is usually a hyperlink, it's a different color and is generally bolded and easier to read. When it's longer, there are more words with which you can "hook" a reader. Chances are people's eyes will scroll down a list of site titles and if something catches their eye, they will hopefully read the site description. If you've done your work, they will be hooked.

Educators know that people glance at words and recognize the words by the shape they see defined by the tops of the words. Don't believe it? Take a sentence in any newspaper or book and cover the bottom half of the words. You can still read the words with relative ease. Now cover the top of a different sentence. You'll find that the words are harder to read because there is not much difference in the shape or line of the words. This is because the bottoms of all words reach the bottom of the page along the line they're written on.

You see, you recognize words by the tops of those words, by the differences in the height of the different letters. You think to yourself, "interesting, but how does this apply to me and my marketing efforts?"

If people recognize words by looking at the tops of the words, and this is accomplished because the tops of words vary in height and appearance, then sentences that start with just one capital letter and then lowercase letters will be easier to recognize and will get read first. Every little advantage helps you!

**WORDS IN ALL CAPS ARE HARDER TO READ!!! PEOPLE DON'T LIKE TO READ THEM AND DON'T READ THEM AS EASILY. RECOGNIZING THE WORDS IN THE SENTENCES IS TEDIOUS AND THESE LISTINGS ARE FREQUENTLY OVERLOOKED.**

To further illustrate the "tops of words" principle, look at how difficult it is to read this sentence:

**SeNtEnCeS ThAT VaRy CaPs AnD LoWErCaSe LeTtErS ArE  
mAdDEnInG**

See what a difference the tops of words can make? For this reason, construct your TITLE and site title submissions with one capital letter to start the tag, and then use lower case letters for the rest of the site title. This little technique is just one more advantage that you can realize over your Web site's competitors and others who would compete with your site's listing in the search results.

### **Define a Theme with Headings**

QUICK TIPS:

- Always use your primary keyword in the heading tag at least one or more times.
- Try to place your primary keyword at the start of the tag.
- Avoid listing the same word multiple times in a row since some engines may penalize for this. Instead, use the keyword multiple times, but separate them by other words in your text.
- Use the longer form and the plural form of a keyword when possible. For example, if you use marketing in your Heading tag, a search on marketing or market will yield a match on most engines. However, words like companies will not always yield a match on company since company is not an exact substring of companies. In these cases you'll want to try and use both forms of the word.
- Use Upper/Lower case lettering for keywords in general. Example: Blue Widgets are sold here!
- Longer headings are generally better than shorter ones. However, shorter ones can be used if you need to better emphasize a keyword that you're having trouble ranking well with.

Make your heading interesting and compelling to the reader to convince them that they should click on the link.

Some search engines score keywords and text found in heading tags better than other text on your pages. This would make perfect sense since text found in headings usually identifies a particular theme or section of content. Most marketing brochures and even books have chapter and section headings that talk about something significant to come. Headings are the larger print, or subtitles on a page. Many engines will take the keywords within heading and assign them far more significance than words found in the body text. When you think about it, this is logical since headings often give an overview of the page, or a section topic for the page.

Therefore, repeat your most important keywords in the heading tags just as you should do with the TITLE for the page. Example of a page with heading tags:

- Widgets and More!  
Widgets by Jerry's Widget Emporium are the best widgets money can buy."
- Widgets Explained:  
Widgets by Jerry's Widget Emporium are the best widgets money can buy.</P>

The above example assumes Widget is my most important keyword, which is why we repeated it in the Title, the Body, and very importantly, in the Heading tag. Use multiple heading tags throughout your page if you like, but always try to fill them with the keywords you are trying to emphasize.

TIP#1: If you're building or generating a search engine optimized page, always keep the page content focused to a single theme and a limited number of keywords so you don't dilute the effectiveness of the page. Avoid the temptation to write about things unrelated to "widgets" or your primary keyword, at least for the pages you want to rank better.

TIP#2: Notice that WE used the keyword "widget" at the BEGINNING of the title, the heading and first paragraph. When you're having a tough time getting your page scored higher for your keyword, having the keyword in the FIRST position rather than as the second or third word can make all the difference.

TIP#3: Notice that WE purposely used the plural form of the word Widget to double our visibility. Always add an "s" to your keyword whenever possible.

### **Tips on Content**

When creating Web site copy, make sure to divide the copy up with bulleted or numbered lists, mini headings and sections, testimonials, etc. Visitors are very busy, and they don't have time to read through lengthy paragraphs without breaks. Bold the most important points, so that a visitor can virtually read the entire page just by reading the Heading and bold copy. Then, before putting the page online, read it out loud. Make sure it reads smoothly, and that it focuses on the customer rather than on your company.

### **Creating Effective Body Descriptions**

QUICK TIPS:

- Always use your primary keyword in the body tag area at least one or more times.
- Try to place your primary keyword at the start of the tag.
- Try to repeat the keyword near the end of each paragraph in the body and near the end of the body area itself. Some search engines such as Lycos are claiming that they look for themes on a page and will rank pages higher that use the keyword throughout the page, rather than only at the top of the page.

- Avoid listing the same word multiple times in a row since some engines may penalize for this. Instead, use the keyword multiple times, but separate them by other words in your text.
- Use the longer form and the plural form of a keyword when possible. For example, if you use marketing in your Body tag, a search on marketing or market will yield a match on most engines. However, words like companies will not always yield a match on company since company is not an exact substring of companies. In these cases you'll want to try and use both forms of the word.

The body description you enter in the Page Builder will be used both for the <BODY> tag area of the page, and the META Description tag for the page. The text found in the META Description tag will be displayed to the user in the search results for many engines. Therefore, it pays to craft a good description so that you not only rank well, but so people will actually click on your link once they see it.

### **How to Write a Compelling Body Description:**

The following title and description may get you a high ranking for a keyword search on the word "mortgage":

AAA Mortgage banking, the Mortgage money lenders - Mortgage, lenders, money, mortgages, mortgage money, mortgage loans, home equity loans, mortgage money, What it says, however, is unappealing. Instead, look at another site description that would also be ranked high, and see which site you would be more likely to visit: Mortgages Applications Approved Overnight!! - Mortgages and mortgage financing techniques that the larger banks just can't offer. Learn the 8 important things to include on your application so that your mortgage can be approved in 24 hours, even if you have poor credit.

The listing above has the word "mortgage" as the first word of the title, the first word of the description and repeats the word "mortgage" 4 times. The difference is that this description is compelling, solves a problem and offers "8 important things" or pieces of information that could be valuable to consumers who visit the site.

The direct response business, you know, those companies that make infomercials and run classified ads in papers across the country, have studied and mastered the art of writing headlines. What they learned is that headlines are most effective when they accomplish 4 things:

1. Solve a problem
2. Solve that problem quickly
3. Solve that problem for what appears to be a small or reasonable amount of money
4. Make the reader curious to learn more...

With that in mind, the following headline is acceptable, but not as effective as it could be: "I can help you to get out of debt and get a good credit rating - I've done it for others I can do it for you!" A better approach and a headline that usually draws more inquiries reads:

"Correct your bad credit in under a week for less than \$49!"

It solves a problem, does so quickly and shows how much money is involved. People relate to this appeal because it has a fundamental basis. Remember the many adages about goal setting, "A goal without a deadline is a wish!" Or, how about what they teach you in business school about proposal writing, "Never offer a plan that does not include both time and money."

The direct response model is effective because it addresses these things, especially time and money. Think about this when writing your page description and title before you submit them to the search engines. Ask yourself:

- Is my headline compelling?
- Is it interesting?
- Will it make someone curious to learn more?
- Would I read it and want to visit the site?
- Does it include time and money?
- Does it solve a problem?
- Does it suggest that it solves that problem quickly?

Does it show a price? (Only emphasize the price if yours is very attractive.)

Be careful, you don't want to offend anyone's intelligence – and many direct marketers write headlines that underestimate readers. Read it yourself and determine if you find the title interesting – if you don't, others won't.

This direct response model does not apply universally in its purist form as many Web sites are not selling things directly or are informational in nature or support what ad execs would call image advertising. However, do not overlook the fundamental truth:

Being first in the search engines is great! Being first and compelling is better! Your listing in the search engine should be compelling. If the description of the site right below yours is more compelling, you lose – that prospect just passed over your site. Many people only concern themselves with their position number. Remember, that is only half the battle!

## **Including Keywords in the Link Text**

### QUICK TIPS:

- Always use your primary keyword in the visible link tag area of at least one or more links on the page.
- Try to place your primary keyword at the start of the link when possible.
- Avoid listing the same word multiple times in a row since some engines may penalize for this. Instead, use the keyword multiple times, but separate them by other words in your text.
- Use the longer form and the plural form of a keyword when possible. For example, if you use marketing in your link text, a search on marketing or market will yield a match on most engines. However, words like companies will not always yield a match on company since company is not an exact substring of companies. In these cases you'll want to try and use both forms of the word.
- Use Upper/Lower case lettering for keywords in general. Example: Blue Widgets are sold here!

A page's relevance to a given search can be improved by taking advantage of another scoring technique favored by some engines. The text within a LINK is sometimes weighed more heavily than words found in the regular body text.

### **Here's our Widget example revised to reflect this new technique:**

TITLE: Widgets and More!

CONTENT: "Widgets by Jerry's Widget Emporium are the best widgets money can buy."

Widgets Explained:

Widgets by Jerry's Widget Emporium are the best widgets money can buy.

To learn about our widgets, choose one of the following:

[Blue Widgets](#)

[Red Widgets](#)

[Green Widgets](#)

The above example again emphasizes the keyword "widget" but also includes other PHRASES people might search on such as blue widget, green widget, and so forth. Statistically, most people search on two or more words to narrow the scope of their search, so always include related keywords together whenever possible.

## **How to Create High Quality Content While Improving Your Rankings**

We have long been an advocate for creating high quality, search engine friendly pages. The idea that pages designed to rank well on a search engine must be ugly or deficient in content has no merit. The quality of a page and the uniqueness and value of its content rests completely in the hands of each Webmaster. Ultimately, you must create pages that will impress those visiting your Web site.

Unfortunately, those Web marketers who churn out dozens of low quality, cookie-cutter pages can give all search engine marketers a bad reputation. That's why you often hear the term doorway page and spam in the same sentence. Doorway pages should be nothing more than a page designed to provide valuable, highly relevant content to a search query. It should do this while conforming to the rules of the search engine so that the page will achieve one or more high rankings.

The reasons for creating top quality pages are many. First, it does you no good to gain a top 10 ranking and then serve up a page that is completely devoid in value. Why bring a prospect to your Web site if you're going to do a poor job of selling them on your product? They'll quickly hit their browser's back button and move onto the next Web site. Secondly, all the major search engines claim to favor pages with high-quality content. They claim that to rank well on their engine that you simply need to create relevant, high quality pages. Unfortunately, it's a little more complicated than that, however, improving your site's content and design can do nothing but help your rankings and your sales. This assumes that while you're creating these pages that you take a few minutes to also mimic the key elements of top ranking pages.

With this in mind, I'd like to offer you some tips and resources you can put to use today to make your Web site the best it can be. There are many pitfalls to Web site design that you'll want to avoid. In addition, there are many simple steps you can take to dramatically increase the number of visitors who convert to paying customers. Getting visitors to your Web site is only half the battle. If you don't convert enough of them to paying customers once they arrive, you'll soon find yourself among the growing number of "dot com bombs."

There are many factors that go into creating a successful business. However, one of the most important factors to success comes from your willingness to learn. Read all you can about subjects that will help your business rise above the crowd and win in the world of e-commerce, sales, marketing, and customer service. You'd be surprised how much difference a few hours of research can make upon your bottom-line. If you are too busy assign an office staff person to help.

First, learn how to write effective marketing copy before you even start building that Web site. A Web-based business lives and dies by its ability to convey its message effectively and persuasively to its visitors! Fancy graphics and Java scripts might help, but what your Web site says and how it says it will be the determining factor. If you simply have no talent for writing and do not have the time or willingness to learn, then check out our add-on, [Content Services](#). We will handle all the content requirements of building your site. For more information please view this service details. It can be found by clicking on the **Sign Up** button below any package.

Try to integrate new marketing copy into a Web site designed to both sell and solve a problem. Most people can look at a Web site and within 5 to 10 seconds come away with an impression of whether it's clean, professional and worth their time, or whether it looks like it's run by a 14 year old kid out of his mother's basement.

Many elements go into designing a great Web site and a number of today's top companies miss the boat on this one. You don't have to know VB scripting or be an HTML guru to create an effective Web site. You only have to know what makes a Web site user-friendly, accessible, and ultimately, one that sells.

Marketing can be defined simply as perception. You may have a great product and the most in-depth information on your topic bar-none, but if the user perceives differently, then you're wasting your time. They'll move onto someone else's site that does a better job solving their problem, at least as they perceive it.

Once you've created first-class content to be proud of, make sure it's search engine friendly. What's the point of having the best Web site in the world if nobody can find you? Don't succumb to the rhetoric that you can't obtain top rankings while creating great content. The two are not mutually exclusive. Many people do it everyday, and there's no reason you can't as well.

### **Convert visitors to customers with [iForms](#)**

You can easily add forms to your website to collect contact information from visitors interested in your products and services. You can use this information to send emails or newsletters and convert them to customers. You may select [iForms](#) as an add-on during the design process or you may add this via your site admin after your site has launched.