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Gail Buckley & Greg Land



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**SEARCH ENGINES:
The Last Stronghold of
Free Advertising**

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*"If at first you don't succeed, try to hide your astonishment."
Lost Angeles Times Syndicate*

Search Engines - The Last Stronghold of Free Advertising

How do Search Engines Operate?

Search engines can't find your web pages without a little help, which is why you need to register your site. If you don't, search engines may eventually track down your site through a link to one of your pages from someone else's site or in their ongoing meanderings through cyberspace. After a search engine finds your site, it uses links within your pages to find additional pages. It crawls through your website one link at a time and adds the information into its database.

Search Engines don't store all the data in your pages. Instead, they create indexed references to your pages that generally contain the following information:

- Page Title: From the top TITLE bar on your page.
- Page URL: The registered domain name of your site.
- Summary Description: A description of your site taken from the page itself.
- Keyword List: A list of words taken from describing your site, accompanied by a relevancy index that explains how relevant each indexed word is to other indexed words and how relevant the indexed words are to the page title.

Most search engines create indexed references to your Web pages, although almost every search engine gathers this information from different areas of your web page. Whereas one search engine might gather the summary description from the first hundred characters on your home page, another search engine might look for common words or phrases in the page to use in the summary description. Still another might concentrate on major headlines.

The various search engines use the summary information they gather in different ways as well. Some make all the information available to user queries. Other search engines store all the information categories, yet user queries are performed only against specific categories of data, such as the page title and keyword list.

This information gathering process is not a one-time deal. After search engine robots or spiders initially index your site, it is usually scheduled for re-indexing at periodic intervals. This re-indexing process enables search services keep abreast of the ever-changing face of the Internet.

[Search Engine Watch](#) is a great place to go for tips on how search engines and indexes work, and how to get listed on them.

Free Advertising - With a Catch!

There is no question but that search engines can be a valuable marketing tool when used properly. It's well worth your time and effort to ensure that your Web Site achieves a high ranking in the search engines because it becomes a great form of FREE advertising! In fact, search engines are one of the few ways that you can advertise online for free AND generate large volumes of traffic.

The problem is - getting the high ranking that will do you any good is far easier said than done. It's a proven fact that most searchers rarely look past the top ten or twenty listings, so just getting listed isn't going to do you much good.

If you're targeting a small niche market, competition may not be a big problem. With a modest amount of effort you may be able to get your site listed in the top ten or twenty positions, generally because there aren't 50,000 other marketers to compete with. But what if your market is a little bigger?

It's a classic Catch-22 really. As the number of web surfers searching for a particular keyword or keyword phrase increases, so does the competition for their attention. Which brings us to...

The Importance Of Keywords & Keyword Phrases

While there are no "secrets" to high search engine rankings, there are a few simple steps you can take while designing your Web pages to encourage relatively favorable rankings - and it all starts with keywords.

Keywords are words that can be used to describe the contents or theme of your web site, and your understanding and proper use of keywords in your web pages is largely responsible for the way in which the major search engines will rank your pages. After all, that's basically how a search engine works - a user enters a keyword or keyword phrase to describe what they are looking for, and the search engine displays a bunch of web pages which are supposedly related to that keyword or phrase.

This means that the first step in optimizing your web pages for the search engines is to compile a list of keywords or keyword phrases that your potential prospects will be most likely to use when searching. This is not a task to be taken lightly either - you'll want to spend a few hours brainstorming various words, and combinations of words.

In general, it's best to focus on specific keywords or phrases rather than general words like "business" or "internet." If you're an insurance agent, what kind of insurance agent are you? Rather than selecting the word "insurance" you would want to use something more specific - perhaps "life insurance" or even "cheap auto insurance." Aside from the fact that there will be less competition for a specific keyword phrase, most searchers normally use two or three word search phrases anyway.

Once you've come up with a list of at least ten keywords or phrases that describe your site, you'll want to make use of a few free resources which will help you refine your list. Selecting the "best" keywords for your site is not always cut and dry, because people think and search differently than you do - and chances are that you've forgotten at least a few good ones. It just so happens that there are several ways to determine exactly what people are searching for, and you can use this information to decide which of your keywords and phrases are the most important.

Page Titles, Meta Tags, Location & Density

Once you have compiled your final list of keywords and phrases, you're ready to begin strategically incorporating them into your web pages or optimizing your web pages for the search engines. Depending on the overall popularity of the keywords and keyword phrases that you have selected for targeting, the following tactics may be enough to earn you search engine rankings that you can live with.

Page Titles

The title of a web page as determined by the <TITLE> tag in the <HEAD> of an HTML document is extremely important - most search engines rely on it quite heavily when determining a page's relevance to a particular search query. It's not the only thing that matters, but not using a good title is the quickest way to ensure that an otherwise high-ranking page probably won't show up anywhere near the top.

Not only is your page TITLE the first thing Web surfers see when they land on your site, but search engines will display your pages according to their titles, so they're one of the most important elements in enticing targeted traffic to your site. The best titles describe the subject of a Web page or site in a clear and meaningful way, piquing curiosity and compelling readers to click onto your site and hang around when they get there.

In selecting your <TITLE> bear in mind that keywords in your <TITLE> tag are given more importance than any other keyword placement in determining your ranking.

Important title optimizing strategies:

- It's a good idea to include your most important keyword once or, if possible, twice, in your title, along with another generic keyword or synonym. Make sure you include your keyword or words in a meaningful way. Don't make your title simply a list of keywords or you'll pay a price.
- Steer clear of hype or salesmanship in titling your site. Remember your title appears as the link in search engine listings, so make sure it's compelling enough to "get the click."
- Search engines generally index between 60-120 characters of your title, so it's a good rule of thumb to limit your title to 80 characters or less. You won't be penalized for too many characters, but anything over the limit will be chopped off, so make sure to get your most important message in at the beginning.
- If you can think of a good title that begins with an A or B, it might help your ranking a bit, as some search engines and directories still factor alphabet position into their listings.
- If your company name isn't a recognized one, it's a safe bet it won't be used in a keyword search, so leave it out of the title. You have to choose your characters wisely.
- Remember that all your key pages have titles (not just your home page). The name you choose for every one of your pages should be well thought out, and should be based upon your primary or "most profitable" keywords.

META Description

"Meta tags" are believed by many web marketers to be the magic wand which will zap a page to the top of search engines - but it's just not true. Fact is, few of the top search services actually still use them. While it's important that you add meta tags to all of your web pages, don't go crazy obsessing over them as some people foolishly do.

Meta tags must appear in the <HEAD> of your HTML page along with the <TITLE> tag, and there are two that can help search engines to rank and list your pages: Your META Description and META keywords.

The description of your page in the <META> tag is every bit as important as the summary description in the main text of your page. Not only do most of the major search engines support the <META >description, it also happens to be what Web searchers will see indexed when your listing pops up. The wording in your description will ultimately determine whether a searcher clicks on your link or not, so it should be written with as much care as a costly classified ad.

A good description succinctly summarizes the main selling points of your page, without hype or exaggeration. Each search engine differs in the description length they allow, some allow 150 characters, others up to 300, so it's best to play it safe and stay somewhere in between at around 150 - 200 characters. Again, put the most relevant information, your #1 benefit, up front lest you get cut off.

One advantage to using a <META> description is that you can provide the exact wording you want to use, rather than having a search engine extrapolate the description from the main text of your pages.

Keyword META Tags

This is simply a listing of the important keywords you have selected, enclosed in META tags. Your META tags for each page you register should include your primary keyword or words, as well as a few general keywords, as most searchers tend to use word combos including generic and specific words, but don't dilute the power of your primary keywords by throwing in too many synonyms.

Some webmasters try to exploit this listing by repeating top keywords over and over in the hopes of achieving a better ranking, but I'd advise against this. For one thing it no longer works very well, and for another, it's very risky. In fact, most search engines consider it a form of spamming and, if you're caught, you might well be permanently banned from their databases. For another, if you have to resort to keyword loading in order to get a good listing, it indicates that you don't think very highly about the content of your site.

Let's be clear about one thing: search engines don't follow any rules, they make the rules, so there's no sense in second guessing them. Most search engines allow you to vary the form of your keywords, using different tenses or creating pluralized and capitalized versions. You can also use the same word in combination with other words as long as the words you use accurately reflect the actual content of your page. **Above all, the keywords you use must reflect the content of the specific Web pages they are being used on!**

Rather than loading up your META tag with keywords, you should make every effort to insert them as often and as naturally as possible in your content. Generally speaking, you should try to limit your keyword list to fewer than 1,000 characters.

When it comes to the ranking of your site, a <META> tag keyword list does give your site an edge over those that don't use meta-information, but a keyword list will not make or break your chances of securing a top listing. Your best off simply selecting the best words you can and getting on with the business of promoting your site.

Location

Just as important as the words you use is the location in which you use them. When ranking your Website, search engines generally pay most attention to the written content on the top of your pages, so devote the most time to these. If you have a headline at the top of your page, and you should, make sure that it contains several of your keywords or phrases. A good rule of thumb is to use your primary keywords as naturally as possible in your Title, your headlines and your first few paragraphs of text.

For search engines, relevancy of text is determined by:

- How a word relates to other words
- The proximity of one word to another.
- The position of a word within a page.
- Whether a word is presented as part of a complete statement.
- How many times the word is used in the page.

Keyword Density

Keyword Density is the percentage of keywords divided by the total number of words on a page. This is another part of most spidering engines' algorithms to determine relevancy. So not only must you use your keywords in all the right places, you must also make sure you're not drowning them out with superfluous wording. Most engines like a density of around 5% to 10%. You might want to choose one or two keywords to concentrate on per page, rather than trying to include them all - which will actually reduce the overall effectiveness of each word.

SIDEBAR: Bob Massa, of Magic-City.net, is one of the Internet's most recognized, leading experts on tip search engine placement. Here are his top five recommendations for top search engine placement:

- Links FROM prominent, relevant sites to you.
- Your interior pages linked from your front page to establish a "theme" for your target keywords.
- Keywords in your title
- Keywords in your link titles.
- About 5%-7% keyword density in your text

Doorway Pages

A doorway page is simply a single page optimized for one keyword or one phrase for one search engine. Doorway pages are designed for one purpose only - to help you get better rankings for your keywords on certain search engines. The creation of doorway - also called "information" or "hook" pages has progressed to an art form, a form studied and perfected by the top search engine optimization services.

If you want to attempt to create your own doorway pages, there are two tools I highly recommend to help you out. One is [Web Position Gold](#), which includes a handy "Page Generator" and "Page Critic," constantly updated to match the top engine's algorithms and ensure your pages are properly optimized. The other is Jeff Alderson's popular [Taffic Equalizer Software](#), a tool that will automatically generate keyword focused template-based doorway pages for the top engines for you.

Content Counts the Most

If there is any secret to good search engine placement it's probably that, when it comes right down to it, your content is the only thing that matters. So you're best off simply to packing your site with as much quality, relevant content as you can, interspersing your primary and generic keywords as often as naturally possible and then letting the search engines make of it what they will.

As a rule of thumb, keep your content focused to a single theme per page. Focus on one specific keyword, blend in a few general keywords and synonyms (not so many that they dilute your primary keyword) and

let it go at that. If you can provide quality content that is designed in such a way as to take advantage of spidering engines as well as human reviewed directories, you are guaranteed to come out on top!

Submitting to The Top Search Services

There is no question but that a good search engine placement strategy is hands down the least costly promotion method you can use to draw highly targeted traffic to your site. It's common knowledge that search engines, properly used, can contribute 80 - 90% of a Website's traffic. But developing an effective positioning strategy requires a significant investment of time. It takes more time to implement the strategy and more time still to continuously update the strategy as search engine indexing parameters keep changing.

What I'm saying is that if you're determined to get and maintain a top listing, you must find tools and techniques that work; use them until they don't work anymore and then re-develop them. If you're gung ho to do this, great, just bear in mind that all the time you are taking for this exercise is time taken away from other promotional efforts that might prove more effective in the short term.

Registering Your Website With the "Big Eight"

When you register with a search engine, you generally provide the URL to your homepage. Most search engines can use this single URL to find all the other resources at your site, provided they're inter-linked. However, to be on the safe side, you should also register the URLs to the top-level pages on your site.

Because submitting your pages to search engines and directories is such an important business - as well as a costly one nowadays - it is critical that you can answer each of the following questions in the affirmative before you begin the process.

- Is your site's official business name clearly visible?
- Is all your contact information clearly visible?
- Is the content of your site substantively unique?
- Does your Website load in a reasonable amount of time?
- Is your Website design of professional quality?
- Are all your links in working order?
- Does your site function properly in different browsers (the latest versions of Internet Explorer and Netscape Navigator as a minimum)?
- Does your site have any incomplete or "under construction" areas? If it does, finish up before you submit.
- Is your ISP and hosting service 100% reliable, so that your site is always available 24 -7.

If you can answer "yes" to all of the above - AND you've optimized your pages with keywords and META tags to the best of your ability - then you're ready to submit.

For best results, you should submit to the top search engines individually. Not only will your listing be more accurate and effective, but when you work hands-on with a search site you get a clear idea of how it works. Currently, the top free search engines and services include the following:

Here is the latest information, excerpted from an article *"Submitting to the Search Engines, The Right Way"* by Boris Chow, a seasoned Internet marketer and member of the Internet Marketing Challenge Think Tank.

One myth we should clarify right up front and that is that the more search engines you submit to the better.

Wrong. Although there are countless numbers of search engines popping up all over the place, only about 8 search engines and directories actually deliver a substantial amount of traffic to your site. Here's the list of major search engines and directories, in order of importance:

1. Yahoo
2. Inktomi (database feeds over 300 engines including AOL, MSN, NBCi, iWon, LookSmart, About, HotBot, Overture non-paid listings, CNET, ICQ and more...)
3. Google
4. Excite / LookSmart
5. AltaVista
6. ODP (Open Directory Project)
7. Fast (database feeds results to Lycos)
8. Northern Light (a distant last and least important of the eight)

These 8 major search engines are used by roughly 95% of all people searching on the Web. In other words, if you aren't submitting to these top 8, it doesn't matter how many search engines you submit your pages to, the traffic to your site will be nominal. Even if you submit to no other engines and do a good job with just these major search engines and directories, your site will be successful - assuming of course that you have a topic or product that people are interested in and are searching for on a regular basis.

Not only should you make sure that you submit your top pages to these top engines, but there is actually a logical order in which you should submit to them. Why the specific order? Because many search engine databases these days are overlapped. For example, MSN search receives results from both Inktomi and LookSmart but displays results from each in a specific order, according to criteria.

This is called the "blurring effect", where criteria is based on the relevancy of your page. Basically, this means that if one engine finds you in both databases, it considers your page to be more significant. From there, the criteria weights one engine more than the other. The higher up you are in that engine the more relevant you become in the other.

Anyway, here is the submission order that is recommended:

1. Inktomi - use the paid entry program.

Inktomi is the first engine you should submit to because it feeds some major portals such as AOL, MSN, NBCi, iWon, LookSmart, About, HotBot, Overture, CNET, ICQ.

It also supplies results to over 300 other smaller portals run by ISP's. Inktomi's paid inclusion service - accessed through <http://www.positiontech.com> is the quickest way to get the most visibility possible within (supposedly) 48 Hours.

2. Excite / LookSmart - use the paid inclusion program.

Submitting your site through the paid inclusion program, will save you time because this one step submits your page to both Excite and LookSmart, which also supplies results to AltaVista, MSN, and iWon.

Their review/inclusion time frame is 48 hours which means that they will review your site within 48 hours and, assuming it passes review, they'll include it in their directory. You can find info on the paid inclusion program here: <http://listings.looksmart.com/?synd=none&chan=lshomebus>.

3. AltaVista

Once you have received confirmation back from the two paid submissions mentioned above, we advise you to proceed with AltaVista but don't use the Express Inclusion. Instead, use the free addurl service instead at: <http://addurl.altavista.com/sites/addurl/newurl>.

Note that AltaVista takes longer, 4 to 6 weeks, to include your site in their index.

4. Yahoo!

Be sure to use the Business Express submit gateway at Yahoo (<https://ecom.yahoo.com/fast/add>) because this is the fastest way to get listed. Always keep in mind that Yahoo can be a finicky directory to get listed in but it's worth the money. A good listing in Yahoo can provide your site with a significant amount of traffic.

5. ODP - The Open Directory Project

ODP is a directory of volunteer editors. Over the years we've learned that it's easier to get into ODP after you've been accepted to Yahoo. The logic is sound when you think about it. After all, if Yahoo liked your site, why wouldn't the editors at ODP like it? You can submit your site for free at <http://dmoz.org/add.html>.

6. Fast - All the Web (powers Lycos)

You can submit your page at: http://www.alltheweb.com/add_url.php

7. Google

Due to the fact that Google assigns more relevancy to pages with link and click popularity, it's important to already have your other submissions in place, before submitting to Google.

Therefore, even though this is a very important and popular search engine, it will pay to exercise patience and focus your attention on the other engines and directories in the order listed above before you spend your energy submitting to Google. You can find Google's free submission page at: <http://www.google.com/addurl.html>

8. Northern Light

Northern Light is, by far the least significant of the "majors" - a distant last from the big dogs listed above. Regardless, it isn't a difficult engine to get listed in and that being the case, it could be worthwhile since it does send some traffic - unlike most of the remaining search engines and directories that send virtually no traffic whatsoever. Submit to Northern Light for free at: http://www.northernlight.com/docs/regurl_help.html

How Many Pages Should You Submit?

Although many believe that submitting more than a single URL a day per search engine will get you in trouble, and you should probably stick to this formula to be on the safe side, the fact is each search

engine has it's own submission algorithm. Recently, the rules were as follows, but alas, the rules are constantly changing.

- Yahoo - Human reviewed directory, you can only submit your home page
- Inktomi - No limit through paid submissions. However, the free submit option has a penalty.
- Google - Submit home page and let Google's spider find other pages in your site.
- Excite - No limit.
- Altavista - 1000 per day, but Planet Ocean recommends going slowly.
- ODP - Human reviewed directory, you can only submit your home page.
- Fast / Lycos - 50 pages per day.
- Northern Light - 50 pages per day.

Multi-Site Submission Services

Submission service sites abound on the Web and most offer to do virtually the same thing: submit your site to thousands of search engines, directories and link sites. And they all carry out this task fairly competently. (Proof of this will be the hundreds of e-mails flooding your mailbox from every service but the top ones, who probably didn't accept the submission in the first place).

Just don't expect to get a corresponding flood of traffic as a result of these submissions (unless the uniqueness or quality of your site merits a top ranking or your site is more relevant than all others under a specific keyword you have listed.) Fact is, the extra 50 or 5000 sites that you register with using these multi-site services is merely icing on the cake. You may well be listed somewhere or other in lots of Web databases, but the odds of these lesser services driving a lot of traffic to your site are slim.

Still, it certainly doesn't hurt to spread the word about your Website as far and wide as you can spread it, and URL submission services provide a quick and efficient way of doing that. But don't belabor the point. Pick a service from the list below and get on with it. (NOTE: Some Web hosts offer this service as well.)

- [Inktomi Search Submit](#)
- [Global Promote](#)
- [SelfPromotion](#)
- [Submitter.net](#)
- [MegaPromoter.com](#)
- [World Submitter](#)

If you're looking for quick and easy, you're probably better off using search engine submission software. The advantage of using software over a service is that you avoid monthly fees - and you can submit as many URLs as often as you like, for no additional cost. I've listed the best buys for your money below.

- [Web Position Gold - New Version 1.60](#)
- [Web CEO](#)
- [Subzero Warrior Pro](#) - *Marcap Group*
- [Submission Spider by Submission Pro](#)
- [SubmitWolf PRO 4.0](#) - *Trellian*
- [Trafficlaunch](#)
- [Engine Poster Pro](#)
- [Search Engine Blaster](#)

Sites That Go the Extra Mile to Ensure Top Ranking

Bear in mind, getting submitted is not the same as getting placed. If you want to get placed, you've got to spend some money and go with a service that will take the time to make sure your Web pages are properly optimized to garner you a top listing - the only kind of listing that really matters if you want to drive lots of targeted traffic to your site. The best of these services do not come cheap, but in this instance, you definitely get what you pay for. And no other means of publicizing your Website will pay off more than optimized search engine positioning.

1st Search Ranking



1st Search Engine Ranking.com specializes in achieving top placement in the major search engines for your company's Web site. They use a proprietary, proven strategy that generates results and make you a 100% no-nonsense, totally risk-free guarantee: You get top placement in the search engines or ALL your money back. Here's what they do. Determine your exact needs by reviewing your site, your business, and your competition. Research and select the most effective keywords for your site - the keywords that will bring in the targeted traffic you've been dreaming about! Then they optimize your site, creating pages that get you top positions in the search engines. They focus on making your site attractive to 13 of the most popular search engines and hand-submit each of your entries separately. Bottom line, [1st Search Engine Ranking.com's](http://1st Search Engine Ranking.com) hand-targeted Search Engine Campaigns offer you the most cost-efficient means today to stand out from the e-commerce crowd. And you only pay if we deliver results, guaranteed. Their bulletproof, 100% no-risk guarantee states: *"If we fail to achieve the guaranteed minimum number of top 30 positions for you within 4 months from the time that you order our services, we will refund the entire amount that you've paid us."* You simply can't lose!

Search Engine Web Promotion



This one's a bit pricey, but if you are serious about gaining and keeping a top search engine ranking, this is the way to go. You get what you pay for and in this case you're getting personalized keyword consultation, custom doorway pages to match the look and feel of your home page (each with META tags and content to get your pages to the top of the major search engines), all your pages professionally submitted to the top 18 engines & directories that direct 90% of all searcher traffic, matter, bi-weekly monitoring of all your pages & keywords for each search engine to ensure ongoing top rankings, a detailed ranking report emailed to you every 2 weeks and ongoing page optimization to maintain your guaranteed Top 20 positions (you pay no monthly maintenance fees until you achieve Top-20 rankings).

Magic-City.net

Magic-City.net

If you're looking for the very best in search engine submission and placement, this site is it. Again, you get what you pay for but in the case of this premier service, you can be assured that what you are getting is the real thing. In Search Engine guru Bob Massa's words: *"We only do one thing and we do it very well. We place our clients in the TOP 20 positions of the major search engines and drive top placement quality traffic/customers to your website! We do it by building a domain for the sole purpose of enabling us to*

guarantee top placement quality traffic from the major search services under the keywords you select. This process requires research, focus, and hard work. We know what we are doing, and we will not alter our procedure or process for any reason for anyone."

[PositionSolutions](#)



[PositionSolutions](#) is a fully automated search engine optimization and cloaking service that promotes the highest possible ranking in all the leading engines. Turn-key service continuously generates and submits pages optimized according to each engine's current real-time ranking criteria. You choose up to 30 key words, and [PositionSolutions](#) does the rest. They will optimize and cloak submissions based on the most powerful software of its kind- Search Engine Commander. This service hides your optimized HTML, generates optimized pages and on-the-fly template and feeds individual search engines the information you want them to know. And now ... with their new Executive Program, you get a guaranteed position in Yahoo, Looksmart & Google.

[SubmitPlus](#)



In addition to submitting your site to 110 search engines for FREE, [SubmitPlus](#) boasts that they will deliver the Top 10 position in major search engines GUARANTEED. This means your site will be found in the first 10 listings of at least three top search engines like Alta Vista, Northern Lights, Euroseek, DirectHit, Google, Excite, Lycos, MSN, NBCi, Fast, HotBot, Webcrawler and/or Yahoo! (Yahoo search, Google database) using single or multiple keywords. If the above conditions are not met, you will be fully refunded! You just can't go wrong here. This is nothing but a very wise investment!

[Get Hits](#)



They offer excellent service and fast Web page submission to 500, 1,000, or 4,000 of the best search engines, directories, awards sites, classified networks, and link listings found on the Web. They go the extra mile and strive to register your site in the most relevant categories possible! Your monthly charge varies according to package. They promise excellent professional service and even take care of the tougher submissions, such as Yahoo!

Search Engine Trends

Trend #1: Link popularity is becoming increasingly important.

Got links to your site from the directories? Good, now link your web site back to those directories and other web sites in the epi center of the internet universe. This includes linking to directories, search engines, portal sites and leading sites in your niche. It's important to the crawlers that your site explode into millions of links, all within a few mouse clicks.

TIP: You can control your web site's reputation or theme by setting up several small related sites and using hypertext links to cross link them all together. The trick is to pick two or three keywords that describe the theme of the destination site. Always use those exact same words when linking to the destination site from any other site you control.

Trend #2: Pay-per-click or Pay-for-rank search engines are the wave of the future.

Want your web site to achieve a "Top 10" placement on a major search engine as soon as tomorrow? No problem! Pay-per-click search engines offer anyone with a web site the opportunity to obtain and keep a top spot in the search engines - no optimization required - provided you have the funding.

Prominent search services and directories that have already jumped on the "pay us" bandwagon include [Looksmart](#), [Yahoo](#), [Inktomi](#) and [RealNames](#) (AltaVista), [Google](#) (Adwords) and you can expect a lot more will be doing so in the months and years ahead. [Click here](#) to learn more about the [Pay-Per-Click model](#) and why it has become so popular in recent years.

Bottom line? What works today will not necessarily work tomorrow. The Search Engines are changing / evolving - and they will continue to change / evolve over the next several years. You see, they are looking for different ways to increase their revenues. They are also adding different categories and are developing strategies which lead visitors to particular advertisers rather than conducting a true algorithmic search.

So what does this mean for you? If you are going to take advantage of the Search Engines, you need to do so NOW! Search Engines are not going to be free for much longer, so make use of them while you can!

To quote [Magic City's](#) Bob Massa, one of the Net's premier authorities on website advertising & search engine placement, on this subject: "Without setting your goals and developing a plan, you will be simply chasing traffic and never even know when you found it. Once you have your plan, you can better determine whether or not you need need specialized help. There aren't many "free" engines to submit to and there are very few "free" places to advertise. You can easily find yourself spending far more on mistakes than you would on a qualified professional. Remember the old saying, we pay for our mistakes? Well, that is true and the fewer mistakes you make, the greater the opportunity for success."

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Topping The Lists** Portfolio.



[Topping The Lists](#)

Click the link above to download this mighty pdf publication right now for FREE!

Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Stomping The Search Engines](#) by Andy Jenkins and Brad Fallon

Unlock the Profit Power of a Top Search Engine Position! For the First Time, not one but two Professional Search Engine Experts reveal their Blueprint for Search Engine Domination - a blueprint they use every day and one that has allowed them to create an income that will reach into 7 figures in 2004.

Fact is, the empirical style of Search Engine Optimization revealed in [Stomping the Search Engines](#) is so effective that one of their largest clients is a publicly held company with over \$500 million dollars in annual revenue. You don't get to be the Search Engine Optimizer for a Half-a-Billion Dollar company because you "think" you know about Search Engines... Well, the proof is in the performance, and these two professionals actually use examples from real, profitable web sites with TOP Search Engine Rankings. To learn more and get your hands on this amazing resource yourself, which by the way comes packaged as 10 CDs along with a complete word for word transcript, [click here](#).



Here is what Internet Marketing Pioneer Ken McCarthy has to say about this course:

*Folks who know me know that I'm not a member of the 'affiliate-deal-of-the-week' club. It's very rare for me to endorse an Internet marketing course - *any* Internet marketing course.*

Before I even dreamed of recommending Brad's course - or any course - I had three different people review it for me first. And frankly, I asked them to be hard on it. When Brad's course passed that test with flying colors, I went through the entire course myself and, just as Tom Nicoli said above, I found it very refreshing.

Refreshing because it was truly original material... and refreshing because it told me exactly what I needed to know in plain, simple, down-to-earth language without any mystification or hype.

That's why I recommend Brad's course - and why I don't recommend other courses on traffic.

Look, if you're looking for a magic lottery ticket, this course is not for you. But if you're looking for a thorough, rock-solid, reality-based training in one of the most lucrative aspects of Internet marketing - search engine marketing - Brad's course gets my #1 endorsement... Quality is quality and quality lasts and produces results. That's what I'm after and I assume that's what you're after too.

[Traffic Secrets](#) by John Reese

If you haven't heard all the buzz about this amazing mega-course you've been living under a rock, because NEVER has there been so much commotion over the launching of ANY internet product. I am not going to go into John's extensive credentials here, but suffice it to say he has a SUBSTANTIAL following on the 'NET and for a very good reason. He has a proven, astoundingly SUCCESSFUL track record over 15 years long. In [Traffic Secrets](#), he finally opens up and reveals ALL the secrets that have made him such a phenomenally successful online marketer such as...



- How to build and geometrically grow the number of highly targeted leads and prospects coming to your website that translate into CASH and PROFITS...
- How to leverage your lead generation to gain more consistency in the number of prospects you get, and create more stability and growth in your business...
- How to build so much momentum in the flow of visitors coming to your business, that taking your website down is the ONLY way to stop it...
- How to easily discover which sources of leads are REALLY making you money (and quickly trash the ones that are sucking your time and profits)...
- How to get as much as 4-5 times more leads for the same advertising dollars, and squeeze every ounce of profit out of every visitor you generate...
- How to tap many "hidden," super-abundant sources of good quality leads (as many as several hundreds of thousands) for absolutely 100% ZERO cost...
- How to dump, once and for all, all the dumb, costly and ineffective methods that only create one-time spurts of junk traffic that will NEVER buy from you...

- How to create and follow a complete "attack plan," especially if you're currently relying on only 1-2 sources for generating your leads -- because they can change and dry up overnight (they often do)...
- How to get your hands on proven, time-tested lead generation strategies that really WORK — and not just "sounds good" regurgitated "theory" that everyone and their dog has seen, read or heard before...

And a whole lot more! Basically, in [Traffic Secrets](#) John reveals what's essentially his whole life's work — a compilation of the exact secrets he's used over the course of 14 years as a result of testing, tweaking, struggling, failing and wasting tons of money on the Internet... to ultimately succeed in drawing floods of qualified prospects to his websites (to the tune of over 1.57 BILLION visitors and counting!) and making insane profits. So, if you really want to learn all there is to know about drawing traffic to your site from someone who *really does know* all there is to know, I highly recommend that you [get this course](#) now.

[Online Web Training](#) by Robin Nobles,

Learn from industry leaders whose names you recognize and trust! With [Search Engine Workshops'](#) Online Courses you'll learn from experienced professionals Robin Nobles, John Alexander, Rhoda Schueller, Bill Gentry, Amy Ma, Natalia Kim, and more, who have a combined 35+ years of experience working with the search engines. These courses include all of the in-depth information recently taught through the *Academy of Web Specialists* but are now being added to and enhanced even more for delivery through [Search Engine Workshops](#).



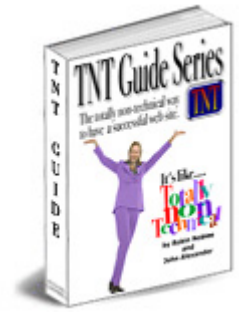
Through these valuable search engine [marketing training courses](#), you'll learn:

- How to attract genuinely targeted traffic that converts to sales;
- How to maximize your Web site's hidden potential;
- How to know for a fact that you're not doing something that could penalize your Web site with the search engines;
- The latest, most up-to-date and comprehensive strategies available on the Internet. In fact, our course material is updated every single month!
- Proven strategies backed by industry leaders who really know and understand search engine marketing. In fact, our instructor-led courses are approved by the U.S. educational system and can be taken for University CEUs;
- Easy to follow, professional methods taught in a step-by-step process in logical order;
- Choose from a variety of learning options so that you learn at your own speed in a way that is perfect for your lifestyle and your experience level. We even offer instructors who can work with you in your native language;
- The finest insider's information, but also the best value for your hard-earned money... guaranteed!



[Totally Non-Technical Guide](#) by Robin Nobles & John Alexander

Finally, the answer to almost any Web Marketer's prayers. If you want a successful online business, you need a profitable, search engine friendly site and now there is a guide that will show you exactly how to get one. [The TNT \(Totally Non-Technical\) Guide](#) gives you step-by-step instructions, helpful graphics, and easy to understand text. You'd never guess it was written by two of the world's leading search engine experts, but it was, so you know the info in it has got to be first-rate. Just imagine, a non-technical guide written just for you. One so powerful, it takes you by the hand and shows you exactly what you need to do. You'll learn how to make more sales, bring in more leads, and get more traffic to your Web site. And if you don't yet have a web site? No problem. They show you how to get started successfully, quickly and easily.

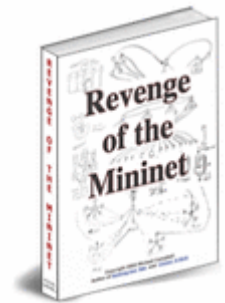


"This easy to read e-book, blows away the learning curve normally associated with having a successful - search engine friendly - Web site. If you apply to your pages what you'll find in this book, you'll get found ahead of.... and instead of the competition in the search engines. And that's what it all boils down to.... first to get found, first to make the sale."

-- Michael Campbell (Author of best selling [Revenge of the Mininet](#) and Clickin' it Rich.)

[Revenge of the MiniNet](#) by Michael Campbell

In his latest release Michael shows you how to gain top search engine rankings by strategically linking affiliate program (or other) mini-sites together to earn top Search Engine positions and amazing profits, just like the leading Six Figure Income marketers earners do. These are the same tactic which consistently earn some of his coaching clients over \$200,000 per year... tactics he has been charging \$200 an hour to teach. And now he is revealing all - and more - for a tiny fraction of the cost.



[Revenge Of The MiniNet](#) shows you step-by-step how to set up and design a cluster of sites, with highly targeted keywords, and link them together for natural link popularity and favorable search engine rankings. It includes actual sketches and diagrams, from proven models, showing exactly how to do it. The ebook comes with unlimited lifetime upgrades (updates) for free. Your first upgrade will include over 90 minutes of audio interviews with Michael himself in MP3 format. Plus you get a coupon entitling you to \$100.00 off on Michael's coaching services, should you ever need his help on anything. (This bonus alone, is worth more than double the cost of the ebook.) If you want to take control of your own destiny, one proven way to do so is to create your own affiliate mini-net empire; [Revenge Of The MiniNet](#) gives you the master blueprint. Why not get it and get started today!

[Keywords Analyzer](#) by Goran Nagy and Chris Lee

If you are going to have a profitable website, it all starts with the right keywords. [Keywords Analyzer](#) is, bar none the most complete, up to date and feature-packed keyword research and pay per click analysis software on the market today"

Looking for ideas? Brainstorming a niche? Let [Keywords Analyzer](#) do the work for you by doing a simple "related terms search". Just plug in your master keyword, enter related terms and sit back while the software goes into Google and pulls out hundreds of related keywords. None of them containing your keyword - but all of them related. Before you know it, you've got a whole new angle to explore. It's so easy - just start with a master concept that describes your basic subject - and then expose the underserved keywords and related terms that you design your page around - this way you're never short of new angles to exploit.



And once you've decided on you're niche, you're going to need to come up with niche keywords. Sometimes, on tightly targeted niches coming up with a lot of descriptive phrases is far easier said than done. But not with [Keywords Analyzer](#).

This is one of the hottest tools on the market for niche keyword research. Because Goran and Chris have packed it with a secret weapon. Something unique to [Keywords Analyzer](#) - called "Advanced Search." What this means is you can take your results from your first search and searched them again. And then take those results and do it again - and again and again - automatically, as many times as you want. And, of course this tool performs all the necessary search engine functions as well, and makes it a snap to find underbid AdWords or Overture keywords at a fraction of the cost of everyone else. To learn more about the many outstanding things it can do to make your life easier and your business more successful, [click here](#) now...

[SiteBuild-it!](#) - All-In-One Site Building + Search Engine Optimization/Submission Tool



Looking for an **All-in-One Search Engine - Traffic Building - What the heck, Entire Business Building Solution?** Check out some of the tools included in Ken Evoy's [SiteBuild-It](#)

- **Site Build-it Manager** ferrets out the most profitable keywords in relation to your specific theme and allows you to build huge Pay Per Click campaigns at the touch of a button.
- **WorldSubmitter** automatically submits your pages for you, according to the various protocols of each engine.
- **SpiderWatcher** monitors your newly submitted pages for a spider visit, to make sure the search engines "got the message". And if they didn't, SpiderWatcher alerts WorldSubmitter to re-submit.
- **ListChecker** monitors the search engine listings to make sure a submitted URL does make it into the SEs database. Again, if it doesn't, the WorldSubmitter is alerted to re-submit that page.
- **Analyze It!** module allows you to build highly optimized, search engine friendly pages at the mere touch of a button.
- **Keyword Ranking and Searches Reports** tell you how your page ranks for your specific keyword at the engines, as well as which keywords people are using to find you.
- **SE HQs** compress bushels of extraneous search engine material into a couple of pages of succinct, need-to-know, information.

(And this doesn't even include the 20 other business building modules that help you do everything from build your website to publish your newsletter to sell your product.) Bottom line? There is no other service like [Site Build It!](#) on the Net, period. Totally automated. All you have to do is check your SE HQ ranking Reports, click on Analyze It!, and tweak your pages until you score high at the engines. SBI! takes away all the complexity. You only have to focus on your business and let SBI! do all the rest.

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