The SEO Smart Pill
Get More Traffic To Your Website
With Effective SEO Strategies

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1. Introduction

In this document I'll give you a fast start guide to getting your website ranked well by search engines. I'll give you all the most important information you will need to optimize your website so that search engines will rank it well and drive traffic to it. I will discuss the importance of having good unique content, then discuss the necessity for "on page" modifications to your HTML code, and finally I'll discuss strategies for link building, which is where the biggest improvements to your search engine rankings will come. My goal is to provide you with a complete and concise set of search engine optimization (SEO) tools – no pages of filler to wade through, just concise descriptions of specific technique you can use immediately. The concepts of SEO are not hard to learn, although they may take some repeated effort to implement. But if you learn the techniques described in this document, you will know more about SEO than 99% of webmasters out there and you'll be well on your way to getting your site to rank well.

So let's get started!

2. What Is Search Engine Optimization (SEO)?

SEO is a collection of techniques used to make your site appear as relevant as possible to a set of keywords. When people search for information of the web, they go to a search engine website like Google and enter a set of search terms into the search text field. After clicking the submit button, the search engine uses its own set of complicated calculations on its own server to identify the set of webpages that it believes are most relevant to the search terms. Since most people who want to find information on the web will go to search engines as their first step in finding that information, website owners who want the world to see their website will want to do whatever they need to do in order to have their website included in that group of websites. Search Engine Optimization encompasses all the techniques that webmasters must use to achieve that goal.

SEO techniques can be divided into two categories:
- On-page techniques
- Off-page techniques

On page techniques consist of all the things that you can do directly to your own website to make it more appealing to search engines, such as making specific changes to your HTML code or adding a sitemap file to your website. Off-page techniques are centered around the task of "link building", which is the process of getting other websites to link to your website. SEO experts generally agree that off-page link building techniques provide you with 90% or more of the effectiveness of your SEO campaign. It is still important to use on-page techniques because they involve fairly easy changes to your own website and using them will definitely make a difference when combined with off-page techniques. But once you have made the most important on-page optimizations to your web pages, building links is by far the most important activity you must pursue to get your website ranked well.

3. The Importance of Good Unique Content

Before I start to talk about specific techniques, it is important to point out that SEO is designed to enhance the rankings of websites that have valuable, unique content. If you have spammy content, duplicate content, or insufficient content, SEO can only get you so far. SEO is not a substitute for making a great website with content that people want to see! The search engines are becoming more and more skilled at identifying spammy websites like made-for-Adsense sites or RSS-feed-updated sites that don't provide much unique or useful information to the user. These sorts of sites will get taken out of the search engine index within weeks of creating them (I know, this has happened to me). These days, it isn't even worth bothering to create low-grade crappy websites. If you're going to put real energy into making a website rank well in the search engines, make sure you are starting with a quality site with useful and unique content.

4. On-Page SEO

Let's start with the changes you can make to your own web pages to make sure the search engines see these pages as favorably as possible. We'll look at

- Getting good keywords
- Structuring your pages properly
- Creating and using good unique content with these keywords
- Highlighting the keywords in the most important places on your pages
- Discontinuing or avoiding the use of any techniques that search engines don't like

Let's look at each of these in turn.

Step 1: Get Good Keywords

Remember, people who search for information on the web will type search terms into the search engine query box. These search terms are called "keywords". The term "keywords" is a little misleading because a "keyword" for SEO purposes can be more than one word, and is therefore more properly referred to as a "keyphrase". For example, someone searching for information on "fly fishing poles" would type the entire phrase "fly fishing pole" into the search engine query box. The entire phrase "fly fishing poles" is considered to be a "keyword" for SEO purposes. Other related keywords might include "buy fishing pole" or "new fishing pole".

In any case, if you want people searching for your website to find it, then you must do the following:

- Identify the keywords they are likely to use when searching for your site, AND
- Place these keywords in the most important places on your website

So before you make any changes to your website, you must find a good set of keywords that your potential customers are likely to use to find your website.

There are several good tools I recommend for doing keyword research. The first of these is totally free and is called GoodKeywords. You can get this at GoodKeywords.com. Download this tool to your Windows PC and run it. To use it, type the search terms into the search box, and this tool will find a number of keywords (keyphrases) that are similar to your searched keyword. This tool is a bit limited in the number of keywords it gives you, but it has the advantage of being completely free.

If you want something with much more power, then consider getting a subscription to [WordTracker](). This tool is the industry standard in keyword research. With a paid account, you can type in a starting search term (keyword) and get literally thousands of related keywords, sorted by how many searches have been made recently using these keywords. WordTracker is hands down the best tool to use to get a quick and complete start on your keyword research. The downside is that it isn't free. When I last checked (July, 2008) you can get access for one month for $59, or a yearly subscription for $329. This isn't cheap but it is a fantastic tool. The main disadvantage of WordTracker is that it doesn't give you that much information on your competition in the search engines. You can get some of this information through WordTracker but it isn't as well laid out as it is in my favorite tool that I recommend below. WordTracker is best suited for people who need to find lots and lots of keywords for sites with lots and lots of pages, or for people who wish to use PPC advertising to drive traffic to their websites.

But the very best tool I have found, the one I now use all the time, is called [Micro Niche Finder](). At a one time payment of $67 it is actually less expensive than WordTracker but it offers a ton of features that are really useful for making your websites rank well. First, it tells you not only the number of monthly searches for your keywords but also the number of competing websites and even what it estimates as the "commercial intent" of the person using these keywords. In other words, keywords with a high commercial intent are keywords where the searcher generally buys or clicks on Adsense ads, so these are good

keywords to target. MNF also shows you typical Pay Per Click ad prices for each keyword so you know whether it is a good keyword to use for paid advertising. The program will save all your searches for you automatically, so you never have to worry about redoing all your work if you forget to save. This tool is really useful and really well put together, and I think it is the best all around keyword research tool

 [Micro Niche Finder](#) is a superior replacement for a tool I used to use – Niche Inspector. Unfortunately, Niche Inspector is no longer available, even to existing customers, and the owner seems to have disappeared. Fortunately, MNF is even better and cheaper.

The best way to use MNF is to search for kewords that have a high enough number of monthly searches (say 200 or more) but a low enough competition (say 10,000 or fewer sites) so that you stand a good chance of getting your site ranked well in the search engines. MNF makes searching for these keywords easy to do, although it still may take a an hour or two to find a good set.

Step 2: Structure Your Website Properly
So now let's assume that you now have a really good set of say 10 or 20 or even 30 really good keywords (keyphrases) that many people use to find websites similar to yours. How can you use these on your website? First you must realize that the only way a search engine can ever know anything about your website is to visit it. In fact, the search engines use automated software processes called "spiders" to visit your site on a regular basis and extract information from it. Spiders do this for each of the millions and millions of websites available on the web. When a spider comes to your site, it will try to extract key pieces of textual content that will best describe the website content. You want to make sure that your website is structured well so that the spiders can do this as easily and effectively as possible.

So what exactly does this entail? Here are some key things you must do when creating the HTML structure of your website:

1. Include a keyword-rich title
2. Include and use META tags in the HEAD element of your page.
3. Ensure spidering with a robots.txt file or with a ROBOTS meta tag
4. Move Javascript elements to an external file
5. Put your body content first if possible
6. Validate Your HTML

Let's look at each of these.

Use a Keyword Rich Title
An HTML document has a HEAD section (between <HEAD> and </HEAD>) and a body section (between <BODY> and </BODY>). Probably the most important element in the HEAD section is the TITLE element (between <TITLE> and </TITLE>). Search engines pay a great deal of attention to titles, so you should use a title that includes your most important keywords. For example, if your website sells fly fishing poles, then a good title element would by <TITLE>Fly Fishing Poles</TITLE>. If you have two keywords you wish to put in the title, just separate them by a vertical bar "|" like this: <TITLE>Fly Fishing Poles | Fly Fishing Lures</TITLE>. What you definitely DO NOT want to do is to put junk text like "Welcome to my hompage" in the title because this text is not at all descriptive of the content of your website. But you also don't want to overdo it – use no more than 2 or 3 keywords (keyphrases) in your title. Keep it short and focused.

Use META Tags
Besides the title, the meta tags are the most important tags that go in your header. There are several varieties of meta tags available, but the ones that are important are the keywords and description meta tags. The keywords meta tag specifies keywords that are relevant to your website,

and the description meta tag provides a longer sentence-based description of your website content.

The keywords meta tag can be specified like this:
<meta name="keyword" content="fly fishing, poles, lures">
Note that you should not repeat common elements in your keywords within the keywords meta tag – for example, use "fly fishing, poles, lures" instead of "fly fishing poles, fly fishing lures". If you were to use "fly fishing" multiple times like this inside the meta tag, the search engines would see this as keyword stuffing and this would actually hurt you more than it helps.

The description meta tag can be specified like this:
<meta name="keyword" content="Provides information on fly fishing, poles, lures, and fishing advice for the serious fisherman">
Your description should be sentence-like and should be a concise summary of what the user can expect to find on the site. Don't use more than 2 or 3 sentences at most – save your detailed descriptions for the main content of your website.

You should also note that the keywords and description tags should be different on different pages on your website. The content of each page of your website should be different, so make sure your meta tag content is different too.

Ensure Spidering
When the search engine spider comes to your website, you want to make sure that you give it permission to spider your entire website. Or, you may wish to keep certain pages away from the search engines for whatever reason. In either case, the best thing to do is to tell the spiders what they can and cannot index. One way to do this is put a file called robots.txt in the root directory of your website. This file is a text file with a specific format, which you can find easily on the web by searching for "robots file". However, there is an even easier method that

I prefer which is the robots meta tag. To tell the robots to spider your entire website, do this:

<meta name="robots" content="all">. Put this meta tag with your keyword and description headers and the spiders will spider any of your web pages that they find.

Move Javascript Elements to an External File

Javascript is a wonderful tool for making your website more dynamic and user-friendly, but Javascript elements in your HTML can make it more difficult for spiders to extract the information they want to see from your website. At the very least, Javascript elements that come before your content will make you content seem less important to the search engines, which is exactly what we don't want. The best thing to do with Javascript is to reference it from an external file. Place your Javascript functions in a file called "myfuncs.js" and then reference these inside your HEAD element using this:

<script type="text/javascript" language="javascript" src="myfuncs.js"></script>

With this element in place, you can reference and use your javascript functions without cluttering your HTML code.

Put Your Body Content First

Inside your HTML BODY element, you want the spiders to see your good unique content as near the top as possible. But many people use a two or three column layout for their web pages, with their content in the middle or rightmost column. This means that the spiders will see the menu and advertising content before they see your unique content!

There are several ways to avoid this problem and get the spiders to see your content first. One way is to put your content on the left and menu items on the right. Another way is to use tables and use an empty table cell. Specifically, you can structure your main content window inside a table like this:

<TABLE>

```
<TR>
<TD></TD>
<TD ROWSPAN=2>
Main content here
</TD>
</TR>
<TR>
<TD>Menu items here</TD>
</TR>
</TABLE>
```

This lets the search engines see your page like this:

(Empty)	CONTENT
MENU ITEMS	

Reading left to right and top to bottom, the spiders see the empty table column, then the content pane, and then the menu items last. Since the spider sees the content pane first, it gives greater importance to the content it finds.

Validate Your HTML
One of the reasons that websites can fail to rank well is that they use improper HTML. Remember, a spider can only extract your content if it can read your HTML. If there are errors in your HTML, it will have a difficult time reading your web page. The best way to find and fix any HTML problems is to use the online (and free) W3C HTML validator at http://validator.w3.org/. Just type in your URL, click the "Check" button, and the validator will point out all the HTML problems it finds. While most browsers will still be able to show improperly formatted HTML, it remains true that the cleaner your HTML is the easier it is for spiders to properly recognize what content you have on your web page.

Step 3: Creating and Using Good Unique Content with Your Keywords
Once you have done your keyword research and have structured your website properly, as described above, you will need to create good content with these keywords, and/or optimize your existing content to use these keywords. If you don't already have your main content written, then you should try to use your important keywords within your text when writing your content. If you have already written your content, you'll need to go through it and take advantage of opportunities to insert your keywords in places where it makes sense to do so. Always remember that your are writing this content primarily for your users, and search engines are getting pretty good at differentiating between good content and keyword-stuffed spam. A good rule of thumb is to try to keep your keyword density down to about 5%. Roughly speaking, keyword density is the ratio of occurrences of a keyword divided by the count of all words in the document. There are a number of good tools available online to examine your webpage and tell you your keyword density for single words, two word phrases and three word phrases. My favorite is the Keyword Density Analyzer Tool located at http://tools.seobook.com/general/keyword-density/. This is free, online, and easy to use. If you see any of your keyword terms with keyword densities that are too high (say 10%) or too low (say 1%) then just add or subtract the keyword into your content as necessary.

Step 4: Highlighting Your Keywords

You want the search engine spiders to see that your web page is highly relevant to your keywords. The methods for doing this constitute the very heart of on-page SEO. Specifically, you should do the following:

- Put your keywords into your page title, meta-keyword, and meta-description tags, as described above
- Use an H1 (and possibly H2) header tag at the top of your body content. This tag should have at least one of your keywords in it. For example, a page on fly fishing poles should have: <H1>Fly Fishing Poles</H1> at or near the top of the body.
- Where it makes sense to do so, use bold or italics to emphasize your keywords. For example, you can do this once the first time you use a keyword in the text. This makes your keyword stand out for human viewers and for search engine spiders. Just don't overdo this – once per keyword is enough.
- Use Alt text in your images. Specifically, the <IMG> tag in HTML lets you specify text to be shown if the image is unavailable. The original purpose of this may have been to allow browsers that cannot show images to still show the webpage. However, search engine spiders still look at this Alt text and will use it to help determine the content of the page. It is a good idea to put relevant text inside this tag to give the spider what it wants. For example, our fly fishing site could have a header image tag like this: <IMG SRC="header.jpg" ALT="fly fishing poles header">
- Link to your own pages, or to external authority pages, using your own keywords. This is an often-overlooked SEO technique that can be very effective. Spiders actually use the anchor text of any outgoing links from your site when characterizing the content of your site. So it is a great idea to have pages on your site link to each other and to authority sites in the same niche using keywords for which you want to rank well.

- Use a sitemap file. Many times the search engines are not able to find all the pages on your site that you wish them to find. The best way to solve this problem is to use a sitemap. A sitemap is a text file in XML format, called sitemap.xml, that is stored in the root directory of your website. Google has a good page on how to specify the sitemap file and presents some sample sitemap files: https://www.google.com/webmasters/tools/docs/en/protocol.html. This is a good place to start when creating a sitemap. While on this page, you should also follow the link to Google Webmaster Tools. Google has an entire set of web pages devoted to free online tools that will allow you to submit your website, upload a sitemap, check indexing statistics, etc.
- Use search engine friendly URLs. If any of your web pages are written in a language like PHP and use parameters to dynamically create content, you should consider using your web server's facilities for URL rewriting to create search-engine-friendly URLs. For example, if your website runs under the Apache web server, you can use the file .htaccess in the root directory of your website to rewrite URLs like this:

  http://www.mydomain.com/index.php?action=go&item=12

  as a URL like this:

  http://www.mydomain.com/go/12

URL rewriting depends a great deal on the exact format of your URLs, so you'll need to search online for more complete information on this topic. A good introduction can be found here: http://www.yourhtmlsource.com/sitemanagement/urlrewriting.html You can even use the terrific tool here: http://www.seochat.com/seo-tools/url-rewriting/ to tell you exactly what to do to your .htaccess file to make it rewrite your URLs successfully.

Step 5: Avoid Using Techniques That Will Hurt Your Rankings
Just like it is true that doing some things to your website can help your rankings, it is also true that using certain techniques or tricks can actually hurt you. The things you want to avoid doing are:

Keyword Stuffing: Don't put too many keywords on your web page. Search engines view this as spam and downgrade your page ranking accordingly

Keyword Hiding: Don't put keywords on you page in a font that is the same color as your background, or in some other way that appears to be an attempt to trick the search engines.

Frames: Don't use frames, since search engines have a hard time following content inside frames.

Flash or Other Animation: Sure, Flash animations look cool (sometimes) but search engines can't read Flash files. So these animations do nothing for your search engine rankings.

Javascript Links: Make sure all your links (especially to internal pages) use regular links rather than links controlled from within Javascript.

Text Inside Images: Whenever possible, make sure all the text on your website is actualy HTML text rather than text embedded as pixels within images. The spiders can't extract text from images, so all they will see is the image itself, and they will ignore it for SEO purposes. So for any menu items, especially those that use keywords, make sure the text is real text.

Summary Of On-page Optimization
So far, we covered a number of good techniques to use (and some not to use) to optimize your own website. These changes are generally easy to

make because all you have to do is edit the code of your own website. The good news is that these changes are easy and they will indeed help your rankings if done properly. The bad news is that making these changes is only 10% of the SEO battle. Unfortunately, search engines have decided to put a 90% importance level on off-page factors, namely getting backlinks from other websites. Getting backlinks (at least in the traditional way) is much harder to do than on-page optimization. Let's take a look at this process in more detail.

5. Off-Page Optimization = Backlinks

These days, any reputable SEO expert will tell you that getting a large number of high quality backlinks from relevant websites is the key to getting good search engine rankings. You must still do a reasonably good job of on-page optimization to put your web pages into the best possible light, but getting good backlinks is what will really move your website to the top of the search engine rankings.

A backlinking strategy for your website will be most effective when the backlinks have the following properties:
- Backlinks come from a large number of websites
- Backlinks are from websites and pages with content that is relevant to the content of your website
- Backlinks are one way links, not reciprocal links
- Backlinks use some of your site's most relevant keywords as their anchor text
- Backlinks come from websites with good pagerank
- Backlinks come from websites on a variety of IP addresses
- Backlinks come from pages with a small number of outbound links.

In other words, the **number**, **relevance** and **quality** of backlinks are all important factors.

5.1 Getting Backlinks The Traditional (Hard) Way

So how does a webmaster go about getting backlinks for his website? There are two answers to this question. In this section we look at the way webmasters currently do this, which is incredibly time consuming, boring, repetitive, and costly. I call this the Traditional Way or (even better) the Hard Way. The Traditional Way consists of using a number of techniques for creating new content on someone else's website. For traditional websites (not blogs or forums), this means contacting the other webmaster and convincing him to place your link on his site. For blogs and forums, this involves commenting in open discussions, and hoping your comments get approved. Let's look at specific techniques in detail.

Connect With Top Related Websites

A technique that works well but is really difficult to do is to connect with the webmasters of related websites and find a way to get good content (with a link to your website) onto their website. Most webmasters don't ever try this because it requires some salesmanship and quite a bit of persistence to connect with other webmasters. You will only be able to do this if your website is a really high quality website with unique content. If your website is just a quickly-thrown-together affiliate review website, you won't have much of a chance of convincing most other top ranking websites that your site is worth linking to. The basic idea in this approach is to do a web search on your important keywords and find websites that have top rankings for these keywords. Try to find websites that don't directly compete with yours but offer a complementary service. Then scour that website for a support email address, and send an email to the webmaster offering to provide some service in exchange for him giving you a link. For example, you could offer to write an exclusive article for his website, and he could publish this article with an embedded link to your website. Many webmasters will consider this idea favorably because they get unique content for free and all they have to do is give you a link. On the other hand, many webmasters will just ignore your request so you will need to contact

many webmasters to get any traction with this. And there is only a finite number of websites that rank highly enough to be of interest to you in this approach, so often you will need to exercise a great deal of patience and perseverance to make this work.

Exchanging Links

For many webmasters, exchanging links is the only technique they use (other than waiting and hoping for other websites to link to theirs because they want to). To get a link exchange, you send an email to the webmaster of another website and offer to put a link to his website on your website if he puts a link to your website on his website. Anyone who has tried this recently knows that only a small percentage of webmasters will ever actually respond to such requests. Furthermore, the search engines have downgraded the quality they attach to reciprocal links, so even when you are able to get one or two (after sending out hundreds of emails), they don't really count for much. They may help the search engine spiders find your site and get it indexed, but the links themselves won't help your page get ranked very highly. I know I don't even bother to reply to the hundreds of link exchange requests I get every week, because the end result just isn't worth the effort.

Directory Submissions

Another way to get links is to submit your website to online directories. A few directories (like Yahoo and DMOZ) are worth submitting to. However, Yahoo is expensive (about $300 per year) and DMOZ can take a year or more to review your site with no guarantee of inclusion. There are also thousands of other directories scattered across the web. Of course you can find these directories yourself (do a Google search for "website directory") and manually submit your website, but this is a ridiculously time consuming process. A slightly better way is to use any of the directory submission software packages you can find on the web. But the best way is simply to go to the DigitalPoint Forums and pay someone to do the submissions for you. Usually you can find someone

offering to do the directory submissions for you to 1000 directories for anywhere between $40-$100.

It actually isn't a bad idea to use directory submissions as one component in your link building efforts, especially if you pay someone else to do all the grunt work involved. Backlinks from directories can indeed provide some amount of "juice" to increase your visibility in the search engines. However, directory links by themselves are not going to do all that much for you. In other words, you cannot just pay several people to submit your website to 10,000 niche directories and hope to get good search engine rakings. There are many problems with directory links such as

- directories often require reciprocal links
- directories often require you to pay for inclusion
- directories can take forever to evaluate your website
- directories will place your link on some obscure page buried deep in their site where spiders may not go.

So directory submissions are only a small part of the solution.

Article Marketing
Another technique that can work ok if you spend lots of time and/or money is article marketing. The basic idea is to write a large number of informational articles of approximately 500-600 words each and submit these articles to ezine websites like ezinearticles.com. For example, for a credit card website a webmaster might write articles on topics like "Avoiding Too Much Credit Card Debt", "Advantages of cash Back Credit Cards", or "Find the Best Visa Card For Your Needs." When you submit each articles to one or more ezine websites, you can put an author information box at the bottom of the article, and this information box can contain a link back to your website. With enough articles, you may end up getting links from a variety of ezine webpages, many of which may themselves rank fairly highly for your favorite keywords. So articles can help in two ways: first by providing backlinks, and second

by giving you referral traffic from people who read the article on another website.

While article marketing can indeed work, it takes a large number of articles to work effectively. Just writing two or three articles won't do the trick, especially for competitive niches. Generally you will need to write 20-50 articles and submit them to the article sites over a month or two. Then you'll need to write a couple more articles each month to keep the process going. This will give you a small number of links and some referral traffic.

If you don't want to write all the articles yourself, you can go onto Elance and hire someone to write them for you. If you look around, you may be able to find people willing to do this for under $10 per article, but I have found that the quality of these articles is definitely correlated to the amount you pay per article. If you pay only $10 per article, you will almost certainly have to correct much of the grammar and content. At $20 per article, you are much more likely to get articles that can be publishes as-is. Of course, if you need 40 or 50 articles written the $20 per article makes the costs add up pretty fast.

Press Releases
A press release is a short article that announces some significant event regarding your website. For example, you can write a press release that announces the launch of your new website business, and later one that announces the achievement of some business milestone. You can submit a press release on sites like PRWeb or PRLeap. The problem with press releases is that you can't issue a large number of them, so they don't give you many backlinks.

Blog and Forum Commenting
One technique that webmasters use that can be a two edged sword is blog and forum commenting. The basic idea is to search on the web for blogs and/or forum websites that discuss topics relevant to your website. You can then comment on these blogs and post on these forums. This

can be successful if you spend a large amount of time gaining the trust of other participants by providing only very useful and relevant comments. If you immediately go into sales mode, the other participants will avoid you like the plague and the blog owners will refuse to publish your comments. Too many webmasters fall into the trap of comment spamming, or uploading posts whose only purpose is to provide a backlink to their website Taking the blog spam approach to getting backlinks is a waste of your time.

Web 2.0 Websites
"Web 2.0" is the name often given to websites that have a social networking component. Sites like Facebook, MySpace, Squidoo, StumbleUpon, Twitter, Delicious, and so on generate most of their content from the site users themselves. You can indeed get some backlinks from some of these websites, such as StumbleUpon, Delicious, and other Social Bookmarking sites. The best way to do this is to go to the DigitalPoint Forums on Marketing Services and purchase these link building services there. But, like directory links, these links will only augment more substantial and reputable links from real websites. You can't have an entire linking strategy built around social bookmarking links.

The other well-known Web 2.0 websites have varying degrees of usefulness for link building. Creating a page (a "lens") on Squidoo is also a good idea, although this is more for the referral traffic than for the value of the link. If you are a person in your teens or twenties, a profile on Facebook and MySpace might be useful for social networking, although probably not for outgoing links. In these and other social networking sites, the most important thing to remember is that these sites were designed to foster community and non-commercial expression, not for commercial activity. These companies have become very aggressive in shutting down anyone who tries to engage in obvious link building efforts and/or advertising efforts. So for most people, it is not useful to consider these sites for any serious backlink building effort.

Purchase Links

Because backlinks are so valuable to webmasters and their SEO efforts, many websites that already have good pagerank will sell text links on their websites. Link brokers like text-link-ads.com and tnx.net allow website link sellers to match up with websites that need links. The main problem with this approach is that the search engines (especially Google) hate it and are starting to seriously discount the practice. So it is perfectly possible for you to purchase a nice link on a pagerank 6 website (for a substantial amount of money) only to see no change at all in your pagerank or traffic because Google has paid no attention to that link. The problem is that the search engines can easily join these sites and view their link inventories to see which websites are selling individual links. They can then just discount links from these websites. Because the search engines are starting to come down on link broker sites, buying backlinks is no longer a viable strategy for the major portion of your link building efforts.

Summary of the Traditional (Hard) Approach

So as you can see, the traditional techniques for getting backlinks can take a great deal of time, effort and money to implement. Sending out hundreds or thousands of emails to other webmasters, posting on hundreds of forums, or writing article after article are all tasks that are about as tedious and time-consuming as one could imagine. Building links has become the most time consuming task that web business owners engage in. The onerous nature of the link building task is perhaps the main reason why website business owners fail to achieve their online objectives – the whole thing just becomes way too much effort. Furthermore, outsourcing the effort to someone on DigitalPoint Forums or similar places online can end up costing lots of money for only incremental returns. Do any of these traditional methods work? Yes, they do, if you put a sufficient amount of time and effort and money into them, and if you have a bit of luck. But the amount of effort

required is so large that many webmasters end up saying "there has to be a better way to do this!"

And now there is.

5.2 Getting Links The Easy Way: NeuroLinker

 NeuroLinker is a revolutionary software system that was designed to automate the process of getting relevant, one way backlinks to your website. I developed NeuroLinker over a period of about a year after I came across the backlink problem as a new webmaster myself. I realized that my strong technology background (PhD in Aerospace Engineering) and experience (25 years of experience in developing advanced algorithms and software systems) provided me with the knowledge and tools I needed to solve this huge problem. As part of my professional career, I spent about 8 years doing information retrieval research for a major software company in San Diego, and much of what I learned from this experience was directly applicable to solving this problem.

So how does NeuroLinker solve the backlink problem? Neurolinker actually includes three complementary systems for getting you backlinks:

Website Matching System: The NeuroLinker service allows a large number of webmasters to sign up and submit their websites to the system. The NeuroLinker Website Matching System will then use advanced algorithms to examine all the websites of all the users in the system and match up websites that have similar content. For example, websites about cell phones will be matched up with other websites about cellphones and similar technologies, websites about doll clothes will be matched up with websites about doll houses, etc. NeuroLinker will then use additional algorithms to interlink these websites using all one way links, i.e., no two websites will have a reciprocal link to each other. The end result is that webmasters get an ever-growing set of relevant, one way backlinks to their websites.

Article Marketing System: NeuroLinker also contains an article marketing system that lets you submit your articles, with links to your website, so that these articles appear as pages on other people's websites. Since the links back to your website occur in the context of your own article, these links are by definition relevant to your website. This is a terrific way of getting more relevant links from other websites.

Collaborative Social Bookmarking System: NeuroLinker now even includes a system that lets users bookmark each other's sites. By doing social bookmarking for other websites in the system, NeuroLinker will move your websites to the top of the bookmarking "to do" lists for other users in the system, so the more you bookmark for others, the more they will bookmark for you. This is a great way to get permanent, one way backlinks from high PR social bookmarking websites like StumbleUpon, Furl, etc.

So how much effort does [NeuroLinker](#) require? Not much. When a website owner joins the system, all he must do is login to his NeuroLinker account on the web and enter some information about each of his websites. This information includes a brief description, up to 20 different sets of anchor text, and a title and header for the outgoing links page. Then he must create a link on his homepage to his new outgoing links page (not necessary if the outgoing links page already exists and already has a link from the homepage). Finally he must copy some simple code that the NeuroLinker system provides into the newly created link page. Once this is finished, the webmaster submits the website to NeuroLinker (just by pressing a Submit" button). As long as the website meets NeuroLinker's quality standards (must be a reasonable quality site, no gambling or hate or porn or spam, etc.) then NeuroLinker will approve the site (usually within a day or two). Once the site is approved, the links start building automatically with no additional effort required of the webmaster. That's right – once you submit your website and get it

approved, you'll see your backlinks start to grow automatically with no additional effort.

Of course, the article marketing and social bookmarking systems will require more effort. These systems are totally optional – you can use them or not, depending on how much time and effort you want to put in. The people that put in the time and effort are the ones who get the best results, of course, but NeuroLinker works great even if you only just use the website matching system.

This is a true "fire-and-forget" solution to the backlink problem. It saves you a ton of time and money by making your biggest headache as a webmaster go away. Using NeuroLinker allows you to focus your energies on building your business and doing what you love rather than on the tedious task of building backlinks. The decision to use NeuroLinker is about as close to a "no brainer" as you'll find in running an online business.

6. Summary and Conclusions
In this document I've covered all the important information you'll need to optimize your website for the search engines. On-page optimization is pretty easy to do – after all, you have access to your own website – and by following the on-page guidelines in this document, you should be able to improve your search engine rankings a bit. But the real performance gain will come by doing a good job of link building. This document points out that the traditional approach to link building is the most time-consuming and tedious task facing webmasters today. Fortunately there is a better way. NeuroLinker provides a fully automated solution to give you unlimited, relevant, one way backlinks from quality websites. Save yourself a ton of time and gobs of money by signing up for NeuroLinker and start to turbocharge your SEO efforts.