

**New**

An elderly couple is shown outdoors in a garden setting. The man, on the left, has a white beard and is wearing a brown flat cap and a light blue button-down shirt. The woman, on the right, has short, curly blonde hair and is wearing a pink lace-knit cardigan over a white top and a white pearl necklace. She has her hands on the man's shoulders. They are both looking down at a silver laptop that is open on a stone table in front of them. The background consists of various colorful plants and flowers.

# **How to Promote a Website for Mom & Dad**

**By Mats Loeffkvist**

**How to Promote a Website for Mom & Dad**  
**By Mats Loeffkvist**

# Introduction

Over many years I have been teaching and coaching people in management and internet marketing. One thing that became obvious is that the student can't usually absorb all the information that I wanted to deliver. To me the content was easy but for the student it was like a lesson in Greek.

I decided it is better to deliver less and make sure the students get it right. The material you have in front of you I have called "How to Promote a Website for Mom & Dad", not because Mom & Dad are not able to get the message as fast as others, it's rather that I like to make sure that you and anyone else get the basics right to have a good foundation to build on.

For sure, many young people today have natural skills for computers as they grow up with it from childhood on. I remember when the small calculators came into use, which was like a revolution. That sounds like the stone age, which reminds me that I am not that young anymore....

# Thank you for joining this course, let's get started.

I am sure you have felt the frustration when looking on the web for a simple explanation about how to get good search ranking on search engines like Google.

All you wanted is to get the basics right, but you only found hundreds of sites with complicated strategies to increase your online profit.

What about if you just need to have your website or blog up and running and the rest will develop over time. You probably felt that everyone wanted to teach you rocket science when all you wanted was to fire off a New Year cracker.

The benefit with this course is that the basic principles will be totally clear and your website will be picked up by the search engines easily. It will take some time to reach top ranking if your site is about a very general or competitive topic. The more specialized you are in a niche the easier it will be to get fast results. There are shortcuts to the top but they will cost you money. We will touch on that later.

Remember, if you don't try to get it right from the beginning you will never reach the top. Again, knowing what I will soon teach you, brings you ahead of 75% of all websites available online.

## Let's get some basic understanding



Seriously, it is time to wake up before it is too late!

**Don't be left in the dust...**

# Internet



How many people on the Planet Earth?

**7.2 Billion People on Earth**

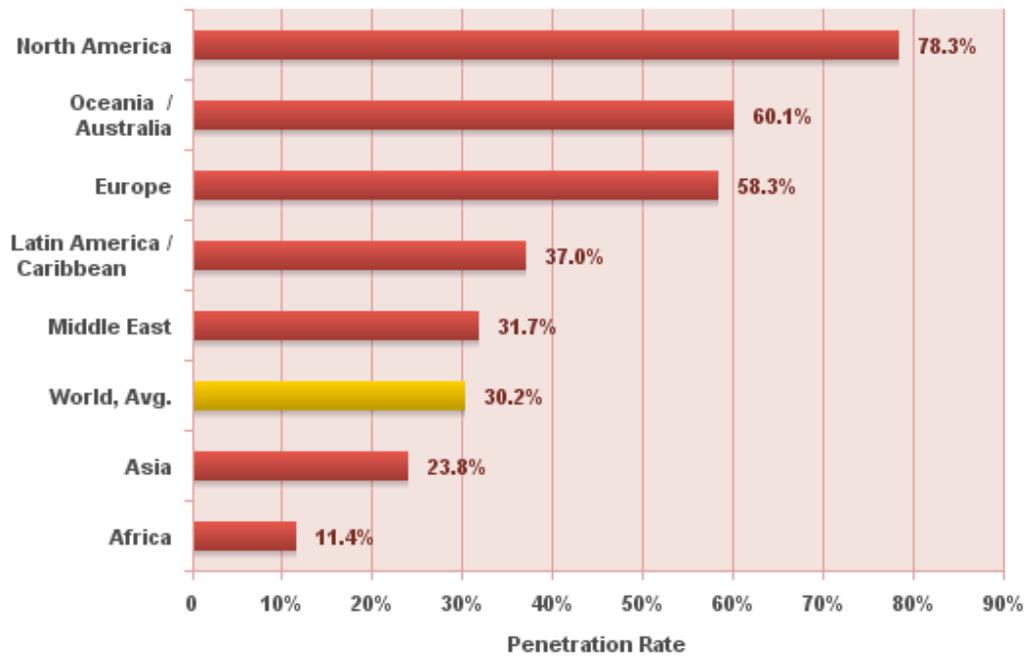
How many internet users in the world?

**2.7 Billion Internet users in the world**

# Internet

480% increase of internet users since year 2000

## World Internet Penetration Rates by Geographic Regions - 2011



### The Power of Internet...

Considering that almost 1/4 of the earth's population have an internet access, makes us realize the power of the web already at this time.

Also considering the technical progress in China plus new mobile devices like iPhones and BlackBerry that allows you to surf online from wherever you are. We simply can't avoid that the online importance will shoot through the roof.

I am sure that most of you are already doing online banking and online research before finally buying any important product.

There is no doubt that the internet is the cheapest and fastest way to reach the world and also to access any information about anything.

Another benefit that might not be so obvious is that you actually have the same exposure online as a multi million dollar company. They have a website and you have a website. The difference is that a big company might afford to spend more money promoting their site in different ways.

I think that we can agree on the fact that internet is here to stay and not using it will give us a serious disadvantages.

## Internet



The Key to the World

Why is Internet so attractive for marketing?

- **The same exposure for everyone**
- **Cheap**
- **Reach the whole world**

# Websites



What is Internet all about?

- **Information**

How is information presented on Internet?

- **Websites**

## Quick way to learn...

When I started to make my own website and trying to promote it about 12 years ago I had no idea how to do it. I spent countless hours reading the instructions about the software I was using and still I was not too good at it.

We were at the same time running a budget accommodation and one of my guests saw my struggle and came up to me offering his help. In a few hours I learned more than I had done in weeks. I realized that I could actually find many skilled guests teaching me all I needed.

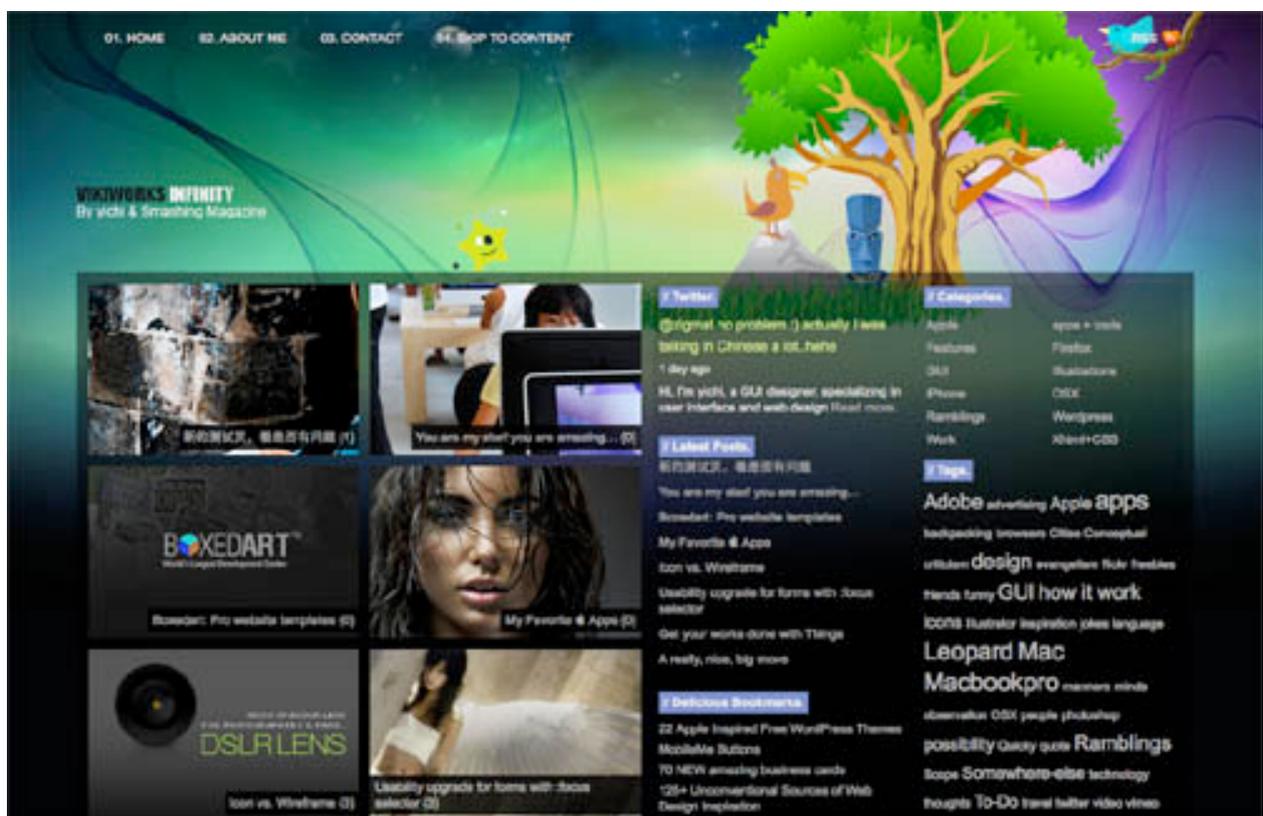
I like to tell you this as an easy way to get help. Ask your kids, kids friends or neighbors and you will find lots of easily accessible knowledge if you get stuck in any way. Most problems are solved in a few minutes.

## Your poster on the web..

Your website is like a poster. You can spend lots of money to create a very fancy and exclusive poster but if you hang the poster in your backyard, nobody will find it. At the same time you don't have to spend lots of money on design if your message is great and you hang your poster where the people are.

The truth is, a basic but attractive website, where the necessary search engine optimization is done is far better in many ways.

## Websites



Your website is your poster on the internet

**- If in the wrong place, nobody finds it**

# Websites



How do people find us on Internet?

- **Search engines**

What makes people look at our site?

- **Great pictures, Catchy text, (you got 10 sec.)**

## Search engines...

Google is the most dominant search engine on the web and this is probably where you will get most of your visitors. Other important search engines are [Yahoo](#) and [Bing](#). A good thing to know is, if you have done things right for Google you will easily be picked up by the other search engines.

## You got 10 seconds...

There are millions of websites online and if you are targeting a too general subject on your site, there will be lots of competition for a top ranking. For a new site it can be very hard to get to the top and most people might never find you unless they know your domain name or business name.

The way to get to the top is to focus on a narrow subject or niche. As an example:

- **Hotels** (this is a very broad term targeting all hotels in the world)

- **Los Angeles hotels** (now we are down to hotels only in Los Angeles)
- **Los Angeles budget hotels** (a targeted focus on budget hotels in LA)

Although “Los Angeles budget hotels” is a much more targeted group, there will still be plenty of competition. [WHY will they pick your site?](#)

The only thing they will see on the search engines are a few lines of text and they will only pick your site if you have a **catchy message** that attracts them and gives them a **good feeling**.

If the searcher pick your site, he/she must find something attractive with value on the site itself. This could be a headline that makes him / her curious to go on reading. It could be great pictures that get their emotions going.

You have about **10 seconds** of their focus and if they find your site boring and uninteresting they are gone forever. On the other hand, if you have the product that they have been looking for and you give them a good feeling about it, they are happy to read on, watch pictures and videos.

### [People use their feelings...](#)

Please understand the importance of being very specific on what you are targeting and who you are talking to on your site. This will be the key to your success or failure. People will never pick your site or buy from you from a logical point of view, their decisions will always be guided by their feelings about you, your product or service and your site.

### [Solve their problems...](#)

Whatever you are writing about on your website you must remember that you are a problem solver. People are searching the net to get clear about something and you might have the solution to their problems.

The very best way of attracting customers or any other person to your site is if you can “**describe their problems better than themselves**” now you have their full attention....

### [Write a good sales copy...](#)

To write a good sales copy is one of the most important tasks you have to deal with. Just very small variations of words in a headline can make all the difference in the world.

This is why much of online marketing is the same as off line marketing, you constantly keep changing small things and watch the results. The great thing with online marketing is that it is very easy to make changes and the results comes very quickly.

If you are **selling a product, service or information**, there are certain steps proven to be effective when marketing to your customers:

- Make an attractive headline describing your customers problem.
- Make a short lead-in text to capture their interest to read further.
- Describe their problems in more detail.
- Tell them how you can help them.
- Tell them why you are competent in helping them.
- Tell them how they will benefit from your product or service.
- Show them lots of proof and testimonials from other people.
- Give them a sales guarantee with the feeling of a safe buy.

- Have a strong call to ACTION! (let them know what you like them to do)

To be successful, make sure you **Under Promise** and **Over Deliver**



**Time to do some work...**

**Let's do a search on Google!**

I decided to do a search for “**Samoa Hotels**” (Samoa is a small island in the South Pacific and it happen o be my home).

Have a look at the top of the following image and you will see that the page is showing:

**Search about 32,500,000 results**

Wow, there are **32,500,000 websites** that are somehow related to the words **samoa hotels**. The bad news is that if you are not in the top 10 very few people will find you. The good news is that it is not too hard to get there if you do a few things right!



hotels samoa



Search

About 32,300,000 results (0.21 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Show search tools

**Samoa Hotel | Hotels.com**

[www.hotels.com/samoa-hotel](http://www.hotels.com/samoa-hotel) - ★★★★★ 203 seller reviews  
**Samoa Hotel** Calas De Mallorca Book Now & Save up to 50%  
↳ [Book & Save Now](#) - [Photo Gallery](#) - [Hotel Features](#) - [Location](#)

**Hotels: Booking.Com - Save up to 75% on your reservation**

[www.booking.com/Hotels](http://www.booking.com/Hotels) - ★★★★★ 1,019 seller reviews  
Book at over 150,000 **hotels** online  
1,323 people +1'd [Booking.com](http://Booking.com)  
↳ [Hotels in Sydney](#) - [Hotels in Melbourne](#) - [Hotels in Brisbane](#) - [Hotels in Perth](#)

**Hotels Samoa | Samoa.Tripadvisor.com**

[samoa.tripadvisor.com](http://samoa.tripadvisor.com)  
47 **hotels** in **Samoa**. Read **Hotel** Reviews for **Samoa!**

**Samoa Hotels Accommodation - Samoa Tours - Book Online at ...**

[www.samoa-hotels.ws/](http://www.samoa-hotels.ws/)  
Book **Samoa Hotels** and Tours with our trusted online booking service. Get **Samoa** travel information from our local team based in **Samoa**.  
↳ [Hotels in Apia](#) - [Contact Us](#) - [Budget accommodation](#) - [Samoa Transportation](#)

**Hotels in Apia, Samoa. Book Apia hotels online and save with ...**

[www.samoa-hotels.ws/hotels-in-apia](http://www.samoa-hotels.ws/hotels-in-apia)  
10+ items – Discounted rates for **hotels** in Apia **Samoa**.  
Apia Central **Hotel**, Apia, Upolu Island SAT 110 A relaxed, informal and ...  
Tatiana Motel - Fugalei, Apia, Upolu Island SAT 49 Tatiana motel is uniquely ...

**Samoa hotels in Samoa budget accommodation BOOKING**

[www.samoa-hotels.ws/accommodation](http://www.samoa-hotels.ws/accommodation)  
Book **Samoa Budget Hotels** from a vast range of **Samoa Budget Accommodation** and read about our local Travel Ideas.

**#1 Resort Samoa | Best Samoa Tourism ...**

[www.sinalei.com/](http://www.sinalei.com/)  
Place page

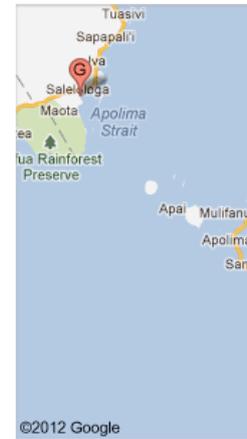
A 25191

**Aggie Grey's Hotel & Bungalows**

[maps.google.com](http://maps.google.com)  
2 Google reviews - \$161 ▼

B Beach Road  
Apia  
22880

**Map for hotels samoa**



## Website Promotion



Go into the Mind of the Searcher and find...

- **Key Words**

## Key Words



What is a Key Word?

Where can I use them?

### **Keywords are the Keys to everything...**

The keywords are the words somebody will use when searching for something online. In my Google search example a few pages back I used the Keywords “[samoa hotels](#)” and as you remember there were 32,500,000 results related to those words.

### **Find the Keywords...**

Your job is to find the words that are related or very relevant to your business or what you are doing. I told you before that it must be at least 2 or 3 words otherwise it will be too general (like “[samoa budget hotels](#)” - not only [hotels](#)).

### **Put yourself in the shoes of your customer...**

Try to think like your customer or your future website viewer, what words would they use? The more you can nail it down or focus it on your exact product, service or information the better it is.

### **Find the words that your customer are actually using...**

Your initial work in finding the keywords is very important and with the help of these initial phrases we will use a tool to find the words that people actually are using when looking for similar products, services and information.

This tool is free:

<https://adwords.google.com/select/KeywordToolExternal>

Look at the following image to see what it looks like.

# Find keywords Product survey

Campaign: [Click to select](#)

Ad group:

Based on one or more of the following:

Word or phrase	samoa hotels
Website	www.google.com/page.html
Category	Apparel <span>▼</span>

Only show ideas closely related to my search terms [?](#)

[Advanced Options and Filters](#)

Locations: All

Languages: English ✕

Devices: Desktops and laptops

[About this data](#) [?](#)

▼

▼

▼

▼

▼

▼

## Search terms (1)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches <a href="#">?</a>	Local Monthly Searches <a href="#">?</a>	Search Share	Local Search Trends	Approximate CPC <a href="#">?</a>
<input type="checkbox"/>	<a href="#">★ samoa hotels</a>	Medium	14,800	14,800	-		\$1.02

Go to page:  Show rows:  ◀ ▶ 1 - 1 of 1

## Keyword ideas (800)

<input type="checkbox"/>	Keyword	Competition	Global Monthly Searches <a href="#">?</a>	Local Monthly Searches <a href="#">?</a>	Search Share	Local Search Trends	Approximate CPC <a href="#">?</a>
<input type="checkbox"/>	<a href="#">★ hotasa samoa hotel</a>	High	1,300	1,300	-		\$1.15
<input type="checkbox"/>	<a href="#">★ samoa hotel majorca</a>	High	1,900	1,900	-		\$1.00
<input type="checkbox"/>	<a href="#">★ samoa hotels and resorts</a>	High	170	170	-		\$1.49
<input type="checkbox"/>	<a href="#">★ samoa hotel association</a>	Low	73	73	-		\$0.89
<input type="checkbox"/>	<a href="#">★ samoa mallorca</a> <span>▼</span>	High	3,600	3,600	-		\$1.12
<input type="checkbox"/>	<a href="#">★ samoa accomodation</a>	High	5,400	5,400	-		\$1.22

### What keyword to choose?

You will probably be surprised about all the keywords you never thought about before. Now, pick **only 2** of the best keyword phrases for the topic of your page you are going to use it for. Remember that each page on your website is unique and must target it's unique keywords. You will be looking for a keyword phrase with a [high search volume](#) and a [low advertiser competition](#). If you further like to expand on your top 2 keyword phrases, just put them in the initial keyword entry box at the top and you will have more variations available.

There are of course many other sophisticated keyword tools on the market that can tell you a lot more than the keyword tool we just used. One of them is **Keyword Elite** <http://alofa.bryxen4.hop.clickbank.net> which I am using a lot.

### This is how it works...

As soon as someone makes a search that contains your keywords the search engines will start searching for websites that contains exactly these words. The keyword or the keyword phrases will be **highlighted** in the title and description text on the result page.

On the next image, please note all the highlighted words in the search result. These are all the same words as I used in my keyword phrase when searching for "[samoa hotels](#)".



hotels samoa



Search

About 32,300,000 results (0.21 seconds)

Everything

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News

Shopping

More

Show search tools

Ads - Why these ads?

**Samoa Hotel | Hotels.com**

[www.hotels.com/samoa-hotel](http://www.hotels.com/samoa-hotel) - ★★★★★ 203 seller reviews

**Samoa Hotel** Calas De Mallorca Book Now & Save up to 50%

↳ [Book & Save Now](#) - [Photo Gallery](#) - [Hotel Features](#) - [Location](#)

**Hotels: Booking.Com - Save up to 75% on your reservation**

[www.booking.com/Hotels](http://www.booking.com/Hotels) - ★★★★★ 1,019 seller reviews

Book at over 150,000 **hotels** online

1,323 people +1'd [Booking.com](http://Booking.com)

↳ [Hotels in Sydney](#) - [Hotels in Melbourne](#) - [Hotels in Brisbane](#) - [Hotels in Perth](#)

**Hotels Samoa | Samoa.Tripadvisor.com**

[samoa.tripadvisor.com](http://samoa.tripadvisor.com)

47 **hotels** in **Samoa**. Read **Hotel** Reviews for **Samoa!**

**Samoa Hotels Accommodation - Samoa Tours - Book Online at ...**

[www.samoa-hotels.ws/](http://www.samoa-hotels.ws/)

Book **Samoa Hotels** and Tours with our trusted online booking service. Get **Samoa** travel information from our local team based in **Samoa**.

↳ [Hotels in Apia](#) - [Contact Us](#) - [Budget accommodation](#) - [Samoa Transportation](#)

**Hotels in Apia, Samoa. Book Apia hotels online and save with ...**

[www.samoa-hotels.ws/hotels-in-apia](http://www.samoa-hotels.ws/hotels-in-apia)

10+ items – Discounted rates for **hotels** in Apia **Samoa**.

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[www.sinalei.com/](http://www.sinalei.com/)

Place page



**Aggie Grey's Hotel & Bungalows**

[maps.google.com](http://maps.google.com)

2 Google reviews - \$161▼



**Map for hotels samoa**



**I think you start to get the idea...**

That's right, you must use the same words (keywords) on your website that your customer is using when he/she is searching for your product, service or information.

**Every page is unique...**

You probably have many pages in your website and each page is about something else (different topic). This means that every page must have their special targeted keywords. Don't make the mistake that many companies (also big companies) are doing by using

the same keywords for every page in their site.

### **Different Topic - Different Keywords**

How else will anyone find what they are looking for?

### **Where to put all the keywords...**

Again you have to think of the website as if it was a poster. If you could turn the front side and look at the back you would find lots of strange codes but also the text that you have been using on your page (poster). All the codes belong to something called the **html language** ( Hyper Text Markup Language) which is the way websites are built.

Before I show you where to put all the key words, I like you to have another look at the Google search result on the image. **Where does the text come from? Where is the search engine taking the information from?**

Look for the green arrows at the bottom of the image.



hotels samoa



Search

About 32,300,000 results (0.21 seconds)

Everything

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Maps

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Show search tools

**Samoa Hotel | Hotels.com**

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**Samoa Hotel** Calas De Mallorca Book Now & Save up to 50%

↳ [Book & Save Now](#) - [Photo Gallery](#) - [Hotel Features](#) - [Location](#)

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[Place page](#)

**Aggie Grey's Hotel & Bungalows**



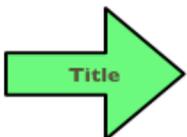
[maps.google.com](http://maps.google.com)

2 Google reviews - \$161▼

**Map for hotels samoa**



©2012 Google



**Hotels Samoa - Accommodation in Hotels, Resorts, Fales**



**Hotels Samoa.** Accommodation in Western **Samoa hotels**, resorts and beach fale Choose from cheap bed and breakfast accommodation to luxury boutique **hotels**.

[www.samoa-experience.com/](http://www.samoa-experience.com/) - [Cached](#) - [Similar](#) - [Feedback](#)



Where is Google and other search engines taking all this information from? **“Title”** and **“Description”**?

Looks like a nice website below, but have you seen the **backside**? Just go to the next

image.

---

# Hotels Samoa



[Home](#) [Blog](#) [Links](#) [Maps](#) [News](#) [Weather](#) [Photos](#) [Culture](#) [Weddings](#)

## Hotels Samoa - accommodation in hotels, resorts and beach fales



### Let us do the work for you!!

You were dreaming of an **accommodation** on a white sandy **beach**, crystal clear lagoon, palm trees, smiling faces from colorful and friendly people.

It's time to go NOW! - Have you not been working enough and deserve a break?



**Let us do the shopping around by the hotels, resorts or beach fales for you!** WHY? Because the accommodation owners trust us and we know them personally. - You are valuable to us and it's our privilege to serve you the best we can.

Take advantage of what we call "**Price Bidding**" that many of our properties are offering. We will help you find an offer that you have not heard about yet. You still have the freedom to get all information from the individual accommodation's own website.

[Samoa Dreams](#)

We have come a long way in learning to take care of your individual needs and wishes and we are now ready to share our homes and heart with you. Just select one of our preferred **hotels** / **resorts** below and you will soon be on your way...

[Accommodation Deals](#)

Let us bring you some amazing [Car Rental](#) and [Tour](#) deals as well.

[Travel Shop](#)

*Welcome to Paradise.*

[Budget Hotels](#) / [Mid- Range Hotels](#) / [Luxury Hotels](#)

[Apia Hotels](#) / [Beach Hotels](#) / [Savaii Hotels](#)

[ShareThis](#)

---

Try the following - On any website, put the mouse pointer over a free space on the page

and **Right Click** on your mouse. Select the option **“View Source”**. You will find something that looks similar to the following image below.

This is called HTML source coding and this is how most websites are built and where the title, description and keywords are written. Now, again compare the **“Title”** and **“Description”** from our previous Google Search Results – They are the same, aren’t they?

## The Backside of the Website (HTML Coding)

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html><!-- InstanceBegin template="/Templates/samoa2.dwt" codeOutsideHTMIsLocked="false" -->
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<!-- InstanceBeginEditable name="doctitle" -->

<title>Hotels Samoa - Accommodation in Hotels, Resorts, Fales</title>

<meta name="description" content="Hotels Samoa. Accommodation in Western Samoa hotels,
resorts and beach fales. Choose from cheap bed and breakfast accommodation to luxury boutique
hotels.">

<meta name="keywords" content="hotels samoa,samoa accommodation,resorts,samoa hotel,beach
fales,south pacific,apia,upolu,savaii,culture,acomodation">

<!-- InstanceEndEditable --><style type="text/css">
<!--
body,td,th {
    font-family: Arial;
    font-size: 13px;
    color: #463c3c;
}
body {
    background-color: #FFFFFF;
    margin-left: 0px;
    margin-right: 0px;
}
a:link {
    text-decoration: none;
}
a:visited {
    text-decoration: none;
}
a:hover {
    text-decoration: underline;
}
a:active {
    text-decoration: none;
}
.style1 {
    font-size: 36px;
    color: #969696;
}
.style2 {font-size: 20px}
.style65 {color: #463C3C}
```

### [How do I change things in the Source Code?](#)

There are software doing just that called **“html editor”**. There are many free programs on the web (search for free html editor) but if you are serious about doing online work and constantly update your site, you should get a more professional software like

“Dreamweaver” or “Front Page”.

More and more people are using Blogs like **Wordpress** or **Blogger** as websites as they give you a simplified way of handling html editing without knowing anything about source coding. There are 1000s of free Blog templates to use.

### **You must have control...**

You must be able to change text and code yourself to be able to keep your site up to date and fine-tuned to your target keyword phrases. It is all about having fresh content on your website. All search engines are striving after having the most up to date content. The more up to date you can keep your site the better it is for you and the search engines.

### **This is how you build the keywords into your individual page...**

I have made a list for you to follow, telling about all the places where your keywords must appear on a page. As you now understand - **keywords are everything** and they must be used on the right places on your page.

As important as keywords are, it is also important to not use too much of them - or the search engines can ban you forever.... **More about where to put the keywords on the next page.**

**Title** in source code (make the most important keywords appear in the beginning of the text, maximum 7 - 8 words. This is the most important part of all and you must deliver a clear and attractive message about your product NOT using your company name. Try to avoid fill words like at, in, and, on, etc)

**Description** in source code (make the most important keywords appear in the beginning of your short product description, maximum 28 words).

**Keywords** in source code (use your most relevant keywords separated by comma).

**Body Text:** The body text is the main text part you are writing on your web page. This is where you describe what you are offering or whatever your message is. The body text should be at least 350 - 450 words long. Build in your main keyword phrases naturally in the text. Make the most important keywords appear in the very beginning of the text but also in the middle and at the end. Repeat the same keyword no more than 5 times. If it does not disturb the look, put some of the keywords in **bold**.

**Paragraph Headings:** If you have headings over your text paragraphs use the keyword in the paragraph (this keyword should be included in the total keyword count on the page).

**Text Links:** Use the keywords in the text of a text link to another page or website that you are linking to. The page you are linking to should of cause be related to the keyword you are using in the text link.

**Picture ALT tags:** Each picture on the webpage will allow you to put a descriptive word to it. Always use the ALT and with the keywords if relevant.

## Website Promotion



What does Search Engines (Google) like?

**- Fresh Relevant Content & Links**

What does Search Engines NOT like?

**- Old pages & Fancy technologies**



**Help ! I am not in the top 10 on Google.**

What should I do ????

**- Connect with someone that is in the top 10!**

### **Promote your site...**

There are many online sites that promotes businesses similar to yours. For a fee you are able to advertise and take advantage of the large customer traffic these sites have built up over a long time. I have been in the hotel business for many years and as a hotelier you advertise on big international travel sites like Expedia or Travelocity among many others. These sites either takes a flat fee or a commission on what they are selling for you. Although it cost you a bit of money, it is well worth the investment. Marketing is everything and as long as it pays for itself, there is no money lost. It is all about testing, making corrections and testing again until you find the perfect profitable mix.

### **Link Building...**

Try to get as many websites as possible to link to your site. Make sure the sites linking to you are working in the same field as you. Don't have food sites linking to you if you are selling cars, etc. A link from another site to one of your pages is like a **vote** for your site. **The more highly ranked the site is the better the vote.** If someone agrees to link to your site, don't have everyone linking to the main page only. Ask for links to other pages in your site as well. If you like someone to link to a certain page in your site that you have targeted for a certain keyword (like **samoa hotels**) ask them to use exactly these words in the link back to you.



## Submit your URL (web address)

### Time to tell the search engines that you exist.

Go to the following sites to submit your URL or web address:

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

**Yahoo:** <http://search.yahoo.com/info/submit.html> (both FREE and Directory)

**Bing:** <http://www.bing.com/webmaster/SubmitSitePage.aspx>

**Open Directory Project:** <http://www.dmoz.org/add.html>



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## Have It Done For You!

I have just showed you what to do with keywords and where to place them on your website. This is the basic part that you must get right from the beginning. The other part is offsite marketing. Offsite marketing is all about publishing content on the internet with the same keywords as you are using, with links back to your website. We are talking about writing articles, press releases, social book-marking and much more.

If you don't have the time to do the work it takes to be successful online, you can get help and have everything done for you for a very small monthly fee. We will analyze your website for **FREE** and letting you know how we quickly can take your site to the top of the search engines. Contact us and get your **FREE Consulting Today!**  
<http://www.webmiraclemarketing.com>

## Shortly about Internet Marketing?



- Make it easy for people to get what they want!
- Answer Emails in less that **24** hours.



- Make your customers happy. Over deliver!
- Make your customers tell the world about you!
- Collect Email addresses and stay in contact with your clients to remind them of you!



## Summary

- Use relevant **key words** for each single page
- Use catchy text and great pictures
- Use fresh content, update your pages often
- Connect to good and high ranking sites
- Submit to search engines
- Answer Emails in less that **24** hours
- Collect Email addresses and stay in contact!

## Free Tools



**Google Keyword Tool** - Find what people search for  
<https://adwords.google.com/select/KeywordToolExternal>

**Add Google Analytics** website tracking  
<http://www.google.com/analytics/>

**Test your site** - Find out what you need to improve.  
<http://www.traffictravis.com/> Download free **Traffic Travis** Software

# Finally



## [Watch The Video](#)

I realize that there are so much more to teach and I have just given you the basics to get you started and going in the right direction.

Try to learn something new every day and be curious. Study other websites in your field and you will soon recognize that very few have any knowledge about the basics that you just received. I wish you all the best. Please send any comments you might have to: [info@webmiraclemarketing.com](mailto:info@webmiraclemarketing.com)

*Mats Loefkvist*