

## The SEO Solution

How to Get Search Engines To Work Effectively For You

An Armchair Webmaster™ E-book by Ty Belknap

Welcome to the Special 2-page excerpt from the E-book “[The SEO Solution](#).” You can purchase the full, 20+ page E-book from our Web site at: <http://www.armchairwebmaster.com>. Thanks!

### *Introduction*

*“I’ve got a fantastic Web site, but nobody comes to it!”*

*“Why are our online sales so low?”*

*“Why can’t I find our site in the Search Engines?”*

Does this sound all too familiar?

## What is SEO?

SEO... No, it’s not sew spelled wrong, it’s a computer (or, to be more precise, a Web) acronym standing for Search Engine Optimization. As I tell my clients, **it doesn’t matter if you have the best Web site in the world if nobody can find it**. Search Engine Optimization is the process in which your Web site is designed or modified to conform to the standards search engines set for indexing Web sites. That’s a pretty long way of saying it’s the way to get your site ranked higher in Google, Yahoo and the other search engines.

### *Is it really needed?*

We are still in the infancy of the Internet, or, to think of it another way, the “Model T” of the Internet. Have you seen a Model T automobile? Compare that to the new Hummer H2. Quite a bit of difference, isn’t it? The World Wide Web started getting noticed about 1994, but it was considered to be a passing fancy by the Bulletin Board kings. In 1995, however, when Clinton and Gore started talking about it, suddenly everyone wanted on.

Did you know that Bill Gates talked about the Internet as a “passing fad”? Find out more in the full E-book “[The SEO Solution](#)” now.

There are many steps to optimizing a Web site, and the process doesn’t stop after the first try. This E-book will show you exactly how to optimize your site, and, if you follow it closely, you can keep your Web site in the “Top 10” for certain keywords.

## Get A Leg-Up On Your Competition

Any major company that’s not on the Internet has a CEO that’s stuck in the last millennium. The Web is the marketing medium of the future, and the longer any

business waits, the farther behind they will be. You can learn from your competition, though, and it's much easier than you may think. Get more information in the full E-book "[The SEO Solution](#)."

## The Name Says It All

*"Hi, I own John's Fantastic Gizmo Company, and I want a Web site. I want the name of the Web site to be johnsfantasticgizmocompany.com. When can we get started?"*

A domain name is a lot like the first line of an advertisement, it needs to grab attention. Do you think that a name like *johnsfantasticgizmocompany.com* grabs attention? Personally, I would say "it depends." If this company were world-famous, then it's a great name. 99% of all companies are not world-famous, though.

Find out if this is really the right name in the full e-book "[The SEO Solution](#)."

## Page Optimization

Look at these two sentences:

***Why trust your Puyallup Web design to an outside company? Web sites are the new age of marketing, replacing newspaper advertising, brochures, even television advertising as the medium to effectively market your products, service, and your business.***

These sentences are very direct on what the company is trying to convey, but it also tells the *search engines* quite a lot! Can you pick up the 5 things the search engines will find from this one sentence?

Get the full E-book to learn how page optimization can raise your Search Engine ranking! Just go to:

<http://www.intra-designs.com/ebooks>.

## Page Names

**Page names are the second most important SEO decision in site design.**

Get the full E-book "[The SEO Solution](#)" now to find out why!

Just go to <http://www.intra-designs.com/ebooks>.

***Here is more of what you will find in the full E-book "[The SEO Solution](#)"***

- ✓ How do I optimize my Web site?
- ✓ Navigation Structure
- ✓ Dynamic pages
- ✓ Using frame pages – A picture is worth 0 hits
- ✓ Doorway/gateway pages
- ✓ CSS spamming
- ✓ Using titles and headings

- ✓ One Image IS a Thousand Words
- ✓ Using sub-directories
- ✓ Alt tags
- ✓ Robots.txt File
- ✓ Site Maps
- ✓ Linking
- ✓ Blogs
- ✓ Submitting To Search Engines
- ✓ Time
- ✓ Ranking Your Site
- ✓ Statistics

## **Resources**

Have you read our other E-books like:

[HOW TO MAKE THOUSANDS OF DOLLARS IN TWO DAYS](#) or  
[HOW TO SAVE A THOUSAND DOLLARS IN TWO HOURS](#) yet?

Go to [www.intra-designs.com/ebooks](http://www.intra-designs.com/ebooks) to find out about more of our E-books and Special Reports you can get for free!

Would you like to start finding out about our Special Reports up to a month before anyone else? Sign up for our free newsletter! you will get **a lot of great information, plus you will be one of the first to get free newsletters**, so go to [www.intra-designs.com](http://www.intra-designs.com) and sign up!

Ty Belknap is the CEO of Intra-Designs, Inc., a Web Design and Internet Marketing Strategy company with a long list of clients and resources. Find more information at <http://www.intra-designs.com>, or call us at 1(253)445-5777.

## ***Helpful Programs***

FTP Voyager – This program is one of the easiest, most robust, and useful FTP programs we have ever found. <http://www.ftpvoyager.com>.

Lavasoft Adaware – A great program to see what spyware is on your computer. They even have a free version.  
<http://www.lavasoft.com/>

Mozilla Firefox – This browser is gaining ground on Microsoft® Internet Explorer®. It's more stable, and comes with great extras.  
<http://www.mozilla.org/>

Kool Web Hosting – Great, affordable Web Hosting with community spirit!  
<http://www.koolwebhosting.com>

## ***Web Links***

[Zig Ziglar, See You At The Top](#). If you haven't read it, and you want to be truly successful (I'm not talking money, I'm talking true success), then buy it and read it. [Click here](#) to go to Amazon.com and get it.

How did you like this E-book? Tell me what you think; I want to know whether you found the information useful. Go to:

<http://www.intra-designs.com/ebooks/ideas.html>