

# Spotlight on SEO

(Search Engine Optimization)

Current News  
Marketing Advice  
Tips  
Insider Information  
How To...  
And More...

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Volume 11: Spotlight on SEO

February 2008

It's the end of February already and it's a Leap year! I hope you are doing well and putting to use the tips and suggestions I have been sharing with you.

Let's just jump right in with the news and articles!

As always...

If you have any topics you want us to discuss, please email Brenda (questions@ecombuffet.com) with the subject line "SEO Talk" and include the topic request. We will do our best to cover as many requests as we can.

We care about your privacy and will protect it. If you submit questions your email address will never be sold or given out. Please include your website URL if you would like us to link to your site when we post your questions.

To Your Success,



Jennifer Horowitz  
Director of Marketing  
www.EcomBuffet.com  
Jennifer@ecombuffet.com

## Special Live Webinar!

Peak over the shoulder of an SEO Expert and learn as she optimizes a website and teaches you each step of the way!

Learn step by step how to optimize your website.

Click here for details:

<http://www.ecombuffet.com/Webinar/>

## February News

### Yahoo Patent

It's no secret, the engines have become more sophisticated over the years. Getting top rankings is more difficult than it was in days gone by.

Yahoo recently published a patent application that gives us insight into the sophisticated algorithm it uses.

The patent application explains how Yahoo parses web pages to find related keyword phrases.

### Yahoo Patent Details

Yahoo breaks down the content of web pages into several possible phrases and matches them with a content dictionary.

### Important Take Away From Patent

The patent application tell us that Yahoo tries to understand concepts instead of single words.

For example, someone looking for "Flea from Red Hot Chili Peppers" isn't searching for information about fleas or chili peppers, they are looking for information on the musician Flea in the band Red Hot Chili Peppers. So a page that talks about a Bass player or music, or a band is more likely to come up than a page about fleas or chili peppers.

### What does this mean to you?

When writing web pages, think of related keywords and use them within your copy as well.

Using other related words makes it easier for the engines to understand what your page is actually about.

According to the patent application, it seems to help to use these related keywords close together on your page to make it easier for search engines to find the relation.

It also helps to optimize different pages on your web page for different variations of the same words, and other related search terms.

That way, you can show search engines that your website is relevant to a special topic.

### Crawler Improvements for Live Search

MS Live announced several improvements in the crawler for Live Search. MS Live says the changes "should significantly improve the efficiency with which we crawl and index your web sites. We are always looking for ways to help webmasters, and we hope these features take us a few more steps in the right direction. "

### For techies only!

#### An Outline of the Changes:

**HTTP Compression:** HTTP compression allows faster transmission time by compressing static files and application responses, reducing network load between your servers and our crawler. We support the most common compression methods: gzip and deflate as defined by [RFC 2616](#) (see sections 14.11 and 14.39). Compression is currently supported by all major browsers and search engines. Use this online tool to [check your server for HTTP compression](#) support.

**Conditional Get:** We support conditional get as defined by [RFC 2616](#) (Section 14.25), generally we will not download the page unless it has changed since the last time we crawled it. As per the standard, our crawler will include the "If-Modified-Since" header & time of last download in the GET request and when available, our crawler will include the "If-None-Match" header and the ETag value in the GET request. If the content hasn't changed the web server will respond with a [304 HTTP response](#).

More from MS Live:

"In addition to these two features there are many more improvements in performance that should help further optimize our crawling. As a result, we've also upgraded our user agent to reflect the changes, it is now "msnbot/1.1". If you think you are experiencing any issues with MSNbot, or have any questions about the updates, please use our [Crawler Feedback & Discussion](#) form."

For more news  
visit our [Blog](#)

<http://www.ecombuffet.com/SEO-Blog/>

## February News

### comScore's Latest Numbers

"In January, Google Sites marginally extended its share of core searches to 58.5 percent. Yahoo! Sites ranked second with 22.2 percent, followed by Microsoft Sites (9.8 percent), AOL LLC (4.9 percent), and Ask Network (4.5 percent).

Americans conducted 10.5 billion searches at the core search engines, representing an 8.9 percent gain versus December. Google Sites saw 6.1 billion core searches during the month, while Yahoo! Sites recorded 2.3 billion."

### Google Tops UK

Google has been rated the number one brand in the UK, according to a survey.

Google came out on top of the UK's top 500 brands, in an annual survey conducted by research firm Superbrands (based on the views of 1,500 professionals.)

### Yahoo! announces launch of Yahoo! Buzz

Yahoo! Buzz which is currently in Beta tracks consumer votes and search patterns to identify hot stories and videos from large news sources as well as Blogs.

Yahoo says "Yahoo! Buzz would open up the Internet's starting point by uncovering the most interesting and relevant content from websites across the Internet and bringing more buzz-worthy stories to its homepage."

Yahoo! Buzz enables publishers to share relevant content and reach a broader audience. Yahoo added that it would allow users to submit Buzz stories to social news sites including delicious, Digg, Facebook, Propeller, Reddit and Stumbleupon.

### Google Updates Display URL Rules For AdWords

If you are an AdWords advertiser, you should read this Google AdWords Blog post:

<http://adwords.blogspot.com/2008/02/update-to-display-url-policy.html>

### Ask.com Changes

Ask.com is now offering Compete traffic stats for the sites on results pages.

This news likely won't shake up search, since Ask often comes up with interesting new features that don't generate much of a reaction. It's still worth noting and keeping our eye on.

For now the stats are only for US visitors.

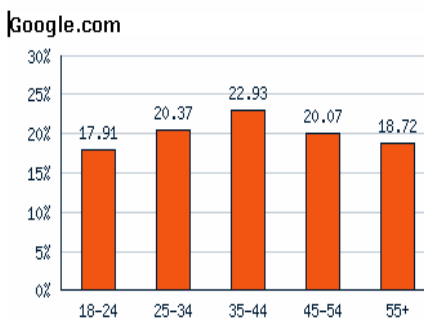
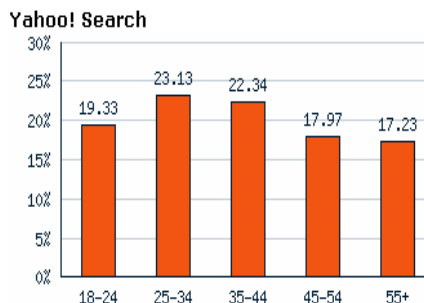
### Google, Yahoo!, Microsoft & Other Search Engines Must Comply With EU Privacy Rules

The Associated Press reported that European data privacy regulators determined that search engines outside the EU have to comply with the EU's privacy regulations.

EU rules require that users give their consent before personal information is collected, and they have the right to object to collection. The group of regulators, known as the Article 29 Working Party, said that collecting IP addresses or search history is gathering personal information.

### Yahoo! Search Draws Younger Audience

Share of Visits by Age Group, Four weeks to February 9, 2008



Source: HitWise

## Google To Store Health Records

Google Inc. will begin storing the medical records as it tests a long-awaited health service.

The project will involve anywhere from 1,500 to 10,000 patients at the Cleveland Clinic . Each person involved volunteered for an electronic transfer of their

personal health records so they can be retrieved through Google's new service.

Each health profile will be protected by a password. The same password that is used to access Google's other products will be used.

## Tips & Advice

Like most things that you build, your website and your online business should be built with a plan—a blueprint.

That plan should include SEO – since the search engines are the starting point for more than 8 out of every 10 internet users.

Once you have decided you want your site listed in the search engines, you need a plan in place to make sure you cover all of the important steps in the process. SEO is very much about attention to detail.

Your plan should start with evaluating where you are at right now, and figuring out where you want to go.

Do you know how your site currently ranks in the engines? Do you know if the foundation of your site is search engine friendly? You need those questions answered before you go any further.

Determining if the foundation of your site is “search engine friendly” can be confusing for the untrained person.

You want to look at the tools available to you and take advantage of them. You have to decide if it is better to spend hours and hours trying to figure it out and analyze your site, or if you are better off purchasing the report that you can then use to guide you in correcting

Taking advantage of the tools that are available to you can make your SEO work, and your life much easier.

Check out our comprehensive SEO Audit and save yourself the time and headache of trying to figure out if your site's foundation is SEO Friendly or not!

Check out:  
<http://www.ecombuffet.com/newsletter-audit.htm>

the issues that need to be corrected.

Once you know where you currently stand in the rankings and with your SEO Friendliness, then you can start to plan your work load.

You should start with correcting the SEO friendliness issues on your site, so that the foundation of your site is solid. The engines look for certain things in the foundation of a site and without them being in place, you are starting out a few steps behind.

Once you've corrected the issues with your site, you can now focus on your keyword research. Don't rush this step, good keywords are the foundation of your SEO project.

Once you've determined what keywords you want to optimize your site for, you should look at your content and start working on bulking up the keyword density (Don't forget, you don't want to stuff your keywords into your text. Your text should flow smoothly and read well. Try reading it out loud to make sure you haven't overused your keywords. When you hear yourself reading it out loud you tend to notice more than when you just read it in your head).

Once your content is all spiffed up and shiny with keywords, then you are ready to focus on the rest of the on-page optimization. How long it will take you to do this step depends on how large your site is and what shape it is in before you start.

You want to factor in time to create, check or update your robots.txt, XML sitemap and static sitemap as well.

After you've completed all your on-page tasks, now u want to start looking at off-page factors like links.

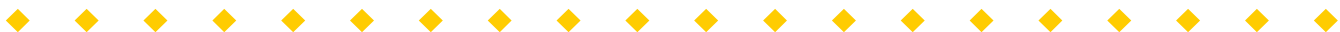
You want to look at how many links you have coming into your site currently, and then look at adding more links to your site slowly over time. If you add too many too quickly it's a red flag for the search engines.

You also want to consider links from some Directories. You should start with the main directories, like Yahoo!, business.com, etc. but be sure to also look into any industry specific directories.

You should also spend some time in this phase checking out your competitors. See who links to your competitors and then try getting links from those same sites.

Once you've completed all those steps, you are ready to expand your efforts to include Blogging, social media, audio, video, article syndication and press releases. All of those tools are sources of new traffic themselves, but they also boost your SEO results.

Link building will be an on-going process for you.

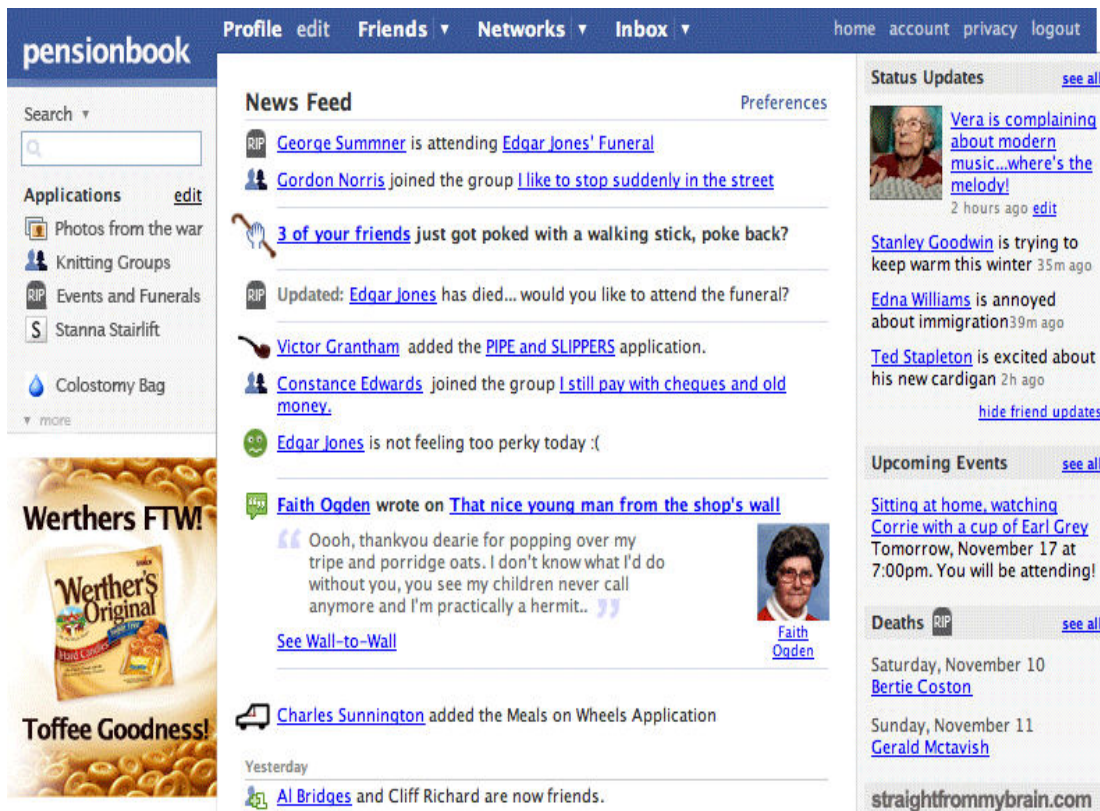


## EcomBuffet News, Updates & Offerings

**Need an SEO Proposal?**  
**Request For Proposal:**  
<http://www.ecombuffet.com/rfp.htm>

**Have you taken our SEO Quiz & registered for a free no obligation Business Growth Consultation?**  
**If not, check it out today: <http://www.ecombuffet.com/seo-quiz.htm>**

Just a little humor.



## Questions & Answers

Submit your questions to Brenda at [Questions@ecombuffet.com](mailto:Questions@ecombuffet.com) and she'll make sure they get to the right person for inclusion in our Blog and/or newsletter.

Q:

Hi Jennifer,

**FYI - my site offers dog beds and other supplies.**

Arising from the conference call I have a few questions for clarification relating to frequent updating of website. Since you mentioned the updating does not have to be new products since I may not have new products to add on a frequent basis, instead I could have dog health tips etc....I wondered:

Is it permitted to gather free info from the internet (not copyrighted) and put together salient points on a new page on my site?

Thereafter, to update, (a) just add more content to this new page or (b) keep adding new pages with other dog tips? e.g. dog health tips, dog training tips, dog breed and so on. Dilemma ... if (a), then the page could become quite long over time. If (b), there may be too many top level pages.

Necessary to SEO these new pages since they exist primarily to facilitate ranking algorithm and may not have a call to action? Meta tags necessary for this type of page? - not a direct selling/product page? Should there be internal hyperlinks from this page to product pages?

Sincerely

Donald E. Gravesandy

A:

Donald,

Good questions! Yes you can use content that you find online, as long as you aren't breaking any copyright laws. You want to be very careful of Duplicate content though, so you'll need to add other content to the page to make it different enough.

You are better to continue to add more new pages rather than one very long page. You can have a main page called Tips and then link to each tip that you put on it's own page.

No, there is no such thing as too much content, as long as it is unique and quality content.

You should optimize every page on your site, so yes you would want Meta tags and interlinking and all other SEO techniques.

You never want to think of a page as just for the engines. If the page is good, there is a chance it'll get ranked and therefore someone could enter your site through that page and not the homepage, so be sure that all pages are compelling, well written and definitely include a call to action.

You should not be creating low quality content that you hope visitors won't read - all content should be for the search engine spider and the visitors.

Good luck and keep up the good work, it sounds like you are going to be working hard on adding content.

To Your Success,

Jennifer

## Marketing Musings: How To Write A Killer Autoresponder Series

Generating leads is the foundation of making sales. Consider this. The average website converts 2% - 4% of its visitors into customers. Assuming that your website is somewhere within this range...

**What are you doing about the other 96 - 98% of your visitors who leave your site without making a purchase?**

**To read the rest of this article, you must be a subscriber to Spotlight on Success: SEO and Marketing. For more details, or to subscribe please visit [www.ecombuffet.com/SOS](http://www.ecombuffet.com/SOS)**

### Image Optimization

Image optimization used to mean making sure your images are optimized for quick loading. That is still important but in addition to that, you should now also optimize your images for the search engines. Here are some tips:

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### An Angry Customer

I hope this doesn't offend anyone.

I thought it was worth sharing because it really illustrates how angry someone can get when they feel a company is clueless about their wants and needs.

Although you will never please everyone (and sometimes a little controversy is a good thing) you still want to make sure you know your customers and how they feel. A customer that feels understood is a customer that will keep coming back.

**To read the rest of this article, you must be a subscriber to Spotlight on Success: SEO and Marketing. For more details, or to subscribe please visit [www.ecombuffet.com/SOS](http://www.ecombuffet.com/SOS)**

## Resources:

**EcomBuffet SEO Blog:** Current news, insights, opinions, advice and more  
<http://www.ecombuffet.com/SEO-Blog/>

**Split Testing Pro:** Automatically Increase your Online Sales by 412% or more using Split Testing Pro!  
<http://www.ecombuffet.com/splittesting>

**KeyCompete:** Discover the best keywords for your search engine marketing campaigns. An online keyword research tool that identifies the keywords your competitors are using in their campaigns.  
<http://www.ecombuffet.com/keycompete>

**Aweber:** Auto-responder program  
<http://www.SearchEngineWebPromotion.com/aweber>

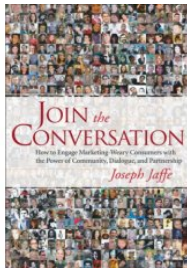
**WordTracker:** Keyword research tool  
[www.ecombuffet.com/wordtracker](http://www.ecombuffet.com/wordtracker)

**WordPress Blogs:** [www.wordpress.com](http://www.wordpress.com)

**W3:** Worldwide web consortium. Covers everything from web design, to html codes, databases and so much more. [www.w3.org](http://www.w3.org)

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## Worth Reading:



How to Engage Marketing-Wearied Consumers with the Power of Community, Dialogue, and Partnership



Search Engine Optimization (SEO) Made Easy: Step by Step Instructions, Explanations and Insider Tips Will Help You Get the Rankings and Traffic You Want!

[www.EcomBuffet.com/ebook.htm](http://www.EcomBuffet.com/ebook.htm)

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## Featured Recommended Resources

### Excellent Resource for Article Syndication

<http://www.ecombuffet.com/submit-articles/>

We have had great success using this tool for article syndication. I really recommend it!

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**Instant PopOver** - check out [www.ecombuffet.com/popover](http://www.ecombuffet.com/popover). A great marketing tool that will help you increase your leads and sales.

## Social Media Success: MySpace Marketing

MySpace is so valuable because of the sheer volume of people – you can reach a lot of eyeballs every day for a relatively low cost.

The audience is a younger demographic, so you should keep that in mind when deciding if it makes sense for you to market on MySpace.

**To read the rest of this article, you must be a subscriber to Spotlight on Success: SEO and Marketing. For more details, or to subscribe please visit [www.ecombuffet.com/SOS](http://www.ecombuffet.com/SOS)**

### Site Critique:

<http://www.chaeorganics.biz/>

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**I need more websites to critique. If you want this feature to continue, and you dare <grin>, submit your sites for review.**

**All submissions should be sent to [Brenda@EcomBuffet.com](mailto:Brenda@EcomBuffet.com) with the subject line “Site Critique For Newsletter”**

## Spotlight on Blogging

Blogging is all the rage and everyone wants in on the Blogging action. However, there are a few important questions that people aren't asking themselves before they get started – and therefore they end up disappointed in their Blog experience.

**To read the rest of this article, you must be a subscriber to Spotlight on Success: SEO and Marketing. For more details, or to subscribe please visit [www.ecombuffet.com/SOS](http://www.ecombuffet.com/SOS).**

The Bonnie versus Jenn - Blogger.com vs Wordpress contest continues! Bonnie is definitely winning and there is a reason why....stay tuned for an update and more details!

I thought this Blog was worth pointing out -

<http://blog.classiccurios.com/>

He has really put a lot of time and thought into the Blog. He is using photos that really enhance the Blog and really personalizing with great travel stories. When I looked at the Blog, I really connected with it and it made me remember my travels to France. Eliciting an emotional response from visitors is hard to achieve and he really does that.

Every Blog in every industry is different and this one is perfect for what he is trying to accomplish. He is really sharing the travel experience with people!

Phone: 562-592-5347

Inquiries:  
Jennifer@ecombuffet.com

Questions /Topic Requests for  
Newsletter, Blog & Audio:  
Questions@ecombuffet.com

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## **Spotlight on SEO Brought to you by EcomBuffet.com**

### **About [EcomBuffet](http://ecombuffet.com)**

EcomBuffet is a full service marketing, web development and SEO Firm.

### **Proven Results:**

EcomBuffet is outperforming for their clients by 515% on average. While EcomBuffet promises a minimum of 20 Top 20 rankings, they average 123.04 top 20 rankings per client. With an average of 20.27 1st place rankings for clients EcomBuffet has clearly demonstrated the ability to obtain top rankings.

### **Contact Info:**

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**[Request a free, no obligation quote: http://www.ecombuffet.com/rfp.htm](http://www.ecombuffet.com/rfp.htm)**

**[Site Evaluation: http://www.ecombuffet.com/SEO-consultation.htm](http://www.ecombuffet.com/SEO-consultation.htm)**

## **Coming in March 2008 Volume 11 Spotlight on SEO**

- **REVIEWING TRAFFIC GENERATION TACTICS**
- **KEYWORD TOOLS, KEYWORD SELECTION: ALL THINGS KEYWORDS**
- **WRITING FOR THE ENGINES AND SITE VISITORS**
- **THE LATEST BUZZ AND NEWS**
- **AND MORE...**

**Want an SEO Evaluation of your site? Email Brenda at [Brenda@EcomBuffet.com](mailto:Brenda@EcomBuffet.com) with the subject line "SEO Evaluation For Newsletter" and we will select a few to evaluate and use as case studies to illustrate SEO techniques that are missing and done wrong, or done well!**