

Spotlight on SEO

(Search Engine Optimization)

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

June 30, 2007

Table of Contents

1. Introduction
2. June News
3. Special Offer: 1 hour of free marketing consulting
4. Marketing Musings
5. Resources, Tools and Recommendations

Introduction: Please note that in May I mentioned to stay tuned for information on split testing, SEO success stories and more. There was so much other news that I had to share in this issue I have had to push that content forward. So, stay tuned for that in July and enjoy the updates and explanation/clarification of important SEO topics in this issue.

I hope the summer is going well for you all. Now, let's get right to it!

Starting in July I will be including a Q&A section.

I will respond to questions that have been submitted. I had hoped to do that in June, but this issue is jam packed with so much information, I'm going to hold off until July.

Stay tuned!

Be warned this is another long one - but it's filled with important new information. You may want to print it out - that may make it easier to read.

Don't forget to send the [sign-up link](#) to your friends and colleagues so they can sign up and stay current on all things SEO.

I hope you enjoy the newsletter and I'm open to any feedback and suggestions.

Stay tuned for our July issue filled with information on:

- Split testing - small changes can create big results
- SEO stories of success and failure and the lessons learnt
- And much more

To Your Success,

Jennifer Horowitz
Director of Marketing

June 2007 News:

Search Engine Updates from SMX Advanced, in Seattle.

Google's human intervention:

Google previously stated that search engine rankings were 100% algorithmic. Matt Cutts has now stated that human intervention could be part of the process.

When a site has come into question, and Google is researching the site, they will look at what other domains you own and try to ascertain whether you are a webmaster with multiple sites that are all out there wearing spammy black hats.

Basically Google wants to get a feel for the reason behind the issues that are being called into question. Matt indicated that smaller "mom and pop" type website owners are likely to get the benefit of the doubt, so they should be pleased by the human intervention.

This ties into something else that was discussed. *Intent*.

When reviewing sites the engines will consider the extent of the spam and try to determine the intent of the site owner. Accidental spamming may be forgiven. Yahoo's Tim Mayer explained that there may be honest uses for some spam techniques and that will be taken into consideration when reviewing a site.

Special tip from Matt Cutts:

If you are worried that personalization is interfering with your search results and you want to make sure personalization is turned off, first log out of your Google account, and you can also simply add "&pws=0" to the end of your search query.

For those that don't know, personalization is Google taking data they have collected from your search behavior and history, as well as geographical information they gather and using that information to determine what results should be delivered for you. Personalization could lead to completely different search results for different people using the exact same search term.

What this means to you: You want to look at the big picture. If you own multiple sites make sure you look at all of them, and make sure that one site isn't going to create problems for all your other sites.

Not sure if any of your sites are a problem? [Click here for details on our in-depth analysis of your sites.](#)

Remember, it is better to prepare and prevent than it is to repair and repent.

Link Building:

The rate at which links are acquired can be a warning sign for the engines. You want to make sure you are obtaining links at a slow and steady pace. One thing that was suggested was that you watch your top competitors and see at what rate they are adding links to determine what you need to do to beat them out.

Algorithm factors:

An algorithm is the mathematical formula that Google uses to rank sites. It is altered frequently to keep the results returned after a search relevant and high quality.

The official word from Google is that there are 200 rankings signals (or factors) in Google's algorithm. Previously it was thought that there were 100 factors.

What this means to you:

With so many factors being considered, what may have seemed like a minor factor before could become the factor that makes a difference for your site.

More than ever proper and aggressive optimization is so important to get top rankings.

Doing it right the first time and getting top rankings as quickly as possible gives you the edge over competitors that haven't taken action.

If you are looking for professionals to handle your optimization check out our special offer below.

Over-Optimization:

Google has an algorithm that detects over-optimization! This algorithm is often referred to as the "-950 penalty" because typically sites that are caught being over-optimized are moved down **950 positions**.

What this means to you: If there is *any* chance your site is over-optimized, you need to correct it immediately before Google's algorithm detects your site or a competitor reports you. [Click Here](#) for information on our in-depth site evaluation.

“I’ve never seen that before!” Believe it or not, 20 – 25% of search queries that are happening today are brand new, never seen before queries.

What this means to you: Stay current on the hot topics in your industry. Check your web stats and log files from in-site searches to see what people are looking for. If you notice a trend of new search terms make sure you add content around new keyword phrases that are coming up. So, you can tap into the traffic that is coming from these new-found themes and search phrases.

And the winner is...Duplicate Content! Definitely the most talked about topic. Here’s some insight into the Duplicate Content issue:

- Amit Kumar, an Engineering Manager at Yahoo, states that Yahoo has no problem with duplicate content in varying formats. For example having an HTML page with an article and having the same article available as a PDF or Word document for download.
- Amit also mentioned that Yahoo is less likely to crawl new pages from a site that is known to have duplicate content. He also noted they are less likely to look at links coming from pages with duplicate content.
- An MSN Program Manager stated that site wide penalties for duplicate content are rare and typically only given to obvious “scraper sites” (sites that are using software or manually taking other people’s content and using that as their primary source of content).
- A Senior Product Manager over at Ask.com stated that duplicate content is basically ignored or not spidered.
- In Google’s case the thinking seems to be that duplicate content pages are relegated to the Supplemental Index.
- If your site has affiliates and you are allowing your affiliates to use your content on their sites, it is suggested that you create new, unique content for your own site – since you could find your pages are being viewed as duplicate content and ignored even if you are the original owner of the content.

More from Matt Cutts...

With Matt Cutts being the link between Google and the general public, everyone is always anxious to listen when Matt speaks. Another bit of info he shared is....Google is being notified of websites and advertisements for “link buying” by

people that are looking to follow the rules and are offended by link buying. Google may add a link in the webmaster console to report link selling sites.

Special Offer: Professional Search Engine Optimization

The #1 most asked question we receive is "Does professional search engine optimization really help? I've been scammed before, should I try it again?"

My answer is going to sound self serving, but to be perfectly honest with you my answer is YES, you NEED optimization services. If you can't do it yourself, you need to hire someone that can do it for you.

I didn't say yes because I think I'm going to get their business. I said yes because it is the simple, honest truth.

With more than 8 out of 10 internet users using the search engines to find traffic, and with over 400 million searches daily, how could you possibly not be in the top of the search engines? Why have a website if you aren't going to get it in front of all those people searching for what you have to offer?

Once you understand the importance of search engine optimization it comes down to a very simple decision - either you have the time and knowledge to handle your own search engine optimization or you don't.

If you don't have the time, knowledge or desire then you must hire someone that can do it for you.

For those that are ready to take action and get their site listed in the top of the engines, and stop bemoaning their lack of success, you need to take action right now because I am going to offer you something I have never offered before. **1 free hour of marketing consulting with me when you order either our Standard or Premier Plan.**

You can use that hour to ask me your most pressing marketing questions, you can use the hour to have me review your copy and tweak it for improved conversions, you can have me critique your website, or you can have me spend an hour creating a marketing plan that you can implement.

This is something we have never offered before and in order to ensure that I don't spread myself too thin, I can only extend this offer to the first 7 people that order. If your order is not one of the first 7, then you will still get a special bonus - you will receive my **special blueprint on writing content that sells. Instantly generate more leads and boost sales with my easy to follow copywriting blueprint.**

[Click here](#) to take advantage of this offer now! Make sure you include the following code in the comments section of the order form: Lucky 7.

I look forward to working with you. [Click here to be one of the lucky 7.](#)

Marketing Musings: Emotional Impact

With the number of websites and Blogs growing daily you need to make sure your website stands out from your competition. Your product or service needs to be the best solution for their problem, and you need to quickly and clearly convey that.

Last month we talked about the importance of headlines to draw your prospects into your site. Once they are in your site and reading your content you can't drop the ball. Your text needs to continue to compel and excite your visitors.

You need to remind them why they are there (usually your site visitors are looking for something they want or they are looking for a solution to a problem). Your copy (text) needs to remind them of their pain and talk about the solution you offer.

Although your website is about you and your products and services, your copy needs to always relate back to them. It needs to make them feel like you understand them and have exactly what they need.

When you sit down to write your content you need to consider the following:

1. Why are they buying your product/service? What problem is your product/service a solution for?
2. What motivates your prospect to take action and look for a solution?
3. What is your target demographic? What style and wording will resonate with your prospects?

So, let me take you through this process. Let's say you sell jewelry.

1. **Why are they buying your product? What problem is your product/service a solution for?**

You may think that there is no problem here but dig deeper. Why do men and women buy jewelry? They want to look nice. They like pretty things. They want to apologize for something they did wrong and need a grand gesture such as jewelry. They use jewelry as an expression of love. They use jewelry as a status symbol.

Each of those things have emotions behind them - probably on a sub-conscious level.

There may be an insecurity which can be eased by having flashy jewelry to show off to the world. There may be a desire for a reward for hard work.

Understanding the underlying reasons why people want or need your product can help you start to form ideas for your text and write copy that will have an emotional impact on your site visitors.

2. **What motivates your prospect to take action and look for a solution?**

Understanding the first question will help you understand what will ultimately motivate your prospect.

If there is insecurity the motivator will be the relief of that insecurity and the end result will be feeling happy and special.

If the jewelry is being purchased as an apology gift the motivator is to smooth over a problem and recreate harmony in a relationship - at least on the surface.

You get the idea, knowing **why** your prospects do things will help you write your copy in a way that will increase their motivation.

3. **What is your target demographic? What style and wording will resonate with your prospects?** Is your target market an older or younger crowd? Is there slang that can be used to help you connect with and relate to your prospects? Are they broke, rich, middle-class? Are they looking for prestige and airs of sophistication? Are they likely to pay more because they can? There are people out there that feel if something isn't expensive it isn't worth it.

Understanding how they communicate, what they are used to and making them feel like you understand them can help you create a feeling of camaraderie with your prospects.

Learning more about your prospect is one of the best exercises you can do to enhance your copy and really connect with your prospects. Now, keep in mind you aren't going to address every problem and every need in every page on your site, you'll need to think about what makes sense and what is likely the strongest motivator for each product/service.

Using the information that we established above, let's look at 2 samples of web copy.

Sample 1: Produced with no thought for the “reason why” and the motivator.

We offer the best price on sparkling diamonds. We have engagement rings,

anniversary bands, sweetheart and promise rings. You'll be dazzled by the beauty of our diamond rings.

Sample 2: Considering the motivator and the emotions behind the purchase.

When you are looking for the perfect ring for that special moment in your life you want something as pure, clear and breathtaking as your love. Our unique diamond anniversary bands, engagement rings, and promise rings sparkle - although not as much as the sparkle in her eyes when you present her with the perfect ring. Clarity, cut and color are important; and we'll help you with making the best selection in your price range. However, remember when you look at our beautiful rings that you are selecting a symbol of your love - follow your heart and pick the ring that will look perfect on her finger for a lifetime.

Please note, I'm no jewelry expert and this was just off the top of my head, but you'll notice in the second sample I wrote the text for a romantic looking for that special piece of jewelry. I've tapped into his mindset and conveyed that I understand what it is he is looking for in a ring.

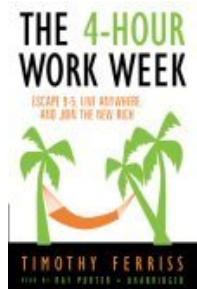
When you are working on your website copy, remember you don't need to be a professional copywriter with years of training - you know your product/service and you know the benefits of it. All you have to do is take the time to learn a few simple concepts like the one outlined above to make small improvements in your copy that could have a big impact on your bottom line.

Resources, Tools and Recommendations

You asked for it! You got it! Thank you to all those that participated in our survey last month. We found there is a big demand for recommended resources and tools. In each issue of our newsletter, you will find the tools, resources, books and

Best Book:

[The 4-Hour work Week: Escape 9-5, Live Anywhere, and Join the New Rich](#)



If you haven't read "The 4-Hour Work Week" yet you need to get your hands on it and see what it is that has caused such a sensation.

Review

"It's about time this book was written. It is a long-overdue manifesto for the mobile lifestyle, and Tim Ferriss is the ideal ambassador. This will be huge."

—Jack Canfield

Co-creator of Chicken Soup for the Soul®, 100+ million copies sold

Client Website: Please note this travel site belongs to a client of ours, and we are pleased to recommend their website as your source for cheap travel!

Lowest internet travel fares available. Obtain the lowest rates possible on cars, hotels, air fares, and complete vacation packages. World renowned Collette Travel has escorted tours, cruise program, and learning vacations to all 7 continents. Current offerings include “Best of China” and “Italian Vistas”. Every week there are new, exciting, and heavily discounted tour deals. The international and domestic flights are competitive or better than other well-known discount agencies. [Check it out today and book your next trip through the internet for the lowest possible fare.](#)

Best Marketing Tool:

[Aweber Autoresponder](#)

Why Aweber?

- Experts state it often takes 7 or more messages before prospective customers make a purchase.
- Unlimited campaigns, lists, follow up messages, and newsletters.
- Reliable, >99.34% email deliverability, fast.
- 51+ Templates for newsletter and follow up design.
- Easily create and add opt-in web forms to your website.
- Free training guides and videos.
- Expert unlimited free customer support

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About EcomBuffet:

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.

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