

Advanced Search Engine Optimization

Introduction to Advanced SEO

Search engine optimization is a powerful marketing tool for web based companies. Whenever a web surfer makes a search engine query for a product or service, they're predisposed to your marketing message. Companies can market through their website without making house calls. Moreover, studies show that search engine traffic outperforms banner ads and email marketing campaigns by producing more purchases, form or catalogue requests, newsletter subscriptions, and software downloads.

Yet the road to high search engine positioning is full of pitfalls. A wrong turn here, a wrong turn there, and you may find your website in a ditch. While many companies promise to see you safely through the torturous paths of search engine positioning, most expect you to pay vast sums for the privilege, or buy expensive software "that'll submit to over 1500 search engines."

But subscribing to such schemes is like being in the throes of unrequited love. The attention and effort you shower on hundreds of smaller search engines is a labour lost because the top 5 generate 95% percent of search engine traffic. Professional search engine positioning companies know this and concentrate their efforts on the top search engines. They also know that if a site doesn't appear in the top 10 or 20 results from a query, its chances of being found decrease exponentially to almost nothing.

On the next few pages, we'll examine 12 ways to improve your website's search engine positioning. We discuss optimization strategies and expose the blunders that may cause your site to be buried in rankings so deep, it never gets found, or worse, is never indexed by search engine spiders at all.

Content

"Content is king," should be every web designer's mantra. The slogan should be glued to your monitor, your medicine cabinet, and your forehead, so you can read it every morning when you look in the mirror. While it might be tempting to focus on page titles and meta tags, without good content, your site will be dead in the water.

Keywords need to be reflected in your page's content. That means you need actual HTML text on your page. Search engines rely on visible content for their ranking determinations, so keyword-rich body text is incredibly important. If your site has text that appears as a graphic - or if it's solely a cool-looking flash animation - you'll hobble your chances for a top search engine positioning. Some search engines will index ALT text and comment information, along with meta tags, but to play it safe, use HTML text whenever possible.

Another thing to remember when writing content, is that longer is better. It's easier to write keyword-dense text when you keep your page length to at least 250 words. Writing short paragraphs, including sub headlines and integrating keyword-rich bullet points will enhance usability and help to increase search engine positioning.

So if you've tweaked your tags, fiddled with your page titles and included your keywords but still find you're being ranked poorly, try re-authoring your site: add a dose of rich, original content focused on one central theme. All things being equal, a site with high quality content will always achieve a higher search engine placement than a site with poor content. Furthermore, if you write content that will actually be interesting and useful to your visitors, they will stay longer, your site will become more popular and will do better in search engine results in the long term.

Finally, always remember to update your pages. Both search engines and visitors alike appreciate up-to-date content over stale content. If visitors view your site two or three times over a two month period and nothing has changed, they probably aren't coming back.

Page Titles

Page titles are critical in achieving top search engine positioning. Search engines vary in how much of the title they actually index. Some display as little as 50 characters of the title, others as much as 150. If you don't want any of your title getting cut off in the search engine results page, it's a good idea to keep it under 50 characters.

Many site owners mistakenly believe they should put their company names in the title tag. This is only a good idea if you are a well-known company such as Nike, or Microsoft, that people search for by name. You should assume that most potential customers will be searching for specific products or services, not a particular company name. For example, if your company is named "Dexter & Dexter" and you're window cleaners in Florida, putting only "Dexter & Dexter" in your title tag won't mean very much. For branding purposes, you can start your title with your company name and follow it up with your product or service.

Continuing with the above example, you would want your company's site to appear in search engine results for keyword queries such as "Florida window cleaners." You would need to be even more specific if you only wanted to work for people in the Miami area. In that case, you'd use keywords such as "Miami window cleaners" in your site's title tags.

The title tag is also what you see as the link in a search engine result, so an ideal title for the above example would be: Dexter & Dexter - Miami window cleaners.

Keywords

Choosing the right keywords is half the battle in search engine optimization. If you pick words out of your business plan and figure everyone is searching for "competitive global communication solutions," when what you're offering is "affordable long distance," your website will be a lonely place indeed. Always use common sense keywords that people actually understand and would search for.

Research your keywords by talking with employees, customers, vendors, family members and friends. Monitor your web stats to identify terms actually used to find your site.

Finally, spend some time with keyword popularity tools such as Google AdWords' Keyword Tool to finalize your best keyphrases.

When you have the final draft of your list, try searching for the keywords on it. Make notes on how many similar documents are found and for which competitors before optimizing your pages for the most relevant keywords. Single keywords are very difficult - if not impossible - to optimize for, so your best bet to increase search engine positioning is to use keyphrases like "business voicemail" over a single keyword such as "voicemail."

How to Use the Right Keywords

Finding the right keywords is only half the battle in search engine optimization. To win the war, you also have to spread those keywords throughout your site, and across the Internet. Just as bar patrons don't like watered down drinks, search engines don't like watered down keywords. So if you skimp on keywords, you reduce your chances of ranking well. Search engines actually figure out the topic of each web page and each website, and give more weight to the keywords used on your site more prominently. They do this by means of mathematical algorithms.

Where to Place Your Keywords

Just like modifiers, keywords can also be misplaced. In order to be effective, keywords need to be repeated in the right number of places. Search engines pay closer attention to certain parts of your web page. Words in these sections are considered more important than other words. This is called "keyword prominence." Whenever possible, put keywords in the following places:

Titles and Meta Tags: It's important to place your keywords in the title, if that particular page discusses the keyword in question. Some search engines also pay extra attention to words in description and keyword meta tags.

Headings: The (H1 - H6>) tags give search engines, not to mention visitors, a good idea of what the main topic of your page is.

Text Top: The words at the top of your page, at the beginning of paragraphs and at the start of your sentences are generally seen as more important. Make sure that keywords are among the first words to appear. Making keywords bold, larger, or otherwise highlighting them may also help to emphasize their importance.

Hyperlinks: Use your keywords prominently in your hyperlinks, whenever it would be appropriate for the user.

Alt text: This is considered important to some search engines.

URL Text: Including keywords in your domain and page names can boost your rankings.

Meta Tags

If you think optimizing META tags alone will increase search engine positioning, think again. In fact, many engines now ignore meta tags altogether because they often contain spammed content that is not relevant to the page.

Still, meta tags have their uses. They can help you provide descriptions and keywords on pages that for various reasons lack text, such as flash pages and frames pages. They might also boost your page's relevancy. There are several meta tags, but the most important for search engine indexing are the description and keywords tags.

The description meta tag is especially important since search engines and directories will often use it as the description in their search engine result pages. Thus, people searching will often find the search result to contain your title (as a link) followed by your meta description, so it's important that it be well-written and entice people to click to your site. The search engines will allow anywhere from 150 to 250 characters in this tag and will chop your description when it hits their allowable limit.

The description tag needs to be a sentence or two that describes exactly what a particular page is about while including important keywords. Remember, this tag is often the description that shows up in the search engine results page,

As for the keywords tag, the best advice is not to worry about it too much. Remember to only put in keywords that can be found in the text of that particular page. Also, don't repeat any instance of any particular word more than three times. This way you'll be sure to not inadvertently spam the engines.

One other meta tag worth mentioning is the robots tag. This lets you specify that a particular page should NOT be indexed by a search engine. You should also look into setting up a robots.txt.

Frames

Despite their ubiquity, frames can be tough on search engine positioning. While Google and Inktomi now index framed sites, some of the top search engines still cannot follow frame links. They only "see" the frameset page and ignore the rest of the frame layout. This is a problem because it's on those inner pages where the keyword-rich content resides.

The easiest way to resolve the issue would be to just avoid using frames. Sometimes however, that's just not possible. A partial solution is to add the noframes tag to the frameset page. Between the noframes tag you can add keywords and descriptive content that any search engine can spider. Moreover, it will create a way for people with older, frame-incapable browsers, to read what's on your site. It's important to place a link to the "home" page in the noframes tag as well. From there, search engines can crawl through the rest of the site.

Our solution however, creates another problem. If search engines index individual pages within the site, visitors may come to them without the proper "context" being established. In other words, they won't see the page within a frame, but all on its own.

Many webmasters never anticipate the fact that their pages may be viewed outside a frame's context. Consequently, their pages may lack links back into the site, effectively "trapping" inexperienced web surfers on the page. To avoid this problem, always include a "home" link at the bottom of all your pages.

Flash

Macromedia Flash is one of the coolest applications to ever hit the web. With scalable vector graphics, animation, sound, and its own programming language (actionscript), it's a powerful design tool. But before you jump on the Flash bandwagon, you should know that there's one problem with it: search engines don't like. In fact, most ignore it completely. Some, like Google, can read a little Flash, but search engines are primarily interested in text.

If you are designing in pure Flash, you can pretty much forget any search engine referrals. Of course, not all sites need search engine exposure - some can benefit from offline advertising, others from reciprocal links to the site.

If you do decide to design a site with Flash, make sure you include page titles, meta tags, keywords, and noframes text where appropriate to increase search engine positioning. You should also provide normal HTML links to all the pages on your site, and if possible make an alternate HTML version of the site available. Not only will the search engines love you for it, but people who don't have flash, or have low speed internet connections, will be able to easily view the site's contents.

Scripting

So if you have some funky JavaScript that controls all your mouse-overs, scrolls text across the page, serves up the current date, time and second, and implements mouse trails, chances are you're slowing down the crawling of your site with useless text, while burying your keyword-rich content at the bottom of the page where it gets ignored by search engines.

Fortunately, the solution to the problem is a simple one. If you use JavaScript, put all your functions in an external .js file and link to it in the header tag. This will not only help to improve your site's search engine positioning, but it will also ensure your pages load much faster.

Dynamic URLs

Dynamic pages can be roadblocks to high search engine positioning. Especially those that end in "?" or "&". In a dynamic site, variables are passed to the URL and the page is generated dynamically, often from information stored in a database as is the case with many e-commerce sites. Normal .html pages are static - they are hard-coded, their information does not change, and there are no "?" or "&" characters in the URL.

Pages with dynamic URLs are present in several engines, notably Google and Yahoo. To a spider a "?" represents a sea of endless possibilities - some pages can automatically generate a potentially massive number of URLs, trapping the spider in a virtually infinite loop.

As a general rule, search engines will not properly index documents that contain a "?" or "&". To avoid complications, consider creating static pages whenever possible, perhaps using the database to update the pages, not to generate them on the fly.

Link Popularity

Remember that popular kid back in high school? Remember how he exuded such an aura of coolness, that if he acknowledged your presence by so much as nodding at you, his coolness would envelop you, and you'd enjoy the fruits of his popularity? Well search engines work this way as well.

Search engine algorithms now use link popularity for relevancy. The rationale is that if your site has links from other popular sites, it must contain unique, relevant content.

Be warned, the reverse is also true. Just like having a bunch of geeks hanging about you would be bad for your reputation, linking to low-quality sites can actually hurt your search engine positioning rather than improve it. FFA (Free For All) pages are a good example - most search engine submission software that claims to submit to over 500 engines actually submits your site to a large number of FFA pages - basically pages full of links and no content. These pages get minimal traffic and rarely, if ever, produce a single site visitor let alone a qualified lead or sale.

A good way to increase link popularity is to get listed in directories. These can boost your search engine positioning because they use human editors who only accept sites with unique, relevant content. Moreover, they also seed many other databases. Ask popular sites to link to you. Search for your top keywords, and then review the sites that come up. Visit each site and ask those that are non-competitive to exchange links with your site, giving them reasons why your site is valuable and suggesting a page where a link to you might be advantageous.

Another way to increase link popularity is to start a referral or affiliate program. Of course, this must be done with proper content and not just a page of affiliate links. It takes time, research and planning, but is an excellent source of quality links.

Social media sites are another potential source of links, as is getting your articles or content published on blogs, ezines and industry websites.

- ❖ Here are a few easy steps to follow to improve your link popularity:
- ❖ Content: Put good content on your website. If people find it to be a high quality site with valuable information, they will link to it.
- ❖ Get Listed: Directories like Yahoo and ODP can dramatically increase your website's popularity. Don't forget about yellow pages, business directories and award sites.
- ❖ Make it easy to link to: Put HTML code and link buttons on your site so visitors can link to your site easily.
- ❖ Reciprocal links: Do a search for websites similar to your own on major search engines. Find out who is linking to your competitors and suggest they put up a link to you too. Reciprocal links from sites related to your site will benefit both parties.

Submissions

"If you want something done right, do it yourself" -- an expression that aptly applies to search engine submissions. Many believe that some fancy piece of submission software can do it all.

This is a polite myth. The truth of the matter is that it takes a tremendous amount of effort to identify keyphrases, optimize content for these keyphrases and properly submit the pages to the right sites - not to mention continually analyzing rankings and tweaking pages for higher search engine positioning.

Software can certainly help to automate some facets of the process -- but you can't expect any application to make the job easy. In fact, some search engines have technology in place to prevent automated submissions. Others have terms of service that explicitly ban the use of any automated querying of their index.

Keep in mind that the location, method, and variables used in each engines "Add URL" page change all the time. Automated submission software may give a result of "Submission OK" but that only means it was able to submit the site variables - it does not mean the engine accepted them as a valid submission.

More than that, today, submitting to the search engines is a waste of time. The search engines will find you. What you need to do is to submit to directories, social media sites, industry related sites, and the like.

Manual Submissions

While submitting sites manually may mean more work in the short run, in the long run it definitely pays off.

If you are wondering whether you should submit just your home page or all of the pages, the answer is simple. When you are submitting to directories, you should only submit your home page.

Monitoring

After you submit, you should monitor your rankings and continuously try to optimize your pages so that they rank as high as possible. The search engine rankings don't stay consistent, so don't panic if your positions fluctuate. Just stick to your link building strategy, and, if it is good, you should see your website steadily make its way up the search engine listings.

Spam

Not to be confused with the canned, processed meat, spam is the use of redundant or unethical techniques to improve search engine optimization. Since time immemorial --or at least since the Internet first began-- webmasters have been using these stratagems to dupe search engines into giving irrelevant pages high search engine placement.

Fortunately or unfortunately --depending on your point of view-- search engines are quickly catching on. Some won't index pages believed to contain spam; others will still index, but will rank the pages lower, while others still will ban a site altogether. Of course, not all search engines take a hard-line on spam. Tricks that are perfectly acceptable on one search engine may be considered spam by another.

Search Engine optimization: Spamming Techniques

Invisible Text: Hiding keywords by using the same color font and background is one of the oldest tricks in the spammers' book. These days, it's also one of the most easily detected by search engines.

Keyword Stuffing: Repeating keywords over and over again, usually at the bottom of the page (tailing) in tiny font or within meta tags or other hidden tags.

Unrelated Keywords: Never use popular keywords that do not apply to your site's content. You might be able to trick a few people searching for such words into clicking at your link, but they will quickly leave your site when they see you have no info on the topic they were originally searching for.

Hidden Tags: The use of keywords in hidden HTML tags like comment tags, style tags, http-equiv tags, hidden value tags, alt tags, font tags, author tags, option tags, noframes tags (on sites not using frames).

Mirror Pages: Don't duplicate a web page or doorway page, give those different names. Mirror pages are regarded as spam by all search engines and directories.

Link Farms: Many search engines consider the use of link farms or reciprocal link generators as spam. Several search engines are known to kick out sites that participate in any link exchange program that artificially boosts link popularity.

Even those who are spamming right now and think they are getting away with it, should keep one thing in mind, when competitors check out your site (and they do), they will see it is spam and they may choose to report you. Once you have been reported to a search engine, you are likely to be penalized in search engine results for using your spam technique.

Domain Names to Register

How do we go about choosing the right domain name?

Simple. We choose a domain that is easy to remember and easy to advertise. Complicated domain names may be fine for links, but when someone has to spell it out over the phone or remember it from an advertisement, they are less likely to get it right.

Primarily, try to choose a domain that is your company name; if it includes one or more of your main keywords in it, kudos for you. A keyword in your domain name as the single most permanent place to put keywords for your site -- the only place nobody can edit them away.

Directories

On the outside, directories look and feel exactly like search engines, but there is one major difference on the inside. Directories, unlike search engines, accept only sites that offer unique and quality information. That is because all sites submitted to directories are reviewed by humans. Any sites that are low in quality and information rarely get accepted, thus directories will have only a couple million websites instead of billions.

Below is a short list of directories to submit to:

Open Directory Project (DMOZ)

Yahoo.com

JoeAnt.com

Jayde.com - B2B

GoGuides.org

Skaffe Directory

Best of the Web

Librarians' Internet Index

Web World Directory

CANLink Directory. Canadian and WorldWide Links.

TYGO

Abilogic

01 webdirectory

World Site Index

Yeandi

Mavicanet

Businessseek

Illumirate

Galaxy Search

GoonGee.com

LinkOPedia
Search Monster
WebSavvy
Search Engines

When you get listed in a search engines on the other hand, a spider or robot is sent to crawl your site and to index it. Search engines will accept almost any site or page that it finds, and will put them in a certain rank based on certain ranking criteria. The ranking criteria of each search engine are slightly different, are automated and are becoming more and more sophisticated. It is extremely important for people who are trying to promote their site to understand the differences between Directories and Search engines.

First Step

With that said, the first and most important step to Internet marketing is to make absolutely sure that the site is visually appealing, of high quality and full of unique and fresh information before submitting to any directories.

Directory Submissions

There are two major directories that you should try to get your site into, Yahoo!, and Dmoz (or Open Directory). There is a charge for Yahoo! (if it is a commercial site) and the returns for paying are no longer rewarding, so try to get in for free. Dmoz is free. You should read the submission guidelines for each directory to make absolutely sure that your site conforms to their expectations.

There is also a submission process that must be respected. For example, you need to find the right category that best fits the topic of your site. This can be achieved by either browsing through the directory or by doing a search on the keyword that best describes your site. The search results will include some different categories that are relevant to your request. Choose the one that is the most accurate. This is an important step because any submission sent to the wrong category will usually be discarded. Also, if the site is accepted in a certain category, this will be the category that the site will be stuck with for good. It is very difficult to change a site's category once it is in and this will result in the loss of targeted traffic.

You can find further instructions for submissions to the ODP below, and please be sure to read them as they are vital if your site stands any chance of getting in. Try to follow all instructions as best as possible.

Pay Per Click Advertising

Pay per click advertising can be an effective way to drive qualified traffic to your website. Much like an auction, pay per click search engines work by allowing competitors to "bid" for the highest position on search terms. These search terms are what people in the Internet marketing biz like to call keywords. They are the words people enter into a search engine to find a product or service.

Rates for keywords vary. Niche keywords that only a few people search for at any given time may only cost a few cents per click-through for a top position. Highly contested keywords however, may set you back several dollars every time somebody clicks on them.

For example, suppose you are an online retailer who sells "organic dog food." If you wanted to get top placement for your keywords in a pay per click search engine such as Yahoo SM, you would only have to bid around \$0.50. Now if you are a travel agent, and your keyword is "discount airfares," you would have to pay considerably more for top placement. It is also important to remember that rates fluctuate over time, so while a bid of \$2 might give you a #1 ranking in the off season, during peak travel months, when other travel sites are vying for search engine supremacy, you may have to bid substantially higher to keep ahead of the competition. Of course, the amount that you bid is not the only factor used to determine your PPC ranking. Your click-through rate and the relevancy of your landing page also play a big part. If your competitor has a better click-through rate than you, he may be able to get a higher position even if he bids less! The PPC search engines will also reward an advertiser with a highly relevant landing page. Think about it, if you bid on discount airfares, but people arrive at a page about Caribbean cruises, the visitors are not happy. So having a relevant landing page and good ad text will allow you to bid less, and still maintain those high positions.

With pay per click search engines, you only pay when someone clicks on your link in the search engine's results page. If you bid \$1 for a keyword, each time a visitor clicks through to your site, you pay \$1 or less. While that might not sound like much initially, over time it can add up, especially if your website receives a sudden influx of visitors. Also, keep in mind that most engines specify a minimum amount of money to be paid before an account can be opened.

Advantages of Pay Per Click

Instant Traffic - Pay per click advertising can provide instant traffic to your website. After you set up your account, you see the results immediately. Moreover, if you are willing to outbid your competitors, you are almost guaranteed a top position (assuming you have a decent ad and your landing page is relevant). With regular search engines, nothing is guaranteed. It may take months for your site to get listed in the search engines, and even if it does get listed, it may be buried so far down in the search result pages that nobody will ever find it. Achieving a top ranking in regular search engines takes time and patience -- so much so that companies must devote considerable staff time to it.

Targeted Traffic - Traffic generated by pay per click advertising is usually more targeted than from organic results because webmasters can control the keywords that they are found under.

Control & Flexibility - Pay per click advertising offers you greater control and flexibility than regular search engines. As an advertiser, you have complete control over how much you are willing to pay for increased traffic. You can place bids based on your marketing goals and your budget. Moreover, since many bidding mechanisms are live and update your website's ranking immediately, you also have flexibility. For example, if you currently hold the #5 spot in a pay per click search engine, and notice that on Mondays

and Tuesdays your stream of visitors slows to trickle, you can increase your bid on those slow days to get a higher ranking and consequently more hits. The possibilities are endless.

Top Pay Per Click Engines

While Yahoo SM and Google AdWords cover over 80% of the market, other pay per click engines are vying for recognition. Here is a list and a brief description of some of the more notable ones.

Google AdWords - AdWords are text-based ads that are displayed next to Google and AOL search results. These text-based ads function on a pay per click basis and are referred to as AdWords. Google rewards well-targeted, relevant ads therefore the top position is not always held by the top bidder. Google also offers banner ads, flash ads, video ads, and much more, which would be listed on thousands of independent websites through their content ad network.

Yahoo SM (Search Marketing) (formerly Overture) - Overture was a pioneer in its field. Formerly known as Goto, Overture burst onto the scene in 1999 defying critics who believed the venture would fizzle with consumers, due to irrelevant search results. Overture became Yahoo Search Marketing in 2005. Today, Yahoo SM allows webmasters to choose their own descriptions and titles, helping to drive highly targeted traffic to their websites.

Choosing Pay Per Click Advertising

Choosing whether or not to use pay per click advertising is an individual decision for each company. Here are just a few things to consider when choosing whether or not to use pay per click advertising:

Industry - Consider the uniqueness of your product. Do you sell something that lots of other sites also sell, or is your product hard to find? You may already have an advantage.

Visitor-to-sales Ratio - Take the time to figure out how many visitors you need to make one sale. Then calculate how much a visitor is worth to you (in dollars). This information will help you to decide how much your maximum bid will be for a click-through.

Competition - What marketing strategy does your competition use? If your top competitor is a big advertiser on Yahoo SM, you may want to consider bidding for a top position there as well.

Marketing Budget - Do you have enough money to make pay per click advertising part of your marketing campaign, or should you stick with free search engines? Remember that even though pay per click is relatively inexpensive per click-through, if there is a lot of competition for your keyword, it may not be as cost effective as you think. Make sure to do your math.

Submissions - Who will be handling your pay per click account? Your in-house staff? Your webmaster? Your mail clerk? Bidding on the wrong keyword will not only cost you money, it will cost you traffic. Outsourcing to a PPC management company is a good way to stay ahead of your competition. A reputable PPC management company will help you decide which engine is right for you, will help manage your pay per click account, and will make informed decisions based on solid experience.

PPC Management

When it comes to search engine optimization, experts can get better rankings faster. Search engine optimization (SEO) experts focus on search engine optimization and link building strategies full time. That expertise helps them get long-term results. SEO experts can help you implement the right Internet marketing strategy to fit your website and industry.

On the other hand, if your PPC management team is good, you will make money right away. Investing \$1 and getting back \$2 is a no brainer. We have seen companies quadruple their profits in less than 6 months.

While PPC advertising can be a cost effective way of driving traffic to your website, it is important to remember that organic search engines receive the bulk of the clicks. Interestingly, there are studies that show that having a listing on the first page for both the organic and the PPC results increases the chances of someone coming to your site by about 30%. A recent study done by Enquisite showed that PPC advertising converts 50% more often than organic results.

While PPC advertising certainly demystifies the optimization process, managing accounts not only requires a marketing strategy, but a substantial investment in time. A good PPC management team can help you choose the right keywords to bid on, ensuring that you maximize traffic and minimize cost. They can also help you monitor and update your bids, maximizing your ROI and putting the most money possible into your pocket.

7 Advanced SEO Tactics

If you're like most online webmasters, then you have probably read one article after the other about search engine optimization. Most of them rehash the same old information and you end up wading through tons of fluff.

However, this isn't one of those articles. Listed below are 7 advanced SEO tips that you won't find on every digital corner.

1. Syndicating Articles that Link to Your Sitemap

As you probably know, syndicating articles is one of the best methods for obtaining one-way backlinks.

They are also valuable pieces of search engine bait because search engine crawlers are frequent visitors to many high-profile article directories. If you want to get the spiders quickly crawling your site, simply submit an informative article to a site like EzineArticles.com, GoArticles.com, or ArticleCity.com.

However, there's another article marketing strategy that isn't mentioned much in marketing circles. This tactic can get the crawlers searching deeper into your site and indexing more of your pages. Simply link to your sitemap within the resource box. This will send the spiders straight to a content buffet where they can quickly slurp up all of your pages.

2. Translating Your Website Into Other Languages

Are you marketing in just one language? If so, you are missing out on 64.8% of your marketing potential. This is because 64.8% of the world is surfing the internet in a language other than English. By becoming a multilingual marketer, you immediately open up a stream of new markets. Google alone crawls web pages in 35 different languages.

One of the best ways to attract worldwide traffic is to translate your site and register it with both English and foreign-language search engines and directories. If you are a seasoned SEO, you'll be happy to hear that the competition in foreign search engines is much less than in those of the United States.

In addition, online foreign language markets are currently growing at a much faster rate than English speaking markets.

You have the opportunity to tap into this market while it's in an exponential growth phase.

3. ROR Sitemaps

As you probably know, sitemaps are important for making sure your site can be completely spidered and indexed by the search engines. Unfortunately, many of these sitemaps are specific to one search engine or another. For this reason, there have been a number of Google and Yahoo site map generators produced in recent years.

However, there is an alternative that is even more exciting. These are ROR sitemaps and they are readable by all search engines, not just by Google or Yahoo.

ROR is an exciting new sitemap tool that uses XML feeds to describe your website. These sitemaps are structured feeds that enable search engines to complement text search with structured information to better interpret the meaning of your site. With a ROR sitemap, search engines can better understand your products, services, images, newsletters, articles, podcasts, and anything else that you want to describe.

For example, if you are selling products, a ROR file enables you to document your product names, descriptions, prices, images, availability, affiliate programs, and any other relevant information. Search engine crawlers like the Googlebot have an enormous job to do. It's time we start helping them to better understand our content.

4. Keyword Phrases that Convert

Selecting the right keyword phrases is the single most important aspect of any SEO campaign. Unfortunately, many webmasters target the wrong keywords. Too many of us target very general keywords like "real estate" or "internet marketing". Although these terms get lots of visitors, it is unlikely that you will be able to rank highly for them. Then, even if you do, this type of traffic produces very low conversion rates because it does not target prospects.

You will be much more successful, if you target keyword phrases that are 3-4 words long. These terms are much less competitive and have been proven to convert much better than keywords that are 1 to 2 words long.

Who do you think is more likely to buy; someone who goes to Google and searches for "ipod" or someone who searches for "4gb black ipod nano"? Obviously, the person who searches for a more specific phrase is much closer to making a buying decision.

5. GoogSpy

Would you like to get an in-depth view of how your competitors run their business? Well, you can do exactly that with an online service known as GoogSpy. GoogSpy is a free research tool that will tell you what keywords your competitors are bidding on.

This tool tracks over 500,000 keywords every day from Google and then loads this goldmine of information into the GoogSpy.com database. Using this tool, you can browse by company or by search term.

This tool is extremely powerful. Unfortunately, many people take it for granted. This service basically hands you a business strategy on a silver platter. Maybe we should just keep this one to ourselves and enjoy the benefits of being one step ahead of our competition.

For example, let's say you wanted to do some in-depth research on Overstock.com, one of the largest companies online. You would simply go to googspy.com and type in overstock.com. You will then be shown thousands of words that this company bids on. These keywords are proven profit generators. Research like this would normally cost thousands of dollars, but they are providing it free of charge.

If you want to find keywords with high conversion rates, simply type in words such as buy and purchase. You will be shown keyword phrases that are bid on that include the words buy or purchase. These are very lucrative keyword phrases because the person who types in "buy sony playstation 2" knows exactly what they want. They're not just looking around, they are in buying mode. These are the type of keywords you want to bid on. Using GoogSpy, you can uncover these hidden gems in seconds.

Other high-converting keyword phrases include brand names and product names. Type in the keyword "camera" and you will find thousands of different brands and product names for cameras. These keywords are some of the best keywords because of their high conversion rate.

6. Internal Links Within Content

The navigation of your site is a crucial element of your search engine optimization campaign. Each link within your navigational structure should correlate with a keyphrase that you are trying to rank for.

However, you can also include internal links within your content. For example, let's say you have written an article about online marketing. Within the article are a number of keyword phrases. Some of these phrases include "link popularity" and "web site traffic". If you have other articles within your site that pertain to these topics, then you should definitely link those keyword phrases to those articles. By doing this, you can increase the link popularity of other pages within the same site.

There are very few sites that take advantage of this optimization technique. By doing this, you enable the search engines to find and index much more of your site. These internal links also contribute to a higher ranking because of the anchor text that is used.

Many people only think of inbound links from outside websites when trying to raise their link popularity. However, the internal link structure is also a major ranking factor.

7. Using Your Log Files for SEO

Your server logs reveal very important information about your site. If you learn to use them properly, they can quickly help to maximize your site's traffic and conversion rates.

One of the most valuable pieces of information found in your log files are search phrases. The log files will tell you exactly which keywords people are using to find your website.

Once you have optimized a page, the log files will tell you how people are finding that page and what keywords they are searching for to get there. If you find that people are using keywords that you hadn't thought of to get to a certain page, it would probably be in your best interest to further optimize that page for those keywords.

You might also want to create a new page optimized for that particular term. This is especially true if a new page would enable you to serve better information on the phrase being searched for.

In addition, by looking at how your site is found organically, you can determine whether the same keyword phrases belong in your paid search campaigns. Only choose the ones that are highly relevant. You will find that these keyword phrases have the best conversion rate.

Advanced SEO Tactics, Techniques and Resources

There is no single definition of advanced SEO. There are a few of attempts to describe what it might mean or consist of and what not but there is no entity or authority that could define such a broad term like advanced SEO.

I can't define advanced SEO either. What I can do though is to collect 30+ advanced SEO tactics, techniques and resources.

These methods are no doubt advanced in the sense that they are new and progressive, sometimes more difficult than basic SEO or require special tools and expertise. Some of the tactics are no short term tactics, they're probably strategies.

Also I'll attempt to debunk the wide spread notion that just a few tactics out there are somehow advanced SEO by virtue of their sheer complexity, difficulty in implementing or tediousness.

Most notably I refer to the controversial practices of so called PageRank sculpting and IP delivery. While both are highly contested to be valuable at all or "advanced SEO" most SEO methods below are not controversial. They have an undeniably positive impact on your SEO efforts. Some will contest whether they are advanced or even SEO but they don't hurt your site or business like the two above often do or at least might when badly executed.

Web Design/Development

Landing page optimization for organic search results

ROI oriented usability testing (Split A/B Testing etc.)

Streamlining information architecture towards a predefined sales funnel

Enforcing security considerations to prevent crackers from compromising your system and hijacking your site's authority

Implementing dynamic scalability for large sites by self replicating processes

Siloing content on important keyword optimized pages (instead of PageRank sculpting)

Web Analytics

Identifying the target audience by age, income, education, computer skills, region and understanding it

Conversion attribution to find out how many stages were involved in making a person finally appear on site or buy

Twitter analytics to follow your true fans and connectors who spread the word and realistic Twitter traffic numbers

Monitoring long tail keyword combinations and frequency for early acknowledgment of trends

Time based and historic keyword research to identify potentials for recurring traffic spikes

Content Creation

Creating videos, ebooks, info-graphics and other rich media for SEO purposes
Semantic SEO trying to understand user intent and serving the appropriate content
Business blogging beyond solely SEO copywriting keyword rich content for search engines
Writing of “magnetic Web content“, with “killer headlines” and irresistible hooks
Defining an SEO code of ethics for your company and anticipating upcoming industry standards
Allowing and managing and user generated content with crowd sourcing, tagging/folksonomy
Predictive SEO in order to be the first to offer supplies for demands that don’t exist yet

Link Acquisition

On topic widget bait for long term recurring results (not just link bait)
Creating both funny and engaging quizzes. Example: SEO expert quiz
Preparing and implementing contests to actively empower audiences as brand evangelists
Establishing reputable awards or annual best of collections. Examples: Web 2.0 awards, Semmys
“Pulling a Calacanis” that is stirring controversy to gain attention and make adversaries and supporters to link to you

Social Media Outreach

Proactive online reputation building, instead of just reactive firemen like management
Social CRM for all relevant groups (beyond “customers”). Example: Influencers
Creating and spreading viral memes through various media independently of your own presence there
Creating communities both inside and outside your own websites. Example: Dell Idea storm
Disseminating social media press releases and cultivating blogger relations

Expanding into New Markets

Embracing Twitter plus other Microblogging for business purposes
International multilingual SEO on one site or creating parallel sites
Geo-location based local SEO and IP delivery for international businesses
Mobile search optimization with appropriate CSS formats for different use cases
Introducing “real life” SEO with links you can scan with your mobile
So you see that you don’t have to resort to PageRank sculpting or other questionable SEO techniques advocated by some people in the SEO industry who often fail to embrace a holistic fundability approach and instead overtly focus on technical aspects.