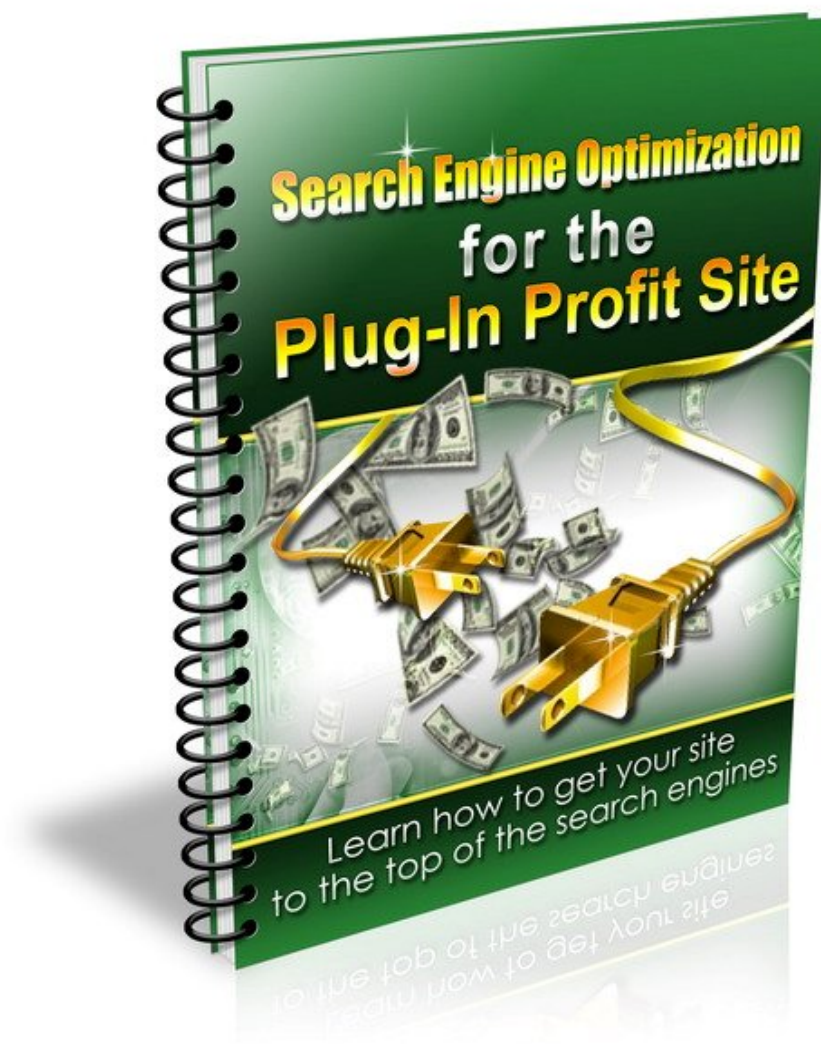


# Search Engine Optimization For Plug-In Profit Site Owners



*by Suzanne Morrison*

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# 1. Foreword

## **Note from the Author**



Thanks for downloading this free Search Engine Optimization Guide for Plug-In Profit Site Owners! My name is Suzanne Morrison and I have been a Plug-In Profit Site owner since 2004. The Plug-In Profit Site helped me to start earning a full time income online, allowing me to leave my full time job and work full time from home on the internet.

Most of my success is down to Search Engine Optimization and I decided to write this guide to explain exactly what you need to do to get your own Plug-In Profit website to the top of the search engine results.

## **Publishing Information**

Version 1.0 – Published March 2009

## **Disclaimer**

There are no guarantees, especially when it comes to search engine positioning. This guide does not *guarantee* you a top search engine position. Your success depends entirely on you and what you do with the information contained within this book.

## **Copyright**

Copyright © 2009 by Suzanne Morrison, All rights reserved worldwide. No part of this EBook may be copied or sold.

## 2. Introduction

Search Engine Optimization (SEO) is all about getting your site ranked highly in the search engines for the purpose of increasing the amount of visitors to your website and generating sales.

Google.com is the most popular search engine today with over 70% of the search engine market and Yahoo and MSN follow a little further behind with around 20% and 8% respectively.

If you visit Google and type in a phrase such as “home business” or “work at home” you will see millions of pages in the results. The typical searcher will not go past the first or second page of results in Google, so it is important to aim to get your site on to the first page of results.

Many people wrongly assume that the way to get a good ranking is to submit your site to all the search engines, but this couldn't be further from the truth and is actually completely unnecessary.

In this book I'll explain *exactly* how to get your site ranked highly in the search engines. You will find out how to:

1. Choose the right Keywords for your website
2. Optimize your Home Page for the Search Engines
3. Improve your Search Engine Ranking by getting backlinks
4. Track your Progress

Most importantly, if you follow the steps in this book you will be on your way to receiving lots of free targeted traffic from the search engines, which will mean more signups for your newsletter and most importantly, more sales!

### 3. Choose Keywords for your Plug-In Profit Site

The first thing you have to do is choose one or two keyword phrases for the home page of your website. This will make your site different from all the other Plug-In Profit Sites out there. Your website is a home business opportunities website so it makes sense to choose some home business or work from home related keywords for your site.

The first keywords that come to mind for most people are phrases like:

- Home Business
- Business Opportunities
- Work from Home/Work at Home
- Make Money/Make Money Online

However, I strongly advise against using keywords like this for a relatively new website. This is because these phrases are highly competitive. If you type them into Google you will see that there are millions of pages returned and for this reason it could take you years to get your own website to the first page of Google for one of these phrases

#### **Keyword Research**

The first thing you need to do in SEO is keyword research.



The [Google Adwords Keyword Tool](#) is a free keyword research tool that is very easy to use. It will tell you the number of monthly searches for any keyword phrase that you enter and also gives you alternative keyword phrases.

First choose the language and the country or territory of your target market. With the Plug-In Profit Site you will want to target “All countries and territories” so choose this from the drop down menu as shown in the screenshot to the left.



Next, enter a keyword phrase or a list of keyword phrases related to home business, work from home or making money online.

**How would you like to generate keyword ideas?**

Descriptive words or phrases  
(e.g. green tea)


Website content  
(e.g. www.example.co.uk/product?id=74893)

Enter one keyword or phrase per line:

home business  
online business  
make money

Use synonyms

Type the characters you see in the picture below. [?](#)



mcwib

Letters are not case-sensitive

[Filter my results](#)

In the above example I have entered home business, online business and make money.

After you click the “Get Keyword Ideas” button you will then see a list of the keywords that you have entered along with an estimation of the average number of searches per month and the number of searches for a previous month.

Match Type: [?](#)

Exact

I advise selecting “Exact” from the Match type menu on the right hand side; otherwise the data for each keyword phrase will also include all the keywords that contain that phrase.





Once you have done this you will see a list of keywords. You can save these to a text file or an excel spreadsheet or just take a look at them on your screen. In this example Google returned 106 keyword suggestions for the phrases “home business”, “online business” and “make money”.

Here is a screenshot showing some of the results:

Keywords	Advertiser Competition <a href="#">?</a>	Approx Search Volume: February <a href="#">?</a>	Approx Avg Search Volume <a href="#">?</a>	Match Type: <a href="#">?</a> Exact
<b>Keywords related to term(s) entered - sorted by relevance <a href="#">?</a></b>				
[home business opportunities]		14,800	14,800	<a href="#">Add Exact</a> <a href="#">↕</a>
[home businesses]		12,100	22,200	<a href="#">Add Exact</a> <a href="#">↕</a>
[home business]		450,000	550,000	<a href="#">Add Exact</a> <a href="#">↕</a>
[home business opportunity]		27,100	40,500	<a href="#">Add Exact</a> <a href="#">↕</a>
[make money]		201,000	246,000	<a href="#">Add Exact</a> <a href="#">↕</a>
[making money]		60,500	49,500	<a href="#">Add Exact</a> <a href="#">↕</a>
[online business opportunities]		6,600	6,600	<a href="#">Add Exact</a> <a href="#">↕</a>
[online business opportunity]		8,100	6,600	<a href="#">Add Exact</a> <a href="#">↕</a>
[home business ideas]		14,800	12,100	<a href="#">Add Exact</a> <a href="#">↕</a>
[make fast money]		2,400	2,400	<a href="#">Add Exact</a> <a href="#">↕</a>
[legitimate home business]		3,600	4,400	<a href="#">Add Exact</a> <a href="#">↕</a>

## Choosing a Keyword Phrase

What you need to do now is find one or two keyword phrases from this list for your home page. Here are a few tips for choosing a keyword:

-  **A Good Number of Monthly Searches** - I advise choosing a keyword phrase that has an average of at least 3000 searches per month. Or two phrases with a total of more than 3000 searches per month.
-  **Not too Much Competition** - If you pick a keyword phrase that has a lot of searches per month you will usually find that it is very competitive and it will take you longer to get to page one of Google.
-  **Is related to your Website** – Choose something that is related to your website. For example don't choose something like “Data Entry from Home” if your website doesn't have any data entry opportunities on it.
-  **Makes Sense in English** – Make sure that the phrase is grammatically correct and makes sense in English. Otherwise it will look unprofessional on your page.

**NOTE** - To find out the exact competition for a keyword phrase go to Google.com and **enter the keyword in quotes**. Anything with more than 100,000 will be reasonably competitive (although not unachievable)



In the above example you will see that “work from home on the internet” has 56,400 competing pages.

## 4. Optimize your Home Page

Now that you have decided on your main keyword phrase it is time to optimize your home page.

For this step you are going to need to recognize some basic HTML. Don't panic about this – you don't need to become a programmer to understand this section – I will explain to you exactly which HTML tags you need to recognize to optimize your website.

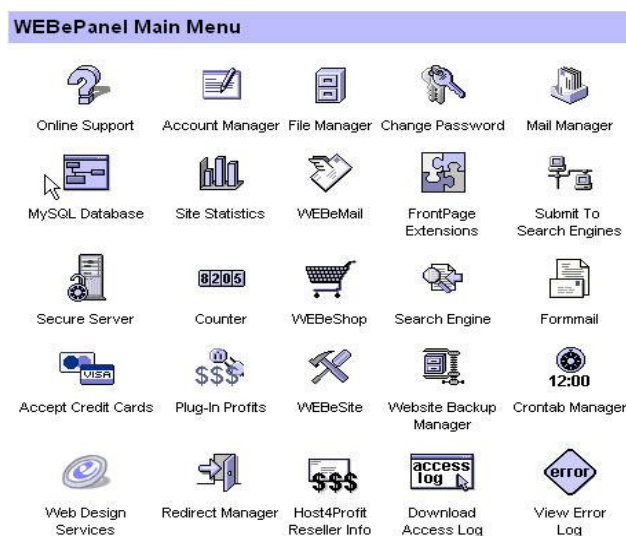
If you don't want to do this part yourself you may want to consider my [Plug-In Profit Site SEO Update Service](#).

### ***Make a Backup of your Website***

This part has nothing to do with SEO, but I always recommend that you backup your website before you make any changes to it. This way, if you make any mistakes you have a backup of the original to revert to.

If you are with Host4Profit you must log into your Host4Profit WebEPanel. You will find this at **<http://www.yourdomain/menu>** - that's just the URL of your website with **“/menu”**. on the end. You will need to use your username and password that you received by email from Host4Profit to log into the WebEPanel. If you can't find this, send an email to Host4Profit support.

As an example, if I wanted to login to the WEBEPANEL of my own website **<http://www.homebiz-direct.com>** I would visit **<http://www.homebiz-direct.com/menu>**



Click on the icon that says “Website Backup Manager”. You’ll be taken to a screen that looks like the one in the screenshot shown on the following page.



#### Website Backup Manager

A critical part of every business is keeping up-to-date backups for their business. Keeping backups of your website and databases is also important. You can use the Website Backup Manager to download backups of your website and databases on a real-time basis.

##### Back up your website files

Backing up your website files will backup all files on your website except for your website statistics files and emails. Any mailing lists and autoresponders you have created will be included in this backup file.

There are two file compression options available.

**ZIP file format**

This is the most common format used by computer users. These zip files can be opened and uncompressed using WinZip.

**TAR/GZIP file format**

This is a common format used on UNIX systems and creates slightly smaller files than ZIP format. These tar/gzip files can be opened and uncompressed using WinZip.

Create My Website Backup

Select the “ZIP file format” and click on the “Create my website Backup” button. You will then be taken to a page with a link. Just click on that link to download the zip file to your computer. You will need WinZip to unpack the file, but if you don’t have this already you can [download a free 45 day trial](#).

Once you have the backup file saved on your PC, use WinZip to unzip the file and extract all the files.

### **Locate your Home Page**

Once you have backed up and extracted your files you will need to find a file called “index.html”. You will need to navigate into a few directories to find this file. For my own site “HomeBiz-Direct.com” this directory is:

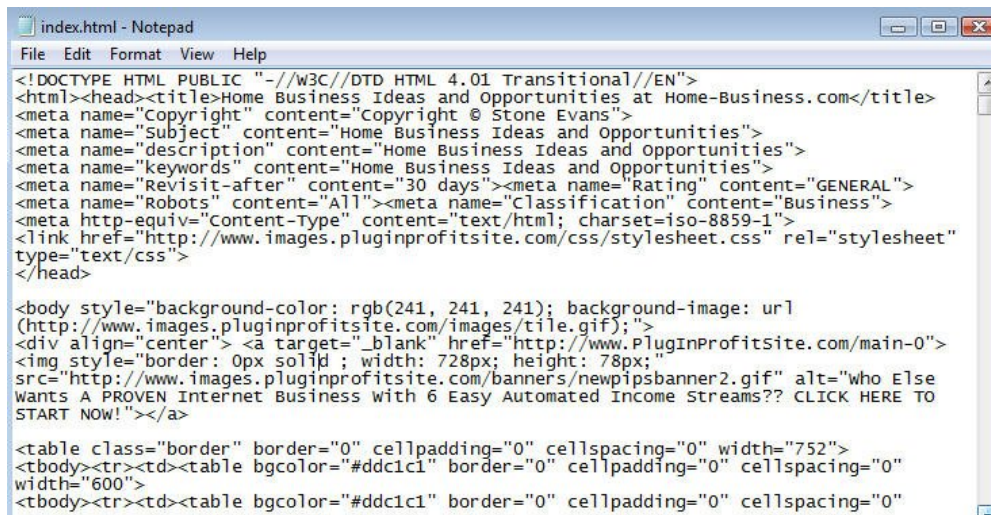
homebiz-direct/home/homebi39/homebi39-www/

Your path will be similar, but will have your domain name and your username instead of mine.

If you have Windows Vista you will probably find that it hides file extensions from you so you will just see the file as “index” rather than “index.html”.

Once you have found your index page you need to open it in a text editor e.g. **notepad**.

It will look something like this:



```
index.html - Notepad
File Edit Format View Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html><head><title>Home Business Ideas and Opportunities at Home-Business.com</title>
<meta name="Copyright" content="Copyright © Stone Evans">
<meta name="Subject" content="Home Business Ideas and Opportunities">
<meta name="description" content="Home Business Ideas and Opportunities">
<meta name="keywords" content="Home Business Ideas and Opportunities">
<meta name="Revisit-after" content="30 days"><meta name="Rating" content="GENERAL">
<meta name="Robots" content="All"><meta name="Classification" content="Business">
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<link href="http://www.images.pluginprofitsite.com/css/stylessheet.css" rel="stylesheet"
type="text/css">
</head>

<body style="background-color: rgb(241, 241, 241); background-image: url
(http://www.images.pluginprofitsite.com/images/tile.gif);">
<div align="center"> <a target="_blank" href="http://www.PluginProfitsite.com/main-0">
</a>

<table class="border" border="0" cellpadding="0" cellspacing="0" width="752">
<tbody><tr><td><table bgcolor="#ddc1c1" border="0" cellpadding="0" cellspacing="0"
width="600">
<tbody><tr><td><table bgcolor="#ddc1c1" border="0" cellpadding="0" cellspacing="0"
```

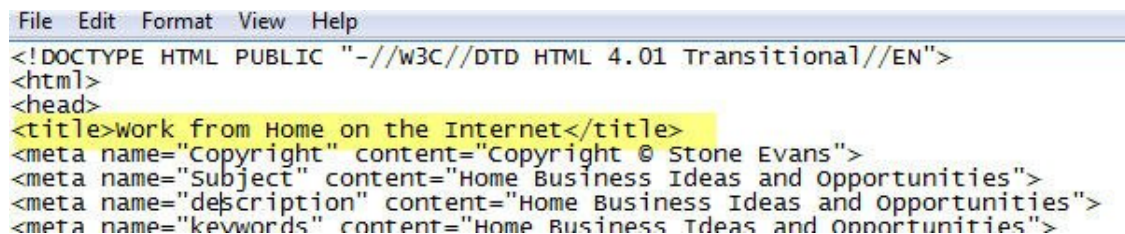
Yes, I realize that this probably looks like a foreign language to you, but don't worry – you don't need to understand much of this.

Now you need to follow the steps in the remainder of this chapter to optimize your website. In each example I will assume that we are optimizing for the phrase “Work from Home on the Internet”, but I advise you to choose your own phrase.

### **Step 1 – Change the TITLE Tag**

The most important tag for SEO is the <TITLE> tag. All you need to do is search for <TITLE> on your webpage and ensure that your keywords are contained between <TITLE> and </TITLE>.

You will find the <TITLE> tag at the top of your index page as highlighted in the next screenshot.

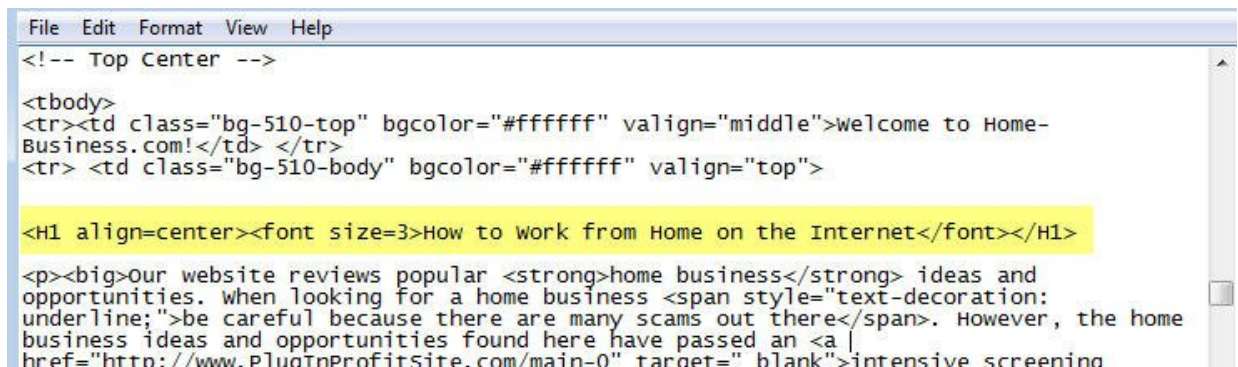


```
File Edit Format View Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>work from Home on the Internet</title>
<meta name="Copyright" content="Copyright © Stone Evans">
<meta name="Subject" content="Home Business Ideas and Opportunities">
<meta name="description" content="Home Business Ideas and Opportunities">
<meta name="keywords" content="Home Business Ideas and Opportunities">
```

## Step 2 - Add an H1 Tag

The next most important tag is the H1 tag. In a similar way as you did with the TITLE tag you should put the same keyword phrase between your <H1> tags. The default Plug-In Profit Site home page does not have an H1 tag so you will have to insert one.

You can insert it wherever you like, but I recommend either in the left column or at the beginning of your opening paragraph. If, like me, you feel that the default H1 size is too big you can force the font size to be a little smaller.



```
File Edit Format View Help
<!-- Top Center -->
<tbody>
<tr><td class="bg-510-top" bgcolor="#ffffff" valign="middle">welcome to Home-
Business.com!</td> </tr>
<tr> <td class="bg-510-body" bgcolor="#ffffff" valign="top">

<H1 align=center><font size=3>How to work from Home on the Internet</font></H1>

<p><big>our website reviews popular <strong>home business</strong> ideas and
opportunities. when looking for a home business <span style="text-decoration:
underline;">be careful because there are many scams out there</span>. However, the home
business ideas and opportunities found here have passed an <a |
href="http://www.PlugInProfitSite.com/main-0" target=" blank">intensive screening
```

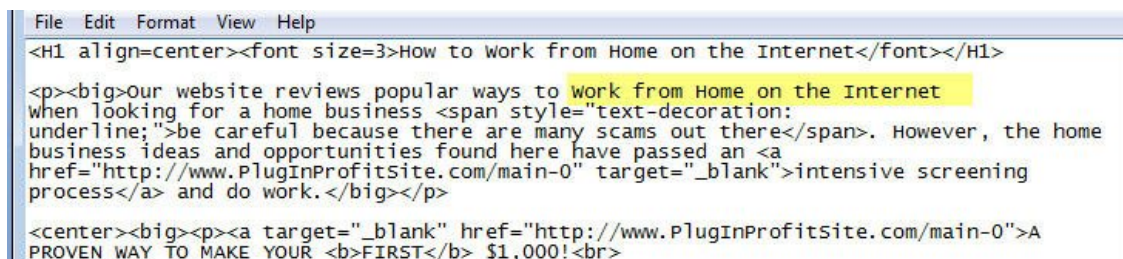
The screenshot shows that I have inserted the H1 tags just above the opening paragraph. In the current Plug-In Profit Site the opening paragraph starts with “Our website reviews popular...”

## Step 3 - Add Keywords to the BODY of your Page

You should aim to mention your keywords throughout the text of your page at the beginning, middle and end between <body> and </body>.

However, make sure that your page does not contain too many occurrences of your keywords. If it sounds unnatural when you read it, it may put visitors off and search engines may not rank your page as highly.

You can add your keywords by inserting them throughout existing text on the page or adding some new text. In the following screenshot I have added the keywords to the opening paragraph.



```
File Edit Format View Help
<H1 align=center><font size=3>How to work from Home on the Internet</font></H1>

<p><big>our website reviews popular ways to work from Home on the Internet
when looking for a home business <span style="text-decoration:
underline;">be careful because there are many scams out there</span>. However, the home
business ideas and opportunities found here have passed an <a
href="http://www.PlugInProfitSite.com/main-0" target="_blank">intensive screening
process</a> and do work.</big></p>

<center><big><p><a target="_blank" href="http://www.PlugInProfitSite.com/main-0">A
PROVEN WAY TO MAKE YOUR <b>FIRST</b> $1,000!<br>
```

Try to get your keywords two or three times in the left hand side column, once or twice in the opening paragraphs, two or three times throughout the remainder of your page and once near the bottom of your page.

You can find places to add keywords by viewing your website as normal and then searching for specific phrases in notepad. To search in notepad just press the control button and press the S key at the same time - <ctrl>-S.

You may also want to make one or two of your keywords bold. You can do this by surrounding the keyword with <strong> and </strong>.

### **Step 4 – Add Keywords to some of the ALT attributes**

The alt attribute is used by software that reads web pages for blind people and should contain a description of the image.

The ALT text is also taken into account for SEO purposes by a number of search engines, so it can be beneficial to add your keywords to the ALT attributes of some of your images.

The ALT attributes look like this - <IMG src="" alt="">

I recommend adding your keywords to 3 or 4 alt attributes throughout your page.

```
File Edit Format View Help
<div align="center"> <a target="_blank" href="http://www.PluginProfitSite.com/main-0">
</a>
<table class="border" border="0" cellpadding="0" cellspacing="0" width="752">
<tbody><tr><td><table bgcolor="#ddc1c1" border="0" cellpadding="0" cellspacing="0"
```

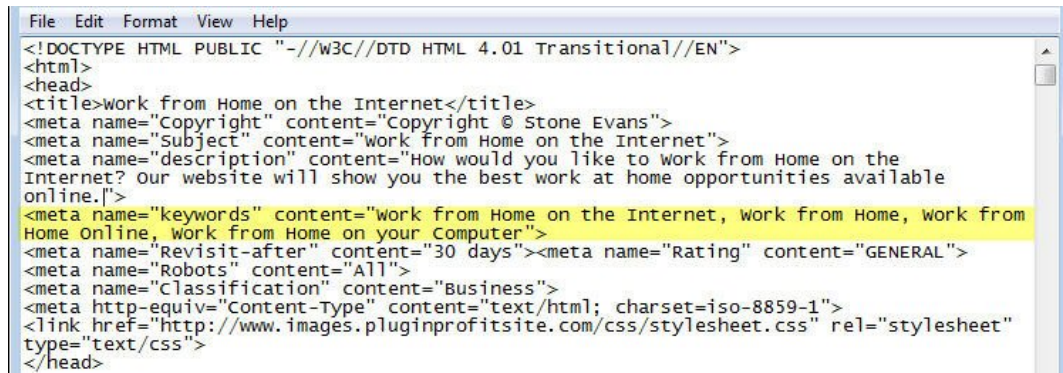
Don't overdo this – there is no need to enter your keywords in every ALT attribute on your page.

### **Step 5 - Add your keywords to the META tags**

At the top of your page you will find a number of lines starting with <meta name .....>

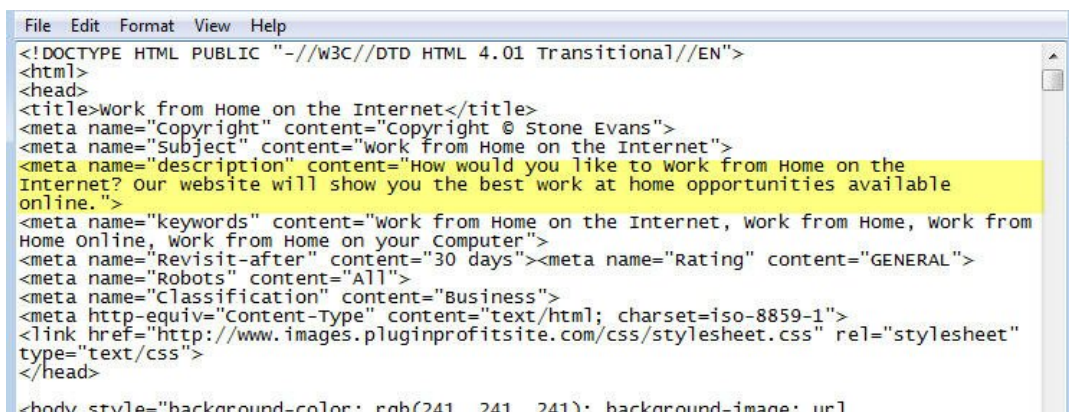
Most search engines no longer use the META tags for ranking purposes as these have been abused in the past and filled with hundreds of (often irrelevant) keywords by people hoping to trick the search engines.

Although these particular META tags probably won't have any effect on your ranking there is no harm in entering a clear list of keywords and description of your page. I recommend adding just a few keyword phrases here – 3-5 is sufficient.



```
File Edit Format View Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>work from Home on the Internet</title>
<meta name="Copyright" content="Copyright © Stone Evans">
<meta name="Subject" content="work from Home on the Internet">
<meta name="description" content="How would you like to work from Home on the
Internet? our website will show you the best work at home opportunities available
online.">
<meta name="keywords" content="work from Home on the Internet, work from Home, work from
Home Online, work from Home on your Computer">
<meta name="Revisit-after" content="30 days"><meta name="Rating" content="GENERAL">
<meta name="Robots" content="All">
<meta name="Classification" content="Business">
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<link href="http://www.images.pluginprofitsite.com/css/stylesheet.css" rel="stylesheet"
type="text/css">
</head>
```

Some search engines, including Google, use the META **description** tag when they return search results to users, so make sure you write one or two sentences that contain your keywords *and* entice visitors to your website. Like this:



```
File Edit Format View Help
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>
<head>
<title>work from Home on the Internet</title>
<meta name="Copyright" content="Copyright © Stone Evans">
<meta name="Subject" content="work from Home on the Internet">
<meta name="description" content="How would you like to work from Home on the
Internet? our website will show you the best work at home opportunities available
online.">
<meta name="keywords" content="work from Home on the Internet, work from Home, work from
Home Online, work from Home on your Computer">
<meta name="Revisit-after" content="30 days"><meta name="Rating" content="GENERAL">
<meta name="Robots" content="All">
<meta name="Classification" content="Business">
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<link href="http://www.images.pluginprofitsite.com/css/stylesheet.css" rel="stylesheet"
type="text/css">
</head>
<body style="background-color: rgb(241 241 241); background-image: url
```

## Step 6 – Make your Page more Unique

You don't have to do this final step, but I strongly recommend it as search engines often filter out duplicate content from their results. If another Plug-In Profit site member has optimized their website for the same keywords as you, there is a chance that their website will be displayed in the results and your page won't.

Here are a few ways that you can make your page more unique and avoid this problem:

- **Create your own opening paragraph.** In this paragraph you can welcome people to your website, introduce yourself, and give a summary of what they can find on your website.
- **Add your own unique article.** The default Plug-In Profit site has Stone's feature article on it. You could replace this with one of your own articles
- **Change a few sentences.** You can also change some of the text throughout the site. Delete some sentences or paragraphs and replace them with your own words.

## ***Uploading your New Page***

Before you upload your new page I advise opening it on your computer using Internet Explorer or Firefox to make sure there are no mistakes. Once you are happy with everything you can then upload your file either using FTP or your WEBEPANEL.

If you want to use the WEBEPANEL, you need to login and then

- Go into the File Manager
- Rename your old index file to something like indexold.html
- Click the browse button and find the index.html file on your computer
- Click "Upload Selected Files" to upload your updated index.html file

That's it! Your new index file should now be in place.

## ***What to do if you get Stuck***

If you have any questions the best place to ask them is in the [Plug-In Profit Site support forum](#). There are lots of experienced people in this forum who can help you. I also visit this forum on a regular basis and will be happy to answer any SEO or technical questions.

If you feel that updating your site is too difficult, or if you would like it done professionally take a look at my [Plug-In Profit Site SEO Update Service](#).

## 5. Build Backlinks to Increase your Ranking

Your site is now optimized for your chosen keywords but you still have a lot of work to do. Search engines determine where to rank a site based on two main things:

- On Site Optimization (as outlined in the previous chapter)
- Off Site Optimization – the number & quality of backlinks

A backlink is a link from another website to your own website and it is one of the main factors used in determining where a page ranks in the search engine results.

The home business market is very competitive so you need to get lots of backlinks from good websites. A backlink is seen almost like a “vote” for your website. The more votes your site gets, the more popular it is. More important websites will have more weight than smaller less important websites.

Before I explain how to get backlinks, I am going to talk about Google page rank as you will probably see a lot of people talking about this on forums and you may wonder what it is about.

### ***What is Google Page Rank?***

Every page on the web has a rank. In Google, this is known as a Page Rank, or PR, and it is basically a measure of how important a web page is. The importance of a web page is determined by a combination of the number and quality of links pointing to that page.

In simple terms, a web page that has 200 links pointing to it is regarded as far more important than a web page that has 5 links pointing to it.

Page rank is on a scale of 0 -10, where 0 is the lowest page rank and 10 is the highest. The scale is not linear, so it is much easier to get from page rank 0 up to page rank 4 than it is to get from page rank 4 to page rank 5.

A link from a page rank 3 website is better than a link from a page rank 1 website, so getting links from high PR websites will have a more positive impact on your ranking.

To find out the page rank of your site you can download the Google toolbar from <http://toolbar.google.com/>



You can then visit your site or anyone else's site and check out the page rank by looking at the little green bar on your Google toolbar.



In this screenshot the site has a page rank of 4 (PR4). You can double check the page rank by hovering your mouse pointer over the page rank symbol in your tool bar.

If you click on the little arrow and select "Backward Links" you can also see how many links there are from other sites to this site. It is important to understand that Google only shows a subset of your backlinks. You may have 1000 links to your site, but Google may only show 20 of these.

A more accurate way to check your backlinks is visit [Yahoo Site Explorer](#) and enter the URL of your site preceded by "site:". E.g. *site:http://www.mywebsite.com*

## **My #1 Way to Get Good Backlinks**

My number one way of getting good backlinks is article marketing. This method is very effective and also completely free. Write a short article of around 500 words on a subject related to the topic of your website.

Next add a "resource box" to the end of your article. The resource box is your chance to advertise your website, so in this box you need to include at least one URL to your site and usually no more than three URLs. For example, if I wanted to promote my main home business website I would include the URL <http://www.homebiz-direct.com> in my resource box.

Finally, submit your article to a selection of high quality article directories. Most article directories allow you to include HTML in your resource box, so you want to take advantage of this and include some anchor text with your keywords in the resource box. For example, if I wanted to optimize my site for the keywords "How to Start an Internet Business" I would use the following HTML code in the resource box:

```
<A HREF="http://www.homebiz-direct.com">How to Start an Internet Business</A>
```

My URL is in blue and my anchor text is in red. Using your keywords in the anchor text is a very important step in improving the ranking of your site.

Here is an example of one of my resource boxes:

Suzanne Morrison is the webmaster of [How to Start an Internet Business](#). Visit her site to find out about the best affiliate programs with a combination of high commissions, residual income and multiple-tiers.

Article Source: [http://EzineArticles.com/?expert=Suzanne\\_Morrison](http://EzineArticles.com/?expert=Suzanne_Morrison)



You can see from this that I have used “how to start an internet business” as the anchor text in my links. Sometimes I will include just one link in my resource box and sometimes I will include two. I always vary the anchor text and use one of a variety of different relevant keyword phrases.

You can submit your articles manually by searching for article directories on Google to submit to. There are many excellent online article directories the best ones include:

- <http://www.EzineArticles.com>
- <http://www.GoArticles.com>
- <http://www.IdeaMarketers.com>
- <http://www.SearchWarp.com>
- <http://www.ArticleDashboard.com>

There are also lots of article submission services and software available to help speed up submission.

## ***Other Ways to get Backlinks***

There are lots of other ways to get a high quality backlink, some better known than others. Here are a few ideas:

- **Directory Submission** – There are lots of directories on the internet. The biggest and most well known are DMOZ and Yahoo Directory, but there are also lots of smaller directories.
- **Forum Posting** – There are thousands of online forums and most of them allow you to have a signature attached to each of your post. A good way to get backlinks is to register with a few forums related to your website, complete a profile, add a signature containing your website link and make some posts.
- **Classified Ads** - many classified ads sites have a good page rank and submitting your ad with a link will result in a backlink to your website.
- **Press Releases** – you can write a press release about your new website, new product or something newsworthy and submit it to online press release sites with a link to your site in the body of the press release.
- **Testimonials** – have you recently bought a product or service that you liked? If so it is worth checking whether or not the company or person that you bought this from has a testimonials page on their website. If so, send them a testimonial and include a link to your website. You may get your testimonial featured on their testimonials page along with a backlink to your website.

- **Online Profiles** – there are many social networking sites e.g. Facebook, MySpace and LinkedIn that allow you to create an online profile. These profiles allow you to specify a website link, or in some cases, multiple links.

### **Important Notes**



It is important to use your keywords in the anchor text of all your links, but one thing that is also *very important* is to **vary** your keywords slightly.

For example, if you are optimizing your site for “Work from Home on the Internet” you may want to have a few variations e.g. “Working from Home”, “ways to Work from Home”, “Work from Home Online”, and “How to Work at Home”. Use the Google Keyword tool to find alternative phrases.



Take care not to overdo your promotion, especially in the beginning. The key here is to show the search engines that you are gaining backlinks gradually, rather than all at once.

The more natural your link building looks, the better!

## 6. Checking your Progress

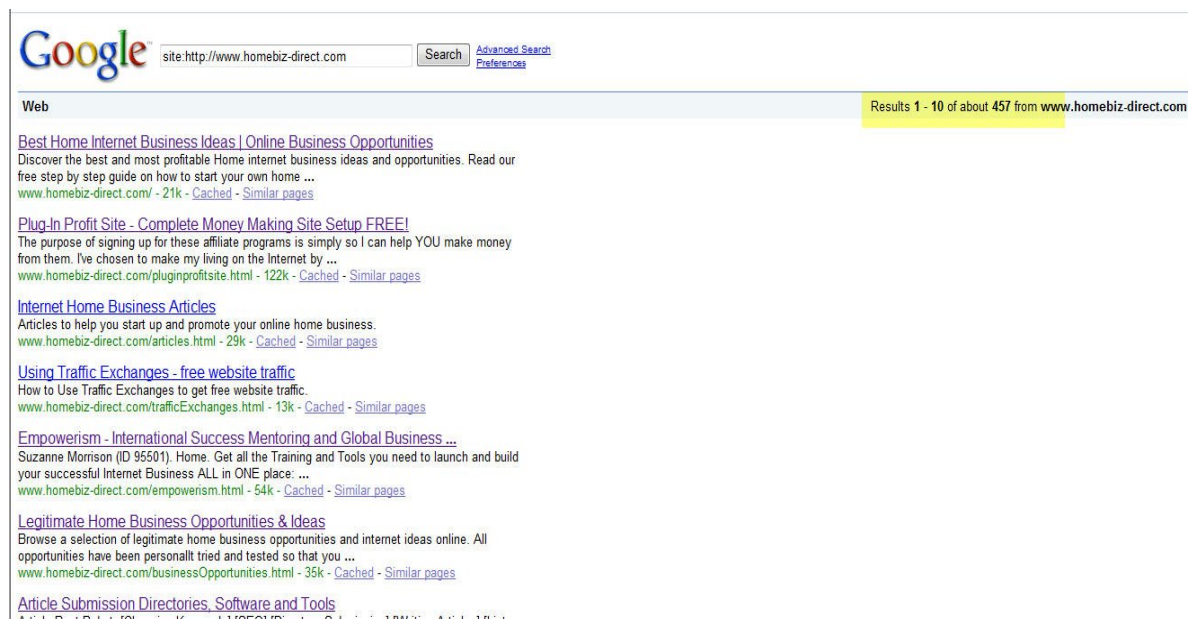
A good search engine rank will not happen overnight. It will take time, especially if your website is new. It may take a few months to get a good ranking, or longer if you have chosen a competitive phrase.

However, a good search engine ranking can make a massive difference to your traffic and sales, so it is certainly worth the time and effort.

If you don't check your progress regularly it will be easy to become disheartened as it can take a long time for your site to work its way up to the first page of the search engine results. Here are a few ways to check your progress.

### **Is your site is listed in the Search Engines?**

This is something that you will only really need to do in the beginning. Visit Google, Yahoo and MSN and check that your site is listed by typing *site:yoursiteurl* e.g.



You can see from this screenshot that my site <http://www.HomeBiz-Direct.com> is listed in Google and 457 pages have been indexed.

If your site has not been indexed yet, the quickest way to get indexed is to get some back links using the methods described in the previous chapter.

## **How Many Backlinks does your Website Have?**

You can do this individually in each of the search engines by visiting the search engine and typing *link:yoursite.com* e.g *link:http://www.homebiz-direct.com*

You will find that Google only shows a subset of your overall backlinks and is only updated every few months so you will get a better overall indication of your links by visiting [Yahoo Site Explorer](#) and entering *link:yoursite.com*

You can also check your competitors' backlinks and use this as a way to see how far away you are from beating them to the top of the search engines!

## **Where do you Rank in the Search Engines?**

You can check your search engine rankings manually by simply typing in your keywords into Google or Yahoo and checking if you are on the first few pages. However, this can be time consuming, especially initially as you may have to trawl through many pages of results to find your site.

If you have multiple sets of keywords to check or many websites then you may want to consider using a tool to assist you in checking your search engine rankings.

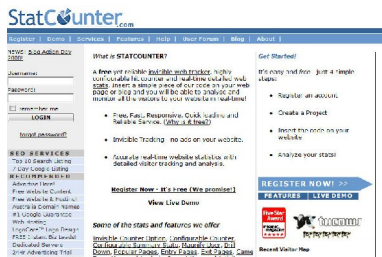
There are free services that allow you to check where you are in the search engine results. The [SEO Centro Keyword Position Tool](#) is one such tool.

## **How Many People are Visiting your Website?**

It is important to take a regular look at your website visitor statistics. Most web hosts have built in statistics packages e.g. Webalizer, but in most cases these do not provide enough information about your website visitors and are not able to tell you an accurate count of the number of *unique* visitors.

I recommend using a tool called [StatCounter](#) to monitor your visitors. This is a free web based tool that gives you a wide range of information including:

- Total visits and page loads per day
- The keywords that your visitors used to find your website
- Length of time spent on your website
- Country and City
- Pages visited on your website
- Entry and Exit Pages



You can get started by creating a free account at [StatCounter.com](https://www.statcounter.com) and following the steps to generate the tracking code for your website.

You then need to copy and paste the code on each page of your website to allow it to track all the pages visited.

Viewing your website statistics on a regular basis can help you get a better understanding of your visitors and the keywords they are using to find your site. It can also help you to identify problem areas such as visitors not staying on your site for very long, or visitors always exiting from a particular page.

Installation of StatCounter is included as part of the [Plug-In Profit Site SEO Update Service](#)

## 7. Where to Learn More

### **3 Steps to Search Engine Success**



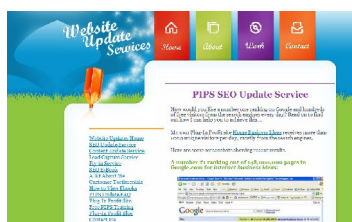
If you enjoyed this Book you will also like the *3 Steps to Search Engine Success* EBook. This is a 50+ page EBook that explains everything you need to know about SEO.

It is similar to the eBook that you are reading now, but you'll find a lot more detail, lots of examples and screen shots, advice on what NOT to do, even more factors that can influence your search engine ranking, a huge section explaining exactly how to easily get backlinks + how to spy on and beat your competitors!

This EBook is available on the [3 Steps to Search Engine Success](#) website BUT, as a Plug-In Profit Site Owner you can get the exact same book at a 20% discount.

[Click here to get your Discount.](#)

### **Search Engine Optimization Service for PIPS**



If you don't want to do your own search engine optimization you may want to consider my [Search Engine Optimization Service](#).

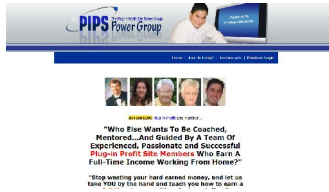
This service is specially designed for Plug-In Profit Site Owners

For a one-time fee you will receive:

- A copy of the “3 Steps to Search Engine Success EBook” (above)
- A list of good keywords
- Help you to choose your keyword phrase
- Optimization of your Home Page
- Introductory paragraphs of your choice added to your website
- Statcounter install on every page of your website

[Click here for more information.](#)

## ***PIPS Power Group***



If you are looking for more personal 1-1 help with SEO, updating your website or anything else related to the Plug-In Profit Site you may want to consider the [PIPS Power Group](#).

This is an online coaching membership site designed especially for Plug-In Profit Site owners.

As a member you will receive:

- A free Wordpress blog installation
- 1-1 coaching from 5 successful PIPS Owners inside the PPG private forum
- Free Skype Calls with the mentors
- Monthly PLR articles
- Monthly EBooks, Videos and other bonuses
- A weekly challenge to help you improve your business in half an hour per day
- Discounts on products and services

## ***Free PIPS Training by Email***

For lots of tips on how to promote your website using free or low cost methods why not sign up for my [FREE PIPS Training by Email](#).