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FOR YOU

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Search engine optimization is a full days work and some.....

Being found on the search engines are key to a web-sites success but it takes time and money.

First and foremost, if you are trying to do business on internet (i.e. make money) don't lose sight of the golden rule of business: It takes money to make money. If you are planning to invest \$20 a month and somehow parlay that into \$10,000 a month of profit, then please don't quit your day job. Achieving top rankings in Google or any of the other major search engines requires the expenditure of three resources:

1. Time
2. Money
3. More Money

When my partner and I plan a budget for a new "niche" site we set aside US\$20 a month for linksmanager.com (for reciprocal linking), US\$250-\$500 for "advertising" (Text link, Static Banner, Paid Directories, PPC, CPM, etc), and \$100 to \$250 for contracting someone to acquire relevant reciprocal and non-reciprocal links. This monthly budgeting doesn't include our overhead for Office Space, equipment, utilities, hosting, and whatever other costs your business might require.

If you have the time to personally acquire links for your site, by all means, eliminate the "link acquisition" costs from your monthly budget. You can also adjust your budget depending on the competitiveness of your target search terms (more if the term is

super competitive, less if the term is barely competitive). The point here is that you need to come up with a realistic monthly budget for optimization, and you need to be prepared to comply with the established budget, even though you may not see returns for 1 to 6 months. "Sandbox" conspiracy theories aside, most websites do not become profitable overnight. Be prepared to spend some money in the short term in order to make some money for the long term. Your website is an investment, and like most investments, it takes time to establish a healthy profit.

Establish a Level of a Stability with your SEO Strategy - Essentials

Now that we've got that basic tenet out of the way let's move on to a checklist of SEO

It's a changing world....



2005

update: Google will introduce new technology controls to thwart people using blogs to manipulate rankings in its search results.

Otherwise known as "link" or "comment spam," the ruse is as old as Web marketing. Such Web site promoters use the comment form on forums, blogs or any Web page to place or gain a link pointing back to their own Web site. And because Google and other search engines tabulate search results in part by a Web page's link popularity with other sites, the trick can boost a site's ranking—and more importantly, traffic. It can also produce irrelevant search results.

essentials that will lend stability to your SEO campaign:

It's all about links

Understand that the search engines are based on the interlinking structure of web pages. In laymen's terms: It's all about links. I'm not just talking about back links from other domains. The way that you interlink the pages of your own site is critical to your long term SEO success. Also, creating new pages of relevant content for your site (articles, tutorials, forum sub pages) creates new relevant back links for your site. Although a link from an exterior domain is more influential than an interior domain link, search engines like Google do factor in the "votes" from the interior pages of your own site. This is why you'll hear the wily old veterans in discussion forums ranting and raving about the importance of developing new pages of content for your site.

Relevance, Relevance, and more Relevance

Search engine robots are smart little critters. They're like those pesky flying drones with the robotic dreadlocks from the movie "The Matrix". They know what they're looking for. Make sure that you gear your SEO strategy towards relevance. Focus on acquiring relevant back links from sites that contain lots of content. If your site is about frogs, a back link from a site focusing on Puerto Rican tree frogs is way more influential than a link on an "animals" page on a "one size fits all" directory site. The only true exception to this rule is the DMOZ.org directory. It's definitely worthwhile to get a link from that directory. I could get into the intricacies of getting accepted there, but we'll get back to that battle at a later date.

If it ain't broke, don't fix it...

Time and time again I'll see folks spend countless hours, days, weeks, and months analyzing an obscure "on-page" optimization factor like the keyword density of the 4th image alt tag of a "contact us" page with the hopes of finding the magic formula for #1 rankings. On-page factors are important (kind of), but they will not make or break you in terms of SERPs. I know this because I happen to work for a fortune 500 company that operates a mega sports site affiliated with a major television network that received 100's of thousands of visits per day from search engines with virtually NO ON-PAGE OPTIMIZATION. Why did they rank so well?

Because they had millions of back links and millions of pages of relevant content.

Make sure that you spend more time refining your link portfolio and you content, and less time tweaking on-page factors. Instead of messing with your H1 header all day, write a new page of content or make some link requests.

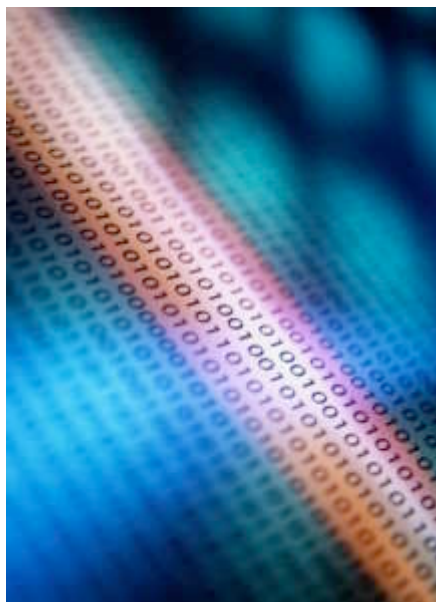
Akg Designs:

Designs to make it work for you.

Some things you should know!

PHP is a useful language, used by many all over the Web. But it has one failing. By its nature, it is not search engine friendly. In fact, it's the exact opposite. But with some clever tweaking, we can make PHP a powerful tool in the quest for search engine dominance.

Speed is a major factor for websites. If a search engine spider follows a link on your site and is forced to wait too long for the server to process the PHP code behind that page, it may ignore your page and move on.



Have you noticed how fast our websites are....