

HOW TO avoid internet marketing mistakes

Information supplied by Smartnet

Internet marketing hinges on the ability to increase a company's page rank on search engines. To succeed on line, your business needs constantly to undertake activities to get noticed by search engines – and by the human beings who actually visit your pages and buy your products. This involves far more than a one-time set up, and the rules of the game are always changing, as what worked yesterday may not work today. Avoiding outdated strategies could determine your online success. Committing any number of common mistakes could result in the worst scenario: banishment from search engines altogether.

Here are some of the things *not* to do ... and we show you what to do instead:

Overstuffing keywords

Search engines send out "spiders" to find pages that read naturally. A spider is a function that "crawls" the HTML code of a website, looking for specific things, such as keywords. Today's spiders, however, are intelligent. If a spider comes across a page unnaturally stuffed with a given word, the spider may "think" that the webmaster has been trying to manipulate the site's page rank. In response, the spider will remove the page from the search engine's database.

Your solution: sparsity. Keywords come in different forms. Short-tail keywords consist of one or two words maximum. Long-tail keywords are more like phrases that a person would enter to get a precise match. Latent semantic indexing (LSI) words can be thought of as theme-related. For example, if your short-tail keyword is

"gift basket," your long-tail keyword might be "how to make a gift basket" and your LSI might be "weddings," "celebrations" or even the ingredients that a gift basket might contain. Your best approach is to mix all three types into a page's content, using the main keyword no more than three times.

Replicating content

Content that repeats itself, whether on your site or out in cyberspace, will label you as a spammer, the bane of search engines. You need lots of content, but it has to be fresh. When it's important to say the same thing in two places, reword sentences and make them fit the context. Avoid putting out content on the internet that can also be found on your site. Always provide new information.

Ignoring off-page factors

While it's good to update your site constantly, and with it your blog, you also need to make your presence felt in the sea of virtual data floating around the internet. Filling that sea with your own fish will increase the chances of their getting caught by fishermen. Distribute articles, bid on Google Adwords, participate in forums (but fairly, not for the purpose of selling anything) and make videos for placement on YouTube. It's all about content. The algorithms of search engines are based on the relationships among links. If nothing out there links to your site, you'll easily lose your chances of attaining a higher page rank.

Making use of black-hat tricks

Has someone sold you the idea of using a program that will automatically generate blogs or sites that lead to your homepage? If so, unfortunately

you've been scammed and will sooner or later be caught. Black-hat tricks may work for short-term gigs, but any serious business that's in it for the long haul should avoid them or risk being banned from the databases of search engines.

Registering domains for less than two years

Showing an insufficient commitment to a domain may ruin your company's reputation in the eyes of search engines, which do look at these things. If you're serious about doing business, then your URL should mean a lot, because it denotes where your product or service will consistently be found on the web. The longer the contract the better. Alternatively, or additionally, you might choose to buy an existing domain that already has a high page rank, should the opportunity arise.

Keeping your site buffed for search engines is an ongoing activity. Think of search engines as customers who need reminders. Do keep in mind, however, that the functioning of search engines now mimics human behaviour. If you work too fast to put content out there, a search engine might think you're spamming for page rank. Keeping a natural flow to your web presence (rather than updating it with artificial speed) will give it credibility in the eyes of spiders. A professional internet marketer will be up to date on the ins and outs of the industry. Even more, he or she will know how to create the "back end" (the HTML code) of your site in such a way that all the components of the site are positioned correctly on the page, for proper reading by search engines. Such a foundation will ensure the usefulness of your site to your e-marketing. **H2**