



Figure 16-1: The High-Rankings.com forum is the most impressive discussion area for search optimization topics.

Mediumblue.com

Newsletters and newsletter archives are a terrific resource for optimization tips. Beyond the sheer informational value, receiving newsletters sparks continued work on your site, reminding you that optimization is an ongoing (frankly, never-ending) occupation. True, you can't avoid repetition when scanning dozens of articles, but sometimes we need to be nudged repeatedly to do our online chores.

Medium Blue is an optimization and marketing consultancy with a free monthly newsletter. Less chatty and varied than Jill Whalen's High Rankings Advisor (see the preceding section), the Medium Blue sheet is informative in its formal way. Each newsletter is a single article utterly lacking in chatter, ads, links, and other distractions.

Past editions are archived back to November 2001, forming a useful knowledge bank covering subjects as diverse as keywords (of course), evaluating site performance, monitoring search engine positions, long-term techniques to attain high rankings, and site traffic analysis. Broad rather than detailed, the articles don't divulge finicky matters of HTML tagging or keyword density. One newsletter from 2003 contains an interview with the founder of Wordtracker (see Chapter 4).