Chapter 16: Ten Site Optimization Resources

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	Forum	Topics	Replies	Last Post Info
B	Optimization Tips & Techniques Ask your questions about the best ways to optimize your site to rank highly in the search engines. Forum Led by: <u>IIII: markymark</u>	725	6,083	Feb 9 2004, 12:37 PM In: » <u>Something Going On With Goo</u> . By: <u>well</u>
0	Search Engine Friendly Design & Usability If your site isn't spiderable, you'll never achieve high rankings. Post your questions and tips about creating sites that are spider-friendly, as well as user-friendly. Forum Led by: <u>HorseCove</u>	209	2,005	Feb 8 2004, 08:15 PM In: » <u>Div Title Does It Work?</u> By: <u>Devil King</u>
0	Keyword Research The key to a good optimization technique is targeting the correct keyphrases. Ask questions and get tips here. Forum Led by: <u>DanThies</u>	96	1,004	Feb 9 2004, 12:19 PM In: » <u>Laundry List Of Keywords</u> By: <u>kafishy1</u>
0	Copywriting Learn the ins and outs of SEO copywriting and writing copy that sells. Forum Led by: <u>copywriter</u>	64	1,182	Feb 9 2004, 09:29 AM In: » <u>Page Content</u> By: <u>Jill</u>
Ð	Submitting to Directories There's no need to submit to search engines any more, but you do still need to submit to directories. Learn how to do it correctly the first time. Forum Led by : <u>iklquide, searchrank</u>	u 115	994	Feb 9 2004, 09:38 AM In: » <u>Not Listed In Dmoz?</u> By: <u>Jill</u>
m	Link Building Ask questions about and discuss interesting ideas for building up quality links that point to your site. It's not about reciprocal	186	1 959	Feb 9 2004, 12:09 PM In: » Double External Link From T

Figure 16-1 The High Rankings com forum is the mos impressive discussion area fo 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).