

Discovery of e-Marketing



**Discovery of
e-Marketing**



Sale-Force.com

Marketplace To Marketspace

E-marketing Guide

*Updated May 2004
Prakashan.org*

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Index

❑	The Importance of Search Engine Optimization e-marketing-----	3
❑	Outbound and Inbound Links-----	3
❑	Search Engines, Directories - B2B marketplaces Free Submissions--	4, 5, 6, 7, 8, 9, 10
❑	B2B Marketplace Trade Leads Paid submissions-----	9
❑	Online Classified Ads free Submissions-----	9
❑	Tenders Marketplace submissions-----	10
❑	E-Marketing Search Engine Optimization Tools:-----	10
	▪ Return on Investment (ROI) from your eMarketing-----	10
	▪ Free Hosting-----	11
	▪ What is Domain name? -----	11
	▪ Create Your own web-based e-mail site-----	11
	▪ Toolbar Search-----	11
	▪ Google and Alexa Toolbar : Page Rank-----	11
	▪ About Wayback Machine-----	12
	▪ Google Dance-----	12
	▪ Similar Page Checker-----	12
	▪ Search Engine Spider Simulator-----	13
	▪ SEOMasters's Link Popularity Checker-----	13
	▪ Website Monitoring Report -----	13
	▪ Search Engine Back Link Tracking Utility & Back link Tracker Tool-----	13
	▪ Search Engine Keyword Tracker & Keyword Ranking Tool-	13
	▪ Keyword Density -----	14
	▪ Keyword Suggestion Tools-----	15, 16
	▪ Google Ranking Report - Check Google PageRank!-----	16, 17
	▪ Website Promotion/Public relation-----	17
	▪ Automatically get an email notification Whenever a search engine crawler-----	17
	▪ (spider/agent/robot) is scanning your website Theme Based Spider Food-----	17
	▪ Website Visitor Tracking-----	17, 18
	▪ Create Adobe® PDF Online-----	18
	▪ Customer Relationship Software/Service-----	18
	▪ Internet Users Statistics/Usage of Worldwide Internet--	19
	▪ Online Website Translation-----	19
	▪ Payment Gateway-----	19
	▪ Inside Search Engine for your own website-----	19
	▪ Fight Spam on the Internet! -----	20
	▪ Free Internet telephony-----	20
	▪ Search Engine Algorithm-----	20, 21
❑	HTML Coding-----	21, 22
	▪ Title-----	22
	▪ Frames-----	22
	▪ Domain Names-----	22
	▪ Meta Tags-----	23
	▪ Body Text-----	24
	▪ Flash-----	25
	▪ Don't does-----	25
	▪ Importance of H1 and H2 tags-----	25
	▪ Robots-----	25, 26, 27
	▪ Images-----	28
❑	StopWords and Poison Words-----	28
❑	What are some new poison words? -----	28
❑	Your website Review-----	29
❑	Resources reference-----	29

Discovery of e-Marketing

□ Credits-----30

The Importance of Search Engine Optimization E-marketing

If you use the Internet to run or promote or generate a business, nothing is more important to your success than being listed with the search engines and B2B Marketplaces (Trade Directories). They are your customer's tools of choice for locating web sites - outranking banner advertising and all other forms of media.



Search engines are also an invaluable tool for reaching your target market. The people visiting your web site as a result of a search engine query are specifically interested in the product or service you provide.

Unfortunately, simply being listed with the search engines is not enough to guarantee success. If people have not found what they want on the first or second Page of a search result query, they will simply type

in a new search phrase. Consequently, competition for position near the top of the search results is fierce.

Submitting to search engines

Submitting a website to search engines is not always enough to be included or continue to be included. Most search engines analyze the link structures and click streams on the Internet to determine which web pages are most important for them to keep in their indexes.

If no other site is linking to your website it will be harder - in some cases, even impossible - to get indexed. You should therefore try to get as many of the biggest and most relevant websites to link to you.

Outbound and Inbound Links

- To get more links submit your site to the major directories (<http://www.Yahoo.com>, <http://www.DMOZ.com>, <http://www.joeant.com>, <http://www.gimpsy.com>, and <http://www.goguides.org>). Submitting and getting listed in ODP aka DMOZ is important. **We are giving more than 200 B2B directories links here for submissions.**
- Read each search engines guide lines and follow them strictly.
- Request other similar sites to link to yours.
- If you want outgoing links & want to save PR, use form tags on the outgoing links?? JavaScript may be used but am not sure whether it is considered spamming.
- No more than 100 links per Page, 25 - 50 is better
- Submit any referring links (best links first) to Google, yahoo and many other major search engines. (Links pointing at your site).

Discovery of e-Marketing

- Incoming links should use your keyword phrase in their link, ALT, and surrounding body text.
- Dig for good reciprocal links on the net. Reciprocal linkage is extremely important to many major search engines. Include your primary keyphrase in the anchor text of the link pointing to your site (Reciprocal Linkage text).
- Have a link to site map on each Page
- To search for relevant links
 1. Search for desired keywords
 2. Click on competitor's site
 3. Check backlinks
 4. For every 10 backlinks, there's usually some funky directory or resource Page you've never heard of. Submit your link...
 5. Those links are way more effective, since they are so relevant to your keywords.

How to submit to search engines



Most search engines have a form you must fill out to submit your website. You will usually find the link in the bottom of the front page labeled "Add URL".

Generally you should only submit your front page. The search engines will follow links from that page to the rest of your website.

However, if you have important sections of your website that are not directly accessible through the regular navigation you can also submit them. If you have a site map (a page with links to all the web pages on your website) you can submit that too, to help the search engine spiders find all your content.

Search Engines, Directories – more than 300 B2B Marketplace Free Submissions

- <http://www.1stworldtradeportal.com>
- <http://www.2kcity.com/search/addurl.asp>
- <http://www.4trade.pl/home/index.php?&lang=2>
- <http://www.a1submit.150m.com/>
- <http://www.aryawat.com/INDIABIZ/busslisting.asp>
- <http://www.addpro.com/submit30.htm>
- <http://www.addme.com/submission.htm>
- <http://www.africatrade.co.za>
- <http://www.afacerionline.com/index.php/MyAccount/createAccount>
- <http://www.alibaba.com>
- <http://www.altaindia.com>
- <http://www.alleshandel.com>
- <http://www.alternativehealthtalk.com>
- <http://www.allactiontrade.com/register/index.asp>
- http://www.allmanufacturers.net/add_company.asp

Discovery of e-Marketing

- <http://www.allotaiwan.com/>
- <http://www.allproducts.com/Inquiry/Buyer/JoinStep1.html>
- <http://www.arab.de/add.html>
- <http://www.aryawat.com/INDIABIZ/busslisting.asp>
- <http://www.asiagiant.com/myinfo/urlsummit.htm>
- <http://www.asiadrasons.com/>
- <http://www.asia-links.com/members/register.asp>
- <http://www.asiatrade.com>
- <http://tradeinfo.asiannet.com/>
- <http://asian-manufacturers.com>
- <http://www.angola.org>
- <http://search.asiaco.com/>
- http://www.ambalayellowPages.com/listings/listing_form.asp
- <http://www.agriscape.com>
- <http://www.aeiwi.com/submit.html>
- <http://autosubmit.com/promote.html>
- <http://www.asiannet.com/joinus.html>
- <http://www.availabletoday.com/live/public/App.ASP?PT=RegStart>
- <http://www.bazar-az.com/register.php>
- <http://www.bmp.ne.jp/e/cybertrade/registerform.htm>
- <http://www.b2b-bestof.com>
- <http://www.b2bmine.com/>
- <http://www.b2business.net>
- <http://www.bottledwaterweb.com>
- <http://www.boletin.net>
- <http://www.bond.cz/form-o-d.htm>
- http://biopharmalink.com/add_company.htm
- <http://www.bizbb.com>
- <http://www.bizreference.com>
- <http://www.biz2biz.com/Marketplace/>
- <http://www.bizviet.net/index.php?mode=dangky>
- <http://www.bizjournalsdirectory.com>
- <http://www.businesspatrol.com/>
- [http://www.businesseurope.com/application/commercewf?origin=login.jsp&event=button\(createUser\)](http://www.businesseurope.com/application/commercewf?origin=login.jsp&event=button(createUser))
- <http://www.businessdubai.com/register/mrchart.asp>
- http://www.busytrade.com/login/new_reg1.php
- <http://www.bizinfo-bd.com>
- <http://yellowPages.bizhat.com/>
- <http://www.canlinks.net/addalink/>
- <http://www.cetra.org.tw>
- <http://www.ceramnet.com/public/reg.asp>
- <http://www.chinatradezone.com>
- <http://www.chinese marketplace.com/register/mrchart.asp>

Discovery of e-Marketing

- <http://www.chinawto.com>
- <http://www.chambertrade.com/>
- <http://www.conglomerate.net>
- <http://www.communityb2b.com/registration/register1.cfm>
- http://www.commoditysurplus.com/account/a_add1a.asp?Type=Trader
- <http://www.delhimarket.com/>
- <http://www.desionline.com>
- <http://www.dmoz.org>
- <http://www.dialindia.com/biz/corp/list.shtml>
- <http://www.digi-mart.com>
- <http://www.distributormatch.com/signup.asp>
- http://www.dreamsubmit.net/series/Series_list_free_universal.html
- <http://www.ecuadorexports.com/openaccount.html>
- <http://www.ecrobot.com/>
- <http://www.eindiabusiness.com/free-list/index.html>
- <http://www.exportbureau.com/postform.html>
- <http://www.expo-export.org>
- <http://www.ewebeye.com>
- <http://www.ebizlanka.com>
- <http://www.entireindia.com>
- <http://www.easy2source.com>
- http://my.expomarkets.com/register/seller_sign-up1.html
- <http://www.exportid.com/signup.html>
- <http://exportersindia.com/>
- <http://www.exactseek.com/add.html>
- <http://www.eximinfo.com>
- <http://www.eximbooks.com>
- <http://www.eximturk.com/freereg.php>
- <http://www.ebizasialink.com>
- <http://www.ec21.com>
- <http://www.ecplaza.net>
- <http://www.eckorea.net>
- http://www.ectrade.com/bin/bbs_postform.pl?language=en
- http://www.eceurope.com/account/edit_reg.htm?session=&
- <http://www.eurotradeconcept.nl/support-form.htm>
- <http://www.exporters.com.sg>
- <http://www.exportersus.com/register.asp>
- http://www.exporterclub.com/member/registration.php?re_type=importer
- <http://e-trade.pref.miyazaki.jp/english/access/index.html>
- http://www.ebigchina.com/comp_reg.phtml
- http://www.frasers.com/verify/register_form.cfm
- <http://www.foreign-trade.com/register.cfm>
- <http://www.fpcci.com.pk>
- <http://www.freewebsubmission.com>

Discovery of e-Marketing

- <http://www.fair-of-fairs.com/>
- <http://www.freewebsubmission.com/>
- <http://www.foodmarketexchange.com/tradeleads/>
- <http://www.foreign-trade.com/register.cfm>
- <http://www.goguides.org>
- <http://www.gidonline.com>
- <http://www.globalsources.com>
- <http://www.globaltenders.com/>
- <http://www.gimpsy.com/>
- <http://websitesubmit.hypermart.net/freesubmit.htm>
- <http://www.info-sys.org>
- <http://www.iranmarketplace.com/register/mrchart.asp>
- <http://ireland.iol.ie/~aidanh/business/add.htm>
- <http://www.indiaenterprise.com>
- <http://www.internationalbusinessdirectory.com/partner.htm>
- <http://www.industrialproductsfinder.com/IPFregistration/RegistrationForm.jsp>
- <http://www.import.com>
- <http://www.ileadw.com>
- <http://www.itrademarket.com/>
- <http://www.indiabizclub.com>
- <http://www.iiyp.com>
- <http://www.indiabook.com>
- http://www.indiaenterprise.com/phpauction/register.php?SESSION_ID=0ebfee67df78ea1d28195d1350817915
- http://www.indiacatalog.com/cgi-bin/submit_site.pl?Cat_Id=200
- <http://www.indianyellows.com>
- <http://www.indiabusinessonline.com/>
- <http://www.indiaonestop.com>
- <http://www.infobanc.com/freemk.htm>
- <http://lists.indymedia.org>
- <http://indotradezone.com/becomemember/becomemember.htm>
- <http://indianbuyers.com>
- <http://www.internationalbusinessdirectory.com/partner.htm>
- <http://dir.jayde.com/cgi-bin/submit.cgi>
- <http://www.joeant.com/>
- http://www.jaipurmart.net/trade/free_listing.htm
- <http://www.khoj.com>
- <http://www2.kompass.com/kin/en/>
- <http://www.kolkatanetonline.com/sign-up.php>
- http://www.lexicoexporter.co.uk/subscribe/step_one.cfm
- <http://maharashtradirectory.com/index.html>
- <http://www.made-in-china.com>
- <http://www.massiversoft.com/directory/feedback.htm>
- <http://www.massrouabn.com.lb/int-mbn-mail-add.asp>

Discovery of e-Marketing

- <http://www.motionnet.com>
- <http://www.mectrade.com/cgi-bin/biz/add.cgi>
- <http://www.menabusiness.com/>
- <http://medizin.li/submit/?lang=EN>
- <http://www.nationaldirectory.com>
- <http://www.novascotiabusiness.ca/cgi-bin/cgi/addurl.cgi?cid=374>
- <http://www.newasiatrade.com>
- <http://site.netopia.com/gruposw3/tradeleads/>
- <http://www.nanotechweb.org>
- <http://www.netsource-asia.com>
- <http://www.onetrade.biz>
- <http://www.processregister.com>
- <http://www.romanianyellowPages.com/connections.htm>
- <http://trade.rusmarket.com/>
- <http://www.reach4bahrain.com>
- <http://www.reach4saudiarabia.com>
- <http://www.rusbiz.com/index.php?lang=en&sid=register&ssid=&uniqid=61121244240921da5f0e9f>
- <http://www.seekandsource.com/scripts/postclassified.aspx>
- <http://www.shrikhatushyamji.com/business/add.php3?lang=e>
- <http://www.shiabusiness.com/register.php>
- http://www.stealthstuff.com/CEN/new_products/newprodadd.htm
- <http://www.scrubtheweb.com/addurl.html>
- <http://www.splatsearch.com/submit.html>
- <http://www.searchit.com/addurl.htm>
- http://www.searchengineguide.com/Pages/Business/Industrial_Supply/
- <http://www.surfgopher.com/addurl.htm>
- <http://www.supercrawler.com/submit.html>
- <http://www.submitexpress.com/>
- <http://www.searchhippo.com/>
- <http://www.searchport.org/>
- <http://www.silkroad21.com/product/signup.sr>
- <http://www.taiwantrade.com.tw>
- <http://www.texindex.com/Register/Register.asp>
- <http://theezine.net>
- <http://b2b.tradeholding.com>
- <http://www.theindiadirectory.com>
- <http://www.thebizseeker-turkey.com/>
- <http://www.thaipost.com>
- <http://www.timesb2b.com/>
- <http://www.tri-murti.com/search/add.html>
- <http://www.twaynet.com/eng/form/membership/FM.asp>
- <http://www.tradeoffer.com/>
- <http://www.tradezone.com>

Discovery of e-Marketing

- <http://www.tradeget.com/flform.html>
- <http://trahelper.org/app/servlet/RequestProcessor?event=Index.Click>
- <http://www.trade-india.com>
- <http://www.tradeindex.com>
- <http://www.tradepro.com/default.cgi?action=accountform>
- <http://www.tradmission.biz/htdocs/index.php/General/TradeResources>
- <http://member.tPage.com/html/company.html>
- <http://www.visitmadeinindia.com>
- <http://www.voy.com>
- <http://www.vorras.net/>
- <http://www.volta.net/cgi-bin/add.cgi?ID=6156>
- <http://www.vanik.com/eximform.htm>
- <http://yellowPages.webguest.com>
- <http://www.walhello.com/addlinkgl.html>
- <http://www.whatuseek.com/addurl-secondary.shtml>
- <http://www.worldyellowPages.com/>
- <http://www.woyaaonline.com>
- <http://www.worldtradeaa.com/>
- http://www.welwitchias.com/search/add_url_form.asp
- <http://www.wtcjapan.ne.jp/usr1000.php>
- <http://www.xportindia.com/registration/registration.php>
- <http://submit.search.yahoo.com/free/request>
- <http://www.ypind.com/CompanyDetail.asp>
- http://yellowPages.co.in/about_us/register.asp
- <http://www.yp.com.hk>
- <http://www.yustrade.net>
- <http://www.zeal.com/>
- <http://directory.rusmarket.com/>

B2B Marketplace Trade Leads Paid submissions

- <http://www.asiatraderhub.com/>
- <http://www.alibaba.com>
- <http://www.gzs.si/eng/borza/submit.htm>
- http://www.euroPages.com/en/tradeleads/TTL_sto.html
- <http://www.xchange.com.my>
- <http://fita.org/traderhub.html>

Online Classified Ads free Submissions

- <http://admart.ca/>
- <http://www.adpost.com>
- <http://www.asianclassified.com/>
- <http://www.freeclassifieds.com/FreeAds/FreeClassifieds.htm>
- <http://www.bargaintraderonline.com>
- <http://www.chooseyouritem.com/list.html>

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- <http://www.freetiltsells.com/>
- <http://www.gochange.net/Home/>
- <http://www.classifieds.co.nz/index.cgi>
- http://www.sell.com/registration/?_d=1
- <http://www.wvclass.com/>
- <http://www.wowad.com>
- <http://www.eastafricaweb.com>
- <http://www.04ads.com>
- <http://www.adupdate.com>
- <http://bestads.com/>
- <http://www.1-1classifiedads.com/>
- <http://www.classifiedslive.com/>
- <http://totallyfreads.com>
- <http://www.tradenpost.com/>
- http://newmalaysia.com/market/buy/post/place_ads.shtml

Tenders Marketplace submissions

- <http://www.tenders.net/>
- http://www.tenderdirect.com.my/english/marketing/c_register.php3
- <http://www.tendersonline.net>

E-Marketing Search Engine Optimization Tools:

Webmasters required many Search Engines optimization (SEO) Tools to promote website is various Search Engines.

Return on Investment (ROI) from your eMarketing

- <http://www.onevision.co.uk/xq/ASP/id.949/qx/default.htm?CT=LeftNav>

Why You Need A Domain Name



On the World Wide Web your domain name is your own unique identity. No two parties can ever hold the same domain name simultaneously; therefore your Internet identity is totally unique. If you have a business site on the Internet your domain name is your own online brand and in a sense you can use your domain name as your online business card. With your own domain name your web site, and e-mail addresses for example will have that professional look, being unique to your business. Many people often miss the importance of having and then keeping their domain name until they lose it. Once this happens they soon realize that they have lost their whole online identity.

What should I use as a domain name?

You can use a word or phrase as a domain name. When thinking of a domain name, think of catchy words or phrases that are easy to remember and that will bring more

Discovery of e-Marketing

traffic to your site. Try to use a domain name that is relevant to your web site. If your web site is a business site, it is a good idea to use the companies name as the domain name or if your site is a personal site try to think of a domain name that is related to the topic of your web site.

Also try to keep your domain name as short as possible, around 5 to 20 characters is fine. The shorter the domain name the easier it will be to remember.

One thing to keep in mind is assumed spelling issues; if you think up a 'clever' domain name such as 1luv4u.com, One Love For You (dating service), people may type in oneloveforyou.com believing this is the domain name; or oneluv4u.com, or 1love4you.com etc. This leads to brand problems. In this case the 'oneloveforyou.com' name would be best. Another unfortunate example: Flo Office Supplies ? flooffice.com?

Domain name registration

- <http://www.net4domains.com>
- <http://www.godaddy.com>
- <http://www.netsol.com>
- <http://www.indialinks.com>

Free Hosting

- <http://www.tripod.com>
- <http://www.greatnow.com>

Create Your Own Web-based E-mail site

- <http://www.everyone.net>
- <http://www.bigmailbox.com>

Toolbar Search

- <http://www.alexa.com>
- <http://toolbar.google.com/>
- <http://www.webtoolbars.com/>
- <http://www.metaeureka.com/download.shtml>

Google and Alexa Toolbar: Page Rank

- Link to other sites with higher PR
- Freshbot (Google's spider name) decides mostly on PR of Pages LINKING to you. If it is PR6 or more you'll be freshbotted regardless of PR of spidered Page. For example I have PR7 Page which is not being freshbotted because it is linked from low PR Pages and I have PR4 Pages freshbotted daily because of being linked from PR6.

Install Google bar and visit your site. Also keep the category button on Google bar on (not on by default) <http://toolbar.google.com/>

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What Are Alexa Traffic Rankings?

Alexa ranks every site on the web based on number of users and number of Pageturns. Just type any web address into any Alexa search box and see how your favorite sites rank.

Includes recipes, wine review database, forums, and schedules.

Avg. Review: ★★★★★

Traffic Rank for foodtv.com: 594

[See Traffic Detail](#)

also visit:

Example Traffic Ranking

Source: <http://www.Alexa.com>

Alexa toolbar also useful to Browse expired websites database. Many times when we visit any website we got error message that website is not available. We have to simply click The Wayback Machine button on Alexa toolbar and we can see the old data of that website.

About Wayback Machine : <http://www.archive.org>

Browse through 30 billion web Pages archived from 1996 to a few months ago. To start surfing the **Wayback**, type in the web address of a site or Page where you would like to start, and press enter. Then select from the archived dates available. The resulting Pages point to other archived Pages at as close a date as possible. Keyword searching is not currently supported, but there are some researcher tools that perform similar functions (see the researcher tool section).

<http://archive.bibalex.org>, the Internet archive at the New Library of Alexandria, Egypt, mirrors the Wayback Machine. Try your search there when you have trouble connecting to the Wayback servers.

Source: <http://www.archive.org>

Google Dance

- <http://www.google-dance.com>
- <http://www.google-dance-tool.com/>

Similar Page Checker

- <http://www.webconfs.com/similar-Page-checker.php>

Discovery of e-Marketing

Search Engine Spider Simulator

- <http://www.webconfs.com/search-engine-spider-simulator.php>
- <http://www.exactseek.com/srank.html>

Link-popularity

The link popularity element measures the number of links between web pages on the Internet. There are two kinds of links to focus on: inbound links and outbound links - links to your website and links from your website.



You can look at inbound links as a form of voting. If site A has a link to site B, A is voting for B. The more votes B gets from other sites, the more link-popularity B gains.

Each website that votes (i.e. has outbound links) is a delegate as they themselves have a number of voters behind them - the websites that link to their website. The more voters they have behind them, the more weight their vote carries on other sites. So the most popular websites have the most link-popularity to pass on.

Some search engines can "understand" the theme of related web pages. For these search engines, inbound links from thematically related websites might get a better scoring.

Outbound links are a bit different. They work similar to references in a scientific report. If you have references to the right authorities in your profession, it shows that you know what you are talking about. You acknowledge the "masters" and thereby put yourself in a category above the ones that don't.

SEOMasters's Link Popularity Checker

- <http://www.seomasters.com/link-popularity/>

Website Monitoring Report

- http://security.computer-concierge.net/security/website_security_report.asp

Search Engine Back Link Tracking Utility & Back link Tracker Tool

- <http://www.digitalpoint.com/tools/backlinks/>

Search Engine Keyword Tracker & Keyword Ranking Tool : This utility can be used to check search engines for keyword ranking and track search engine ranking for your various keywords over time, which as you probably know is critical when doing search engine optimization

- <http://www.digitalpoint.com/tools/keywords/>

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Track all the keywords you want...

Logged in as **John Doe** [Logout](#) [Edit Preferences](#)

If you have any questions, problems or feature requests, please visit the [frequently asked questions](#) or visit the [keyword tracker forum](#).

[Track Keywords](#) | [Track Back Links](#) | [Custom Charts](#) [Email](#) | [Export](#)

Add New Keywords

Keywords:

URL:

[Bulk Additions](#)

[Check All](#) Show: March 27, 2004, 5:23 pm

Keywords/URLs I'm Tracking						
Keywords	URL	Rank	Daily Change	Weekly Change	Monthly Change	Last Check
Ελληνικά	school.gr	14	-3	-3	-2	Mar 27, 2004
pyccko	russiancourier.com	9	0	0	0	Mar 27, 2004
העברית	debka.co.il	2+3	0	0	0	Mar 27, 2004
日本語	nikkei.edu.hk	N/A	0	0	0	Mar 27, 2004
漢語	cqnu.edu.cn	N/A	0	0	0	Mar 27, 2004
한국어	britannica.co.kr	7	4	4	9992	Mar 27, 2004
good search engine	altavista.com	49	9950	9950	9950	Mar 27, 2004
good search engine	dogpile.com	2	-1	-1	0	Mar 27, 2004
google soap api	google.com	1	9998	9998	9998	Mar 27, 2004
great search engine	google.com	4	9995	9995	9995	Mar 27, 2004
news	cnn.com	1	0	0	0	Mar 27, 2004
oracle forum	digitalpoint.com	4	-1	-1	-2	Mar 27, 2004
oracle forum	vikconsulting.com	4	2	2	7	Mar 27, 2004
seo chat	seochat.com	1+2	0	0	29	Mar 27, 2004
web hosting forum	webhostingtalk.com	1+2	0	0	0	Mar 27, 2004

■ Better ■ No Change ■ Worse

Keyword Density :

What are the difference between root keyword density and actual keyword density?

In my case, my root is business plan (which I can't do well on due to high competition) and then I focus on my actual keywords: business plan consulting, business plan consultant and business plan preparation.

- <http://www.jimworld.com/tools/keyword-analyzer/>
- **To determine correct keywords**

<https://adwords.google.com/select/main?cmd=KeywordSandbox>. This is provided by Google.

<http://inventory.overture.com/d/searchinventory/suggestion/>

<http://www.wordtracker.com>

Overture gives simple results...how many times a word was searched. Plurals and misspellings are omitted.

Wordtracker gives suggestions...which word to use with less competition!!

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Using only one of these tools is ineffective - you need to use all simultaneously if you want maximal results

- To determine keyword density

<http://www.ranks.nl/cgi-bin/ranksnl/spider/spider.cgi?lang=>

- Software to analyse keyword density (Analogx Keyword Extractor)
- Keyword text within headings. h1...h6 and bold type
 - Don't fall into the trap of searching for your keyword and trying to clone Pages, tags, or descriptions of other sites that rank high - it just don't work with Google.
 - Keyword density. Get over 8% on the top 2 keywords you have (don't go over 12%).
 - Bookmarks, Links, Resources, Directory, Search Engine, Forum, BBS, in their singular and plural forms are known poison words.

Introduction to keyword research

Before optimizing your website, you need to know what keywords your target group is using. Your keywords are the words and phrases that people might use to find your products, brands, services, or information, via search engines.



You can probably develop a few ideas very quickly. If you run a travel portal, keywords such as: "travel", "vacation", and "holiday" might

be good ideas. In fact, a deep research into the topic of "travel" would probably show more than 100,000 different keywords people use when they search for travel information.

Does that mean you have to target all those keywords? No, absolutely not. You should use such research only as a good starting point. Use it to learn the search behavior of your audience. Find out what they call things, how they identify subjects, how precisely or broadly they generally search.

You may discover that the majority of searches for "travel" come from people using combinations of "travel" and a certain city, country, or region. Or you may verify that people search for "travel" more than "vacation".

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All this research should be used in the way you tailor your web pages and the way you write your text, titles and META-tags. If most people in your target group use the term "travel" to describe your product, so should you.

Keywords can be one-word descriptions of what you offer or short descriptions. Once again, go to a few different search engines and search for a site similar to yours using different keywords. Look at the top 20 results of your searches and keep track of the sites that match yours the most.

Now, go to these sites, look at their source and their keywords listed. This will give you a good idea of some of the keywords you should be using. This is important - DO NOT repeat your keywords more than 3 times. Why? Some search engines treat repetitive keywords as **Spam** and will automatically reject you. And always list your most relevant keywords FIRST.

Keyword Suggestion Tools

- <https://adwords.google.com/select/main?cmd=KeywordSandbox>
- <http://www.digitalpoint.com/tools/suggestion/>
- <http://inventory.overture.com/d/searchinventory/suggestion/>
- <http://www.mcdar.net/KeywordTool/keywordtool.asp>
- <http://www.wordtracker.com/>

Don't Forget These!

• Location, Location, Location. For many sites this is the most important defining keyword.

• Don't forget misspellings! Many of you will have sites that contain keywords, which are commonly misspelled. Include these misspellings in areas that are not visible to the viewer.

• Use tense to your advantage. Many spiders can read the root of a word (i.e. some spiders will read "boat" from the words "boats" and "boating").

• Don't forget that some things are known by more than one word or phrase. Look for areas where you can use use both. (i.e. DHTML and Dynamic HTML).

Make sure that you evaluate [WordTracker <http://spider-food.net/WordTracker.html>](http://spider-food.net/WordTracker.html) and take their **free trial**.

You will find only a few products and services advertised on this site. But WordTracker is one service that I endorse completely.

Ranking analysis

Don't get obsessed with rankings! Yes, it is important to have good rankings for your primary keywords but there are better ways to monitor the results of your search engine optimization campaign than ranking reports.

One of the best ways is through traffic analysis as described in the last section. With the right reporting tools, you will be able to see what search engines visitors came from and what keywords they used to find you. That is a lot more useful to determine the true value of your work.

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If and when you do check your rankings, you should not check thousands of keywords for your website 10 times a day. This places an unreasonable load on the search engines servers, which the search engine companies do not like

Google Ranking Report - Check Google PageRank!

- <http://www.freelance-help.com/google-ranking-report/Page-rank.php>
- <http://www.top25web.com/Pagerank.php>
- <http://www.exactseek.com/srank.html>
- <http://www.ranks.nl/cgi-bin/ranksnl/spider/spider.cgi?lang=>
- <http://www.jimworld.com/tools/google-position-check>

Website Promotion/Public relation

- <http://www.webposition.com/>
- <http://www.prweb.com>
- <http://www.press-world.com/add>

Automatically get an email notification whenever a search engine crawler (spider/agent/robot) is scanning your website

- <http://www.crawler-alert.com/>

Introduction to search engine spiders

Search engines use small computer programs to browse through and read web pages on the Internet. Such programs are often referred to as "search engine spiders" or "search engine robots". When a search engine spider visits a page it first reads the text on the page and then tries to follow links from that page off to other web pages and websites.

You can think of a search engine spider as a very simple form of automated browser. It traverses the Internet like a human would do with a browser - just many times faster and fully automated.

Unlike ordinary browsers, search engine spiders do not "view" web pages - they simply "read" the content and click the links. Search engine spiders do not enjoy or appreciate the great design and "cool" images on your web pages.

Theme Based Spider Food

This is what will happen when a theme based search engine spider crawls your web site.

- Read text of the domain name
- Read text of all sub directories - (i.e. /lawnmower)
- Read text all web Page titles
- Read text of all meta data
- Read text of all headings. <H1> <H2>
- Read text of all outgoing links
- Read text of all ALT text
- Read text of all named anchors
- Read text of all body content
- The next order of business is to organize and condense the data.
- Delete all filler words
(and, or, the, web)

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- Identify recurring keywords
- Stem keywords
(['lawns' becomes 'lawn'](#))
- Identify keyword phrases
(['lawn' becomes 'lawn mower'](#))
- Weight the keywords using common indexing methods.
(For example, [Page titles and header content are given more weight than body text.](#))
- Establish the web site theme based on the dominance of keyword and keyword phrases.

MONITOR AND ANALYZE RESULTS

Traffic analysis

There are various ways you can track and monitor the traffic that comes to your website as a result of your search engine optimization. With some of the methods you will be able not only to see how much traffic you received, from what search engine and what keywords people are using to find you, but also how users behave after they land on your website and how many of them actually end up as customers.

All that information is available to you! Some of it is quite easy to get access to. Some of it even comes as part of the services you get with Lycos Search Engine Submission. As you scale up and want more information and better and faster reporting you will have to spend more resources, on computers, software programs and not the least - the time to handle it.

In this section we will give you a very brief introduction to each of the main ways you can monitor and analyze the traffic on your website and the results of your search engine optimization.

Website Visitor Tracking:

- Real-time visitor tracking
- Who and how many people are visiting your website?
- Where do your visitors come from?
- Which pages do they look at most?
- What type of information are they interested in?
- What hours, days, weeks, months, quarters and years are they particularly active?
- What kind of technology do they use to view your website?
- From which URLs do people come to visit your website?
- <http://www.sitemeter.com/>
- <http://www.extreme-dm.com/tracking/>
- <http://www.cleverstat.com>

Create Adobe® PDF Online : PDF Files - also known as [Adobe Acrobat Reader](#) <http://www.adobe.com/products/acrobat/main.html> files, present a major stumbling block to most spiders. Some engines (specifically Google) are beginning to index these kind of Pages, but from an optimization perspective this is one format you want to avoid.

- <https://createpdf.adobe.com/?v=AHP>

Customer Relationship Software/Service

- <http://www.salesforce.com>

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- <http://www.liveperson.com>
- <http://www.livechatnow.com>

Internet Users Statistics/Usage of Worldwide Internet

- <http://www.internetworldstats.com>



Online Website Translation: Website translation is one of the most cost effective methods of expanding your markets rapidly. One of the biggest challenges this creates is getting your site truly globalised or globalized depending on where you are.

Over 100 million people access the Internet in a language other than English

- Over 50% of Web Users speak a native language other than English (www.glreach.com)

- Web users are four times more likely to purchase from a site that communicates in the customer's

language (www.idc.com)

- Visitors stay for twice as long (Site stickiness is doubled) (Forrester Research)
- <http://www.google.com>
- <http://www.smartoffice.org>: Get free code for website translation. Sign-up here!
- <http://www.altavista.com>

Payment Gateway

- <http://www.paypal.com>
- <http://www.ccavenue.com>
- <http://www.smartoffice.org> : Complete list of all payment gateways.

Inside Search Engine for your own website

- <http://www.google.co.in/services/websearch.html>
- <http://www.atomz.com>

Fight Spam on the Internet!

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<http://spam.abuse.net/>

Free Internet telephony

- <http://www.skype.com>

□ Search Engine Algorithm: Search engine optimization

Every search engine has its own algorithm that determines the ranking of documents within search results. A search engine algorithm is a complex set of computer-based rules for how to interpret and rank web pages when users do a search for a particular word or phrase. For obvious reasons, search engines do not publicly reveal the detailed logic behind such algorithms.

There are lots of similarities in the way search engine algorithms work. To learn more about how search engines work or how to improve your rankings, visit [Search Engine Watch](#) to find information on search engines and their rules.

The three most important elements of search engine optimization are:

- Links and navigation
- Text and META-data
- Popularity measurement

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Google-Enabled Attribute Importance	
Link Popularity - Links from other sites - Link and surrounding text analysis	35%
Title - <TITLE>Keyword Phrase</TITLE>	25%
URL & File Name - http://keyword.url.com/ - http://www.keyword.co.uk/ - http://url.tv/keyword_phrase.html	10%
Heading Tags - <H1>Keyword Phrase</H1> - <H2>Ancillary Phrase</H2>	10%
Body Text	8%
Images - ALT text - File name	7%
On-Page Link Analysis - Link URL and file names - Link text (if text link) - Link ALT text (if image link)	5%
Total Algorithm Score:	100%

Source: <http://www.SEOChat.com>

Validate HTML :

HTML code is the most fundamental part of every web page on the Internet. In a browser, you don't see the actual HTML code, but only the final result - the web page as it should look.

Search engine spiders, however, can't see the web site's final result, and instead, focus on the raw HTML code.

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1. HTML

- Get rid of the js in the code and put it in an external file
- Use css instead of font tags
- Change the link buttons into text links
- Make sure to have a site map Page
- At the bottom of each Page use menus as text links
- Make sure the home Page code is not bigger than 100 K
- Pay special attention to your content
- Duplicate Pages are a No-No. Duplicate Pages are exactly the same Pages with same title and content. Duplicate Pages are different from a printer friendly version. A printer friendly version will have the same text...but not a description, keywords, you name it...to rank that Page... (noindex, nofollow..... tag for sure to be honest) So you can't compare it to duplicate Pages.
- Have a personalized 404 error Page

2. Title

- Set your title to your keyword phrase.
- Title is the top 2 keywords
- 60 characters...in a title
- Start your title with a capital letter...since some search engines like it

3. **Frames** - despite the unique design capabilities they present, can be a major problem for search engine spiders. Many spiders can not read them. The quick solution is to utilize your No Frames content to optimize your Page.

4. Domain Names

- Select a keyword intense domain (i.e my-site.com)
(use the hyphen)
- Name all sub-directories with keyword names
- Include a common keyword on all web Page titles
- Deliver consistent keyword meta tag data throughout the site
- Use Header Text to deliver consistent theme information
- Assign keyword relevant text links
- Use ALT text on graphic links consistently
- Link to outgoing sites which are on content with yours
- Riddle body text with keyword phrase intense info
- Ask other sites to link to you with keyword relevant links

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In other words, the name of the game is consistency, consistency, consistency. And if you are building a web site from scratch, this should be fairly easy to follow. Unfortunately, for many existing web sites this can present a a very big problem.

For one reason or another, reorganizing web sites might not be an option. But you didn't think Spider Food was going to leave you hanging, did you? On the final Page, I'll explain how all of this can be overcome.

- Get a domain with a bunch of -'s that is your main phrase. Google's inability to get multiple keywords out of a non -'d domain

Google definitely boosts ranking of sites where the search term is included in the domain.

5. Meta Tags

- Write a Killer Description. Keep the description under 150 characters. "Description" Meta tag is an important meta tag in search engine submission.
- Always list your most relevant keywords FIRST.
- DO NOT repeat your keywords more than 3 times. These keywords can be words or signs. An example of the signs "**slash (/)**"
- To use any keyword more than 3 times, make alternatives with the keywords... (e.g. hotel and hotels can be used 3 times each)
- Use the meta tags mentioned in the other document
- Add comments tag right at the top of the Page for e.g. <!-- The Lord of the Rings The Fellowship Of The Ring Official Movie Site Trailer Wallpaper Pic Film Preview Screensaver Desktop Theme Art Toys Downloads News Chat Links Forum go here book discussion poster -->
- Don't put your domain name in the Meta Title > if anything your registered BUSINESS NAME should be here and the last few words of the 60 character title.... once.
- Match Meta Title with Page Title. SEO's keyword the Meta all the time. This is the intro to your site as well as a ranking thing. If it doesn't look good written on the Page it not that efficient in bringing visitors into your site (even if your #1).

□ Here's the basic layout of meta tags and what they do:

```
<META NAME="TITLE" CONTENT="This is what appears at the top of all browsers.">
```

```
<META NAME="DESCRIPTION" CONTENT="This is where you put the description of your site. Put some vital keywords here, but keep the description under 1,000 characters.">
```

```
<META NAME="KEYWORDS" CONTENT="This is where you list all of the keywords that pertain to your site. Make sure there is a space between each work and DO NOT repeat them more than 7 times.">
```

Discovery of e-Marketing

<META NAME="OWNER" CONTENT="Put your email address in this spot.">

<META NAME="AUTHOR" CONTENT="Put your name or your company name here.">

<META HTTP-EQUIV="EXPIRES" CONTENT=""> (Leave this blank to tell the spider not to remove your listing after x amount of time.)

<META HTTP-EQUIV="CHARSET" CONTENT="ISO-8859-1"> (This one is not needed and can be removed)

<META HTTP-EQUIV="CONTENT-LANGUAGE" CONTENT="English"> (Tells the spider what language your site is.)

<META HTTP-EQUIV="VW96.OBJECT TYPE" CONTENT="Document"> (You have many choices here, but the default is document.)

<META NAME="RATING" CONTENT="General"> (You should rate your site...especially if you have adult or PG content.)

<META NAME="ROBOTS" CONTENT="index, follow"> (This tells the spider to follow links on your site and list other Pages.)

<META NAME="REVISIT-AFTER" CONTENT="4 weeks"> (This tells the spider to re-visit your site in x amount of time.)

❑ Some additional Meta Tags but am not sure how it works exactly

<meta NAME="DC.Title" CONTENT="The Lord of the Rings : The Fellowship Of The Ring Official Movie Site : Trailer, Pictures, Wallpaper, Pic, Film, Preview, Screensaver, Desktop Theme, Art, Toys, Download, News">

<meta NAME="DC.Creator" CONTENT="lord of the rings fellowship of the ring two towers return of the king">

<meta NAME="DC.Subject" CONTENT="lord of the rings">

<meta NAME="DC.Description" CONTENT="The Lord of the Rings : The Fellowship Of The Ring Official Movie Site : Trailer, Pictures, Wallpaper, Pic, Film, Preview, Screensaver, Desktop Theme, Art, Toys, Download, News, Forums, Discussion.">

<meta NAME="DC.Language" SCHEME="RFC1766" CONTENT="EN">

Source: <http://www.lordoftherings.net/>

You can browse <http://www.lordoftherings.net/> website thru <http://www.archive.org> to find out above meta tags

6. Body Text

- 300 words of readable text per Page
- **Body text** is an important part of on-Page keyword relevance. Make sure that your body text is sufficiently long (several paragraphs is ideal), and keeping the

Discovery of e-Marketing

inner-string relevance, try to make your paragraphs begin with the keyword phrase in question.

7. Flash

- When there is a site in Flash use div tags to add content, links etc. It is OK for spiders and Google.
- **Don't does**
- Hidden text or links
- Misleading or repeated words
- Page does not match Google's description
- Cloaked Page

Google's own definition of cloaking: The term "cloaking" is used to describe a website that returns altered webPages to search engines crawling the site. In other words, the webserver is programmed to return different content to Google than it returns to regular users, usually in an attempt to distort search engine rankings. This can mislead users about what they'll find when they click on a search result. To preserve the accuracy and quality of our search results, Google may permanently ban from our index any sites or site authors that engage in cloaking to distort their search rankings.

- Deceptive redirects
- Doorway Pages
- Duplicate site or Pages

8. Importance of H1 and H2 tags

- H1 tags matter. Put in H1 your title at the very top of the Page and you will increase your ranking 10 fold (if you're not already doing much). You can alter the way h1 displays text with CSS.
- H2 tag is "cared" when the crawler doesn't find the H1 tag. Inktomi gave me an extra notch up for having added the H2 tag

9. Robots

- Add the robots tag
- Place the robots.txt in your root on your server. You need to put this in robots.txt file if you want everything to be crawled in your root:
User-agent: *

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Disallow:

- For more in-depth study of robots (e.g. banning certain robots from crawling your site) please visit <http://www.robotstxt.org>

<http://www.robotstxt.org/wc/exclusion.html>

<code>META NAME="robots" CONTENT="noindex"></code>	Googlebot will retrieve the document, but it will not index the document.
<code><META NAME="robots" CONTENT="nofollow"></code>	Googlebot will not follow any links that are present on the Page to other documents.
<code><META NAME="robots" CONTENT="noarchive"></code>	Google maintains a cache of all the documents that we fetch, to permit our users to access the content that we indexed (in the event that the original host of the content is inaccessible, or the content has changed). If you do not wish us to archive a document from your site, you can place this tag in the head of the document, and Google will not provide an archive copy for the document.

Commanding Robots and Spiders

It's About Taking Control

Many of the spiders, (a.k.a. Robots), that visit a Page on your site, will follow the links to other areas of your site, and index those linked Pages. This is called a deep crawl, and all of the visited Pages may be added to a search engine's index. For one reason or another, however, there may be some areas on your site that you do not want to be indexed or have show up as a result of a search query. A common example is where a series of Pages must be viewed in sequential order. In that instance, you would only want the robot to index the first Page. To that end, enter the Robots Meta Tag.

The Robots Meta Tag

Similar to other meta tags, the Robots Meta Tag is placed in the Head of your document. The Robots Meta Tag performs a very specific function. It tells spiders

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which Pages should be indexed, which Pages should not be indexed, which links should be followed, and which links should not be followed.

This is best explained by reviewing the following examples.

```
<meta name="robots" content="index,follow">
<meta name="robots" content="noindex,follow">
<meta name="robots" content="index,nofollow">
<meta name="robots" content="noindex,nofollow">
```

In the first example, the spider is instructed to index the visited Page and follow all links. In the second example, the robot is instructed to not index the visited Page, but follow all the links from it - and so forth.

It should be noted that there is no reason to ever put the "index,follow" instruction on a Page. That is what the robot will do if the nothing is specified. The tag itself can be very useful, and it is gaining in importance. For instance, it is the only meta tag Lycos reads. Unfortunately, it is still not widely supported by the search engines.

What is more widely supported is the Robots.txt file. And we'll talk about that bad boy on the next Page.

Handling Robots with Text

Robots.txt - The Spider's Boss

The first thing a spider checks for when it visits your site is the robots.txt file. It's a basic text file that can easily be created in Notepad or any other text editor. Note that the robots.txt file must be all lower case.

The file must be placed into the top level of your server space. This means that you'll need to check with your host to see if you can use it. However, if you can use it the robots.txt file it will you give more control over which areas of your site are excluded from visit by a spider when it enters your web site

The best way to demonstrate construction of the robots.txt file is through example.

To exclude all robots from the a server:

```
User-agent: *
```

```
Disallow: /
```

To allow all robots complete access:

```
User-agent: *
```

```
Disallow:
```

To exclude all robots from parts of a server

```
User-agent: *
```

```
Disallow: /cgi-bin/
```

```
Disallow: /tmp/
```

```
Disallow: /private/
```

To exclude a single robot

```
User-agent: BadBot
```

```
Disallow: /
```

The file is fairly straight forward. You just save it as robots.txt. But even if you get confused, you can check your file's construction online using [The Robots Syntax Checker <http://www.tardis.ed.ac.uk/%7Eesw/robots/check/>](http://www.tardis.ed.ac.uk/%7Eesw/robots/check/). It's a free facility.

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If you are more inclined to use software, however, you can snag a visual editor for creating the Robots text file. Just visit [RoboGen](http://www.rietta.com/robogen/) <<http://www.rietta.com/robogen/>>.

10. Images

- Images are important too. Make sure that your site's logo contains your keyword phrase in both its ALT text and image file name (keyword_phrase.jpg). The same convention can be followed for other images in the website.
- **Image Maps** - are something that can be read by some spiders but can not be read by others. If you plan to use an image map, make sure there are other links on the Page (perhaps on the bottom) that link to your other Pages.
- Add keywords in Alt Tag
- Also add title tag within the image tag. The title attribute that you can add to link tags (eg SEOChat) has effects on search engine optimization. But Google will not use them at all for images unless the image forms part of a link. (You can link them to an anchor)
- Match all internal anchors to the Page theme. A text anchor call HOME which goes to the HOMEPAGE does not help - get innovative - if your site is about CARS then: example: CARS should be the anchor to index.html.
- **StopWords and Poison Words**
Stopwords are common words that search engines filter out. Common words are words like: the, is, and, or, website, homePage, or email. By nuking them, they save some engines disk space and clutter.

Poison words, are words that are known to decrease your Pages rankings if a search engine finds them in the title, description or in the url. They don't kill, they just bury Pages in rankings.

What are some new poison words?

Bookmarks, Links, Resources, Directory, Search Engine, Forum, BBS, in their singular and plural forms are known poison words. UBB, BBS, Ebay, and all variations on the pa-id to surf program keywords.

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Your website Review:

- ❑ Highly recommended for web sites that have not been optimized for general search engine guidelines.
- ❑ Recommended for home Page that is using Flash animation, Frameset, redirect url or dynamic generated.
- ❑ Major search engines will not index your web site if your web site does not meet their guidelines.
- ❑ Our experts will individually review the following elements on your home Page to see if they cause any problems for search engines to index your web site.

- **Title Tag**
- **Meta Description Tag**
- **Meta Keyword Tag**
- **Frameset**
- **Flash Animation**
- **Navigation Links**
- **Rollover Buttons**
- **Text Graphics**
- **Redirect URL**
- **Dynamic Generated Web Site**

Sign-up <http://www.e-guru.org> to become a members of Indian E-marketing Association and Send e- mail to info@e-guru.org

Resources Reference Sites

- <http://www.Sale-Force.com>
- <http://www.webproworld.com>
- <http://www.SEOchat.com>
- <http://www.importexporthelp.com>
- http://dmoz.org/Business/International_Business_and_Trade/Import_and_Export/Portals/
- http://dmoz.org/Business/International_Business_and_Trade/Import_and_Export/Portals/Trade_Boards/
- <http://www.info-sys.org> : **You can find here more than 3,105 Search engines list from 6 Regions and 211 Countries.**
- <http://www.rexco.com/the500/prim.htm>
- http://www.internationalbusinessdirectory.com/index.php?t=sub_Pages&cat=41
- <http://www.thaiwebsites.com/trade.asp?mode=trade>
- <http://www.w3schools.com>
- <http://www.Lycos.com>

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Credits

Success is a Journey, Not a Destination.

Idea came for this book from <http://www.chenjacob.com/> where we found **seo.pdf** document. We have collected more resources from various websites and added more resources so that this new document became a perfect e-marketing guide. We are still updating this document continuously. We would be very glad if you send us your feedback on yogesh@e-guru.org so that this document will be helpful for everybody who is doing e-marketing. Kindly forward this document to your friends.

This document would have not been possible without the efforts of a lot of people, specially onwer of <http://www.chenjacob.com> who is created seo.pdf so that we could get exact path to make this book. we take this opportunity to thank all the people whose ideas are put in this document and appreciate the fact that they were ready to share their experiences with the other people which allowed a newbie like us to prepare this document. Thank you once again and All the best

Following some names used over is their names or usernames in the forum <http://www.seochat.com>, <http://www.webproworld.com> and many other forums/resources. we have also given a list in resources section.

Darrin Ward www.darrinward.com	SEOWiz	Gringo
wm_asia	Webby www.abakus-internet-marketing.de	Phoenix
mario	the Bear	dhecker
Nintendo	piel	simple-biz
kirby	wireless cove	Rustybrick
RoboGen http://www.rietta.com/robogen	<i>Candice Humbley</i> http://www.M6.com	Sale-force.com, primelibra http://www.e-guru.org