

Main Identity

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MarketPosition™ Monthly
"...Because Submitting is Not Enough."
<http://www.marketposition.com>

This Issue Prepared for: **May 2003**
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Study: 40% Change Brands After Researching Online

A recent study by The Dieringer Research Group reported that 40 percent of Internet users in the US changed their opinions of brands due to information they gathered online. That means it's more important than ever to expand the presence of your business on the Web if you wish to influence discerning buyers. It's also just as important to build an effective Web site that educates and sells consumers on the products and services you offer.

eMarketer estimated that there were 152.8 million Internet users in the US in 2002. Multiplying 40 percent by 152.8 tells us that 61 million people in the US alone changed their minds regarding the products they wanted to purchase after conducting online research. That speaks volumes about the importance of every business having a great Web site that can be easily found by consumers doing product research.

So what is by far the most common way to research products and services online? Search engines of course! One could cite countless studies to confirm this fact, but your own hands on experience is probably just as reliable. Simply ask yourself: What do you do when you're interested in learning more about a product or service? Sometimes you'll go directly to a vendor's Web site if you know the URL, but more often you'll load your favorite search engine and do a quick keyword search to find reviews, pricing, competitors, and so forth.

Get Free On-line Marketing Tools for your Website!

If your goal is to attract qualified visitors to your

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Need Help Finding the Right Keywords?

Target the wrong keywords and all your efforts will be in vain! Don't waste time optimizing for words that will never bring you any traffic. Find out exactly which keywords and phrases are most often searched on the Web using

website, and keep them coming back, then MarketMyDomain.com has the solution for you.

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Will Yahoo Purchase Overture?

Yahoo! priced \$750 million in convertible bonds on May 1st despite having \$1.5 billion in cash on hand. If you have that much cash on hand, why would you need another \$750 million? This has led to speculation that the search giant may be planning a major acquisition soon. According to some analysts, the most likely target could be Overture. Overture's stock jumped 6% the following day after a long run of sagging stock values.

What does this mean to you? Well, if you like to play the stock market, Overture may be an investment worth looking at right now. It also means that Yahoo! with its strong financials and recent acquisition of Inktomi will be well positioned to compete against the rising influence of the Google juggernaut. For search engine marketers, it will most likely not spell any significant change in your strategy since Yahoo! already carries Overture listings on its site. An acquisition would simply serve to strengthen that alliance.

[Overture Jumps as Yahoo! Grabs Cash](#)

WebPosition's Page Critic Made Easy!

By Robin Nobles

WebPosition Gold's Page Critic is a wonderful tool for checking your pages to learn how to get them primed for top rankings. However, because the Critic offers such a huge volume of information, one issue I see with my students is that they think they have to do every single thing that Critic tells them to do. They spend hours and hours trying to create a "perfect" page, rather than following the Critic's basic guidelines to get their pages online sooner rather than later.

The first thing you need to know . . .

There's no such thing as a "perfect" page! I can give you numerous examples of top ranking pages that could be

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improved in a variety of ways. But, the first rule you need to remember is never mess with success. If you have top rankings, leave the page alone!

Let's learn an easy way to use Page Critic. My partner with Search Engine Workshops, John Alexander, uses Page Critic in the most "stress free" manner that I've seen while achieving excellent results. In fact, he teaches this technique at our workshops because it goes along with the "stress free" process we teach our students on how they can optimize their sites.

But before we get into John's method of using Critic, let's take a simple walk through of the Page Critic feature of WebPosition.

Easy step-by-step walk through of the Page Critic:

1. Let's say you want to analyze a new page. Open WebPosition and choose "New" from the File menu, then choose Page Critic.
2. On the first tab, under Domain Name, type in the name of your domain, such as www.searchengineworkshops.com.
3. If the page you want to analyze is on your hard drive, point WebPosition to that page by clicking on the Select button. Find the page by looking through the listings of folders and files on your hard drive. If the page you want to analyze is online, type in the URL, such as <http://www.searchengineworkshops.com/search-engine-seminars.html>.
4. Under Analyze Page for Keyword or Phrase, type in your keyword phrase, such as "search engine seminars."
5. Click on Next.
6. On tab 2, choose an engine to optimize your page for and click Next.
7. Under Settings on tab 3, you can choose whether to check the link popularity of your page (which is a very neat feature), or you can just go with the default settings, which allow the quickest analysis of your page. Click Next.
8. You're now on the Page Editor section of tab 4. Click Start, and the program will ask if you want to save the Mission. Click Yes.
9. The Page Critic results will now appear in your browser window.
10. Scroll down until you see the first blue bar, which contains these words:
"Suggestions for making your page conform closer to the statistical averages for top ranking pages"
11. Scroll down some more until you see the next blue bar, which contains these words:
"Suggestions based on the analysis of your page for <engine> for keywords '<your keyword phrase>'"
12. Do you see the information that falls between those two blue lines? Concentrate on that information only,

and you'll be amazed at the results you'll achieve with your Web pages by using WebPosition's Page Critic!

Get Yours Before They are Gone (Only 2,000 Will Be Sold)

Trey Koehler of SafelistWorld.com said, "I feel as if I discovered the Holy Grail of Internet Marketing!"

Bill Hibler of RudlReport.com said, "This is just a license to print money as far as I'm concerned."
So, what is it?

[Click here to see if there are any left ...](#)

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Focus on the advice between the two blue lines to gain top rankings with a minimal amount of effort.

This particular section, based on John's method of using Critic, contains the "gold" that you'll want to focus on with your pages. It will tell you:

- How many words to use in the title tag
- Whether you need to increase or decrease your keyword prominence in the link text area
- Whether you need to increase or decrease your keyword relevancy in the URL's on your page
- Whether you need to increase or decrease the number of words in your body text
- Whether your keyword phrase is used prominently in the body text
- Whether your keyword frequency on the page as a whole is where it should be for that engine
- And more...

After you've run your page through the Page Critic, simply open your HTML editor (or use WebPosition's text editor) and make changes according to the above suggestions, taking them one at a time. As you "correct" a potential problem area, that suggestion will be removed when you press "Start" to re-run the Page Critic Mission.

Do you have to do everything that the program suggests?

No. Use your own judgment to determine whether you want to make the changes or not. As you become more knowledgeable about search engine optimization, you'll feel more comfortable in making decisions based on WebPosition's recommendations.

Remember, however, that WebPosition's recommendations are based on intense research on what's working in that particular engine at that particular point in time. So, each suggestion should be considered, though it's your choice whether or not to make the change.

For example, let's say that the program says that a suggested word count for the title area is 5 to 8, but your title contains 9 words. Do you need to change it? If you want to change it, do so. If you really like your title the way it is and don't want to change it, don't. If you don't get the rankings you want with this page, you can always go back and make that change later. This isn't a "last chance to make changes" type of scenario!

The bottom line is this: try to correct as many of the areas of the Page Critic that fall between those two lines. Then, upload your page to the Web and see how it ranks. Remember to give it some time, because depending on the submission route you choose to take, it can take a month or two to see results. And even then, your rankings won't stay at that particular level forever. Rankings need time to "settle," and they'll certainly fluctuate. So, give it time.

If you don't get the rankings you want, run the page through the Critic again. There may be changes to the engine's algorithm that the Critic will pick up, so it may suggest different changes to increase your chances at a better ranking.

Should you totally ignore the rest of the Page Critic page?

No! As stated previously, the Page Critic offers an abundance of information that becomes very useful particularly for those in highly competitive industries. You can certainly study this information and learn a tremendous amount about that particular engine as well as what you might do to improve your chances at a top ranking.

But if you're busy like the rest of us, and if you want to concentrate on the section that can help you achieve amazing results with your pages, take John Alexander's advice and focus on the area between the two blue lines.

Then, when you get some time, read through the rest of the page and see what else you can learn.

In Conclusion . . .

Use the Page Critic as a guide, and concentrate on the area between the blue lines. Take care of as many problems as you can, then get the page online and start on another page. Don't spend hours and hours trying to achieve a single perfect page. You'll do much better if you optimize many pages, get them up there, see how they do, and learn by your experiences.

As you continue this process and begin to achieve good results, your confidence level will soar, and you'll become even more effective as a search engine optimizer.

By following these guidelines, the Page Critic will be working for you at a much faster pace, so you can move forward in creating new pages for your site that adds content while also achieving top rankings.

Good luck!

Robin Nobles is the Director of Training of the Academy of Web Specialists, which teaches online training in search engine marketing. She is also a trainer with Search Engine Workshops, which presents on-location workshops in search engine marketing at various locations across the globe. For more information about the online training or on location workshops, [visit our Resources page](#).

Please visit our site to Order [WebPosition Gold 2](#) or download the [Free Trial](#).

Advanced Tip: Improving Table Prominence for Higher Rankings

Seasoned search engine marketers know that to gain top rankings, your important keywords should appear as close to the beginning of your HTML code as possible. In search engine marketing lingo, this is called keyword "prominence." Search engines assign greater value to keywords that appear early in the text.

Unfortunately, many Web sites are designed to include navigation links down the left-hand side of the screen. Typically, this side-bar navigation is implemented in one or more HTML table cells. By default, your navigation links will appear in your first table cell.

So, what do you do if you want your body text to appear as the first cell in order to improve keyword prominence, but still need your navigation links to appear on the left side of your Web page? Fortunately, there is a solution by taking advantage of the ROWSPAN property of an HTML table.

When using tables, a simple rearrangement of table cells can move your body text to the top of the HTML code without changing the screen layout. This comes in handy if WebPosition or your own judgment tells you that you need to move the keywords closer to the top of the page within your HTML.

Below, a "dummy" cell is used before the body text instead of the list of links. The cell containing the main body text uses "ROWSPAN=2" so that it spans the tiny dummy cell and the cell containing the links. In this example using our new technique, the cell containing the menu links now appears AFTER the body text.

```
<TABLE>
<TR>
<TD><!--dummy cell to push links down-->
</TD>
<TD ROWSPAN=2 VALIGN=top>Welcome to the
Web's best online catalog for digital
cameras, digital camcorders, Tivo's,
ReplayTV's, and the very latest in
electronic technology. More body text goes
here...</TD>
</TR>
<TR>
<TD>
<A HREF="home.html">Home</A><BR>
```

```

<A HREF="cat.html">View our catalog</A><BR>
<A HREF="help.html">Help</A><BR>
<A HREF="search.html">Search the
site</A><BR>
<A HREF="contact.html">Contact us</A><BR>
<A HREF="about.html">About us</A><BR>
</TD>
</TR>
</TABLE>

```

If you have more than one row containing navigation links, just increase the number of the ROWSPAN for the body text. Your Web page will look the same to the end-user but to a search engine, it will improve the prominence of your most important keywords. In the above example, we are encouraging the search engine to consider words like digital cameras and camcorders as more important than menu phrases such as "Contact Us" or "Search the Site."

For more great tips like this one, check out the latest engine and page specific advice found in [WebPosition Gold's Page Critic](#).

Finally -- Web hosting for SEO's!

You work hard at attaining good ranking for your website. You need a web host that helps you do that.

Now get unlimited keyword-stuffed subdomains from Webquarry for no additional fee! Get the features and specialized support you need at a price you can afford.

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MarketPosition has been published monthly since September 1997. Its popularity has grown dramatically to over 525,000 subscribers, making it one of the most popular search engine marketing newsletters on the Web. Nearly all subscribers are business owners or those working for a business. All are keenly interested in marketing and promoting their business's Web site. Since MarketPosition is so content rich, many read each month's newsletter from start to finish, looking forward to each new issue.

Since we began offering advertising spots in MarketPosition a few years ago, our rates have been competitive to other similar newsletters. Rates have been consistently priced between \$30 to \$40 CPM depending on the number of impressions you wished to purchase. However, we recognize that advertising budgets have been hard hit recently by the lagging economy and stock market.

Businesses are looking for greater and greater values for their marketing dollars. Therefore, as an experiment, for the next three months we plan to cut our advertising rates in half, to as low as a \$15 CPM for an 8 line ad. That is two more lines than we normally offer. That means you get 33% more advertising space at half the normal price!

Please visit [MarketPosition](#) for complete details.

The minimum purchase has also been reduced from \$2500 to \$1500 to give more businesses the opportunity to try their message in this popular newsletter. Spots are expected to go fast at these new ultra-low rates. They'll be sold on a first come, first serve basis. After the 3-month test period, we reserve the right to raise the CPM for any advertisers who did not lock in the 50% off pricing in their contract.

For those that read MarketPosition regularly, do not fear! Advertisements will be limited to no more than 3 spots per issue as in the past. We plan to continue the same high quality content you've come to expect.

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Webmasters, marketers, and business owners around the globe read this high quality newsletter and depend on its advice for promoting their businesses online. Whereas many low quality newsletters tend to get deleted as soon as they arrive in a person's inbox, MarketPosition subscribers look forward to reading the in-depth and invaluable content offered each month.

Last Month:

Last month we talked about several important topics including:

- Top Five Strategies for SEO.
- Link Building: Where to Start?
- Achieving Success with Google
- Yahoo! Officially Announces Facelift

If you missed these or other key discussions, you can find the back issues at:

<http://www.marketposition.com/newsletters.htm>

Other Resources:

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