

Internet Home Business Ideas: Search Engine Optimization

Contributed by Diep Tran
Sunday, 13 May 2007

The first task when you start an internet home business with a duplicate website is to do search engine optimization (SEO) to get the website to rank high with the search engines in order to get traffic from them and boost sales.

If you have just started an internet home business opportunity with a duplicate (look-a-like) website, then it is the first task to do is search engine optimization (SEO). SEO is what internet home business owners use to get their websites to rank high with the major search engines in order to get traffic from them and boost sales. Because more than 90% of the traffic will come directly from the major search engines Google, Yahoo or MSN search results, effective SEO is of vital importance for every online home business owners.

When an internet user searches information online, the search engines are into providing their users with the most relevant, fresh and up-to-date information to match the search term that was used. The search engines use sophisticated algorithms by which they find quickly relevant websites for certain keyword or -phrase. It is therefore absolutely important to update your website regularly and adding new materials will help you get noticed by the search engines.

There are many SEO techniques, when used effectively that will improve the ranking of your website in the search engines results. These methods are divided into on-page and off-page optimization.

On-page Optimization:

- Once you have decided on the keywords or phrases for your website, try to describe the webpage around these keywords that will provide the visitors interesting and well-written information. Ideally, it is best to optimize one web page for two related keywords and two sub-keywords. The more keywords you use in your content, the more likely it is that online visitors will find your site when they do some search with those words. You should spread the keywords strategically through the webpage, but include the most important keyword in the first sentence of the first and the last sentence in the last paragraph and in the headings.

- Another important aspect, which is mostly ignored when you have a duplicate website, is to optimize your web page with the keywords in the meta tags. The meta tags are part of the invisible html source code on your webpage that give information to the search engines, so that they can index your internet home business website properly. The title and the description meta tag will show up in the search engine results, so it is important not to make these tags as "attractive" as possible, but also descriptive as possible what you internet home business has to offer. In the keywords meta tag, you could include related keywords, but not use the same keyword more than twice, since this will be regarded by the search engines as keyword stuffing and your site could be penalized or banned for this.

- Since it is difficult to put many keywords on one webpage, an easy way to develop much more content on your website is writing articles and post them on a

sub-directory for articles. For the search engines, content is king and the best ways to have more keywords or phrases on your site is to have more articles on your site.

Off-page optimization: These SEO techniques are focused on getting links from other websites back to your site. The most effective methods to get backlinks is to write and publish articles in article directories or e-zines, by including anchor text (clickable text) containing the keywords that link back to your site. Other ways to get links is to submit your site to other directories or reciprocal linking with other related websites. Also posting on newsgroups and forums that allow you to have a signature attached to your posting (with your URL or domain name in it) will help to get links back to your site.

After you have optimized your site using these techniques, it will take some time before your site will show up on the first page of the search engines. But don't forget to update your site frequently by adding more information whether on the webpage itself or adding more articles in the articles directory. By keeping these SEO methods in mind and applying them consistently you will be able to developing your site's popularity and high ranking by the search engines, and boost your sales and increase your internet home business.

Diep Tran is working in the pharmaceutical industry, is Internet marketer, and webmaster of <http://www.internet-wealth.biz/> Internet Home Based Business Opportunities.