

# TRAFFIC JAM...

INCREASE YOUR WEBSITE TRAFFIC &  
MAGNIFY YOUR ONLINE INCOME!



**FREE  
GUIDE**

SEARCH ENGINE SECRETS  
**THEY** DON'T WANT YOU TO  
KNOW ABOUT!

# 1

## CREATING A PROFESSIONAL WEBSITE

The essence of your online presence begins with an attractive and professional looking website design. Your website structure will play a key role in converting visitors into profitable customers. Use the following guide to create an easy to read and search engine friendly website.

1. Create an easy to use navigation system along the top or side of your website. Essential web pages should be one click away from your home page to help signify their importance to website visitors and search engines.
2. Pay close attention to the title of each page on your website, as it is the most important element for search engines and website visitors to get an idea about what each web page is about.
3. Use header tags, more specifically the <h1> header tag, with the targeted keywords you would like to rank highly for in search engines. Keep them short and concise, yet descriptive of your web page content.
4. Follow your headers with descriptive content, at least 300 words per page. Each page should stick to a single topic with sub pages providing more detail when necessary.
5. Use descriptive anchor text, that is text used to link between web pages, which describes the content on the forthcoming page. Descriptive anchor text gives visitors and search engines a clue about what they will find on the next page and can help you rank higher for those keywords. Avoid generic anchor text such as 'click here' when possible.

## WHAT YOU NEED



**RAGE Templates let you create professional websites in just minutes. Pick your design, add your company details and your done. All for one low price of \$19.95 USD for 5 custom built templates. [More Details...](#)**

## 2

## PREPARE YOUR WEBSITE FOR THE WEB

What separates the successful websites from the unsuccessful is the attention to detail and completeness that many websites lack. Fortunately, tying up the loose ends and insuring a fully working and useable websites does not have to be hard. Here is what you need to consider before publishing your website online.

1. Check website links to ensure they work correctly and go to the intended web pages. This includes external media files such as images and movies. Broken links turn visitors off and make it difficult for search engines to add your website to their search index.
2. Optimize your website code so it loads quickly in your visitor's web browser. The number one reason why visitors do not stay on your website is due to slow loading content.
3. Check your HTML code syntax to ensure it follows the guidelines set out by the W3C, the organization that maintains the HTML standard. This insures website compatibility across browsers and will reduce the chances of search engine spiders not being able to properly add your website to their search index.
4. Add professional looking buttons to your website ensuring your website is visually appealing to your visitors.

### WHAT YOU NEED

#### RAGE WebDesign: Fully Featured HTML Editor

29.95 USD



For seven years Mac users have trusted RAGE WebDesign to build and design beautiful websites. RAGE WebDesign will automatically check your website's HTML syntax, check for broken links and even optimize your website code so it loads quickly for your visitors.

[Download Now](#)

#### RAGE ButtonDesign: Easy Website Buttons

19.95 USD



RAGE ButtonDesign makes it extremely easy to add professional looking buttons to your website. Using any of the 75+ built in templates and only standards based Cascading Style Sheets and HTML, RAGE ButtonDesign will work with any web browser and on any operating system. **No HTML experience needed!**

[Download Now](#)

# 3

## OPTIMIZE YOUR WEBSITE FOR SEARCH ENGINES

Over 90% of your potential website visitors will come from search engines. Ranking highly for your targeted keywords will be essential in becoming an online success. Here is what you need to do to improve your search engine rankings and drive more traffic to your website.

1. Brainstorm and research targeted and specific keywords instead of trying to rank highly for broad search terms. For example, 'weight loss' is way too broad and highly competitive. Instead try 'Toronto weight loss clinic'.
2. Include your keywords in your website's title tag, header tags, page content, image alt attributes and link anchor text.
3. Create an XML sitemap file and submit it to search engines. Also, create an HTML sitemap listing up to 100 of your most important web pages.
4. Purchase an easy to remember domain name (website URL), that contains the keywords you are targeting.
5. Create a blog to update your visitors on news and announcements and allow them to participate and discuss your website updates. Remember, web page content is one of the most important search engine ranking factors. A blog lets you build a huge library of valuable content.

### WHAT YOU NEED

#### RAGE Google Sitemap Automator

\$29.95 USD



Let search engines discover your website in less than 48 hours with XML sitemaps. Tell them your most important pages and how often they can find new content on your website. RAGE Google Sitemap Automator is the fastest way to get your website listed at the top of search engines.

[Download Now](#)

#### RAGE SEKeyword: Discover Profitable Keywords

FREE



Find the most searched keywords that relate to your website. RAGE SEKeyword is a FREE keyword research and discovery program that uses Yahoo! Search technology to deliver the most relevant and popular keywords for your website.

[Download Now](#)

# 4

## HOW TO BEAT YOUR COMPETITION

Your online marketing success will come predominately from off page marketing strategies and optimizations. Here are some tips to follow to help boost your website traffic, increase your search engine rankings and beat your competition.

1. Get links back to your website by joining online forums, groups, and special interest associations. Submit articles on your area of expertise and get your website listed in online website directories.
2. Announce your new website, service or product and send it out to a targeted media group using <http://www.prweb.com> or a similar newswire service.
3. Keep your visitors returning to your website by creating an informative newsletter and online forum. Build a community around your website, product, or service to gauge continued customer interest and repeat visitors.
4. Offer free resources related to your products or services online. For example, mortgage companies have been known to offer a free mortgage calculator or free advice articles. Give customers a reason to continually recommend your website.
5. Take advantage of social networking websites including <http://www.delicious.com> to get incoming links, digg.com to attract a huge influx of visitors and <http://www.MyBlogLog.com> to help build a community around your online blog.
6. Create a remarkable user experience for your customers by creating an easy to navigate website that loads quickly in your visitor's web browser.

### WHAT YOU NEED

#### RAGE Domainer: Discover Your Website Popularity \$39.95 USD



Track and manage your website and the website of your competitors. Find out who is linking to your competition and see key popularity statistics including Google PageRank and Alexa Rank. RAGE Domainer lets you quickly and easily compare the success of your website with any other site in your industry.

[Download Now](#)

#### RAGE WebCrusher: Fast Loading Websites...Instantly \$49.95 USD



Customers hate to wait, so why not make sure you can deliver your website to them as fast as possible with RAGE WebCrusher. RAGE WebCrusher will optimize your website code so it loads quickly in any web browser, keeping your website fast and your customers happy. Great for websites being accessed by mobile devices!

[Download Now](#)

# 5

## HOW TO TRACK & ANALYZE YOUR PROGRESS

Your marketing and search engine optimization strategy does not end here. Your last step is continued monitoring and optimizations to reach your optimal traffic levels. Of course, your goals and objectives will constantly change, so here is how you monitor, analyze and continually improve your website traffic and income.

1. Install the free Google Analytics website traffic and monitoring application at <http://www.google.com/analytics/>. Use it to monitor where your visitors come from, the keywords they use to find your website, and which pages on your site they are visiting.
2. Continually check your search engine rankings for the keywords you are targeting and see which, if any, of your competitors outrank you.
3. See which websites are linking to you and to your competitors so you can find profitable link partners and gain an edge on your competition.
4. Create your free Google Sitemaps account and submit your XML sitemap file. Now you can control how Google indexes your website, the top keywords your website appears in Google for, and any problems Google's indexing spider encounters while scanning your website.
5. Use [Google Alerts](#) to get notified the second a website mentions you or your products. You can also use Google Alerts to be notified when your competitors get mentioned anywhere on the web.

### WHAT YOU NEED

#### RAGE SERank: Track Your Search Engine Rankings **\$59.95 USD**



Track and monitor your website's search engine rankings in over 60 search engines around the world. RAGE SERank tells you exactly where you rank and who is outranking you. Always stay one step ahead of your competition by ranking higher than them for your most important keywords in search engines.

[Download Now](#)

#### RAGE Google Sitemap Automator

**\$29.95 USD**



Once you have created your XML sitemap file and published it to your server, Google, Yahoo and MSN will all provide a wealth of free information about your website. This includes any problems found while indexing your website, your top keywords and a content analysis for your website copy.

[Download Now](#)

**Your website needs us.**



**<http://www.ragesw.com>**