

## **No Cost Approach to Effective Site Marketing and Search Engine Submission**

by **Cherie' Davidson**

There are many ways to grow in the search ranks without spending money on search engine submission...

As a matter of fact, I recommend NOT wasting money on pay inclusion in most cases because it does not offer enough of an advantage (and many times the fees give you absolutely no advantage -- the only exceptions are the few sites that guarantee placement within a specific timeline). Focus your online marketing and gain positive and targeted traffic without paying out for "expedited listings" or "submission software."

Submission software can appear to save time and effort, but in all reality, it doesn't...

I suggest to clients that they don't waste their time with submission software. No matter how good it sounds, honestly, the best way to attain and maintain strong search engine rankings is with a solid plan, time, diligence and staying active online. Search engine submission and optimization is a marketing strategy, and as such is not a one-shot "point & click" process.

A plan that works...

The important thing is to use a good, strong and simple approach that really works and endures through the ever-changing standards in the search industry. There are some helpful free search engine submission tools, but the downside is, you get involved in several and you can duplicate efforts, which not only wastes time but some engines and directories could mistake it for spam (I have seen this for myself). From my experience, my best advice is, find one helpful free submission tool site (my personal favorite is Selfpromotion.com) and use it as a base. Keep a spreadsheet or submission log and keep track of when you submit, what your Meta data/tags say (especially your ranking and core keywords), and note your rankings. I also advise finding a good, easy to use site traffic reporting site (I have used VisiStat.com for several years and love it). Keeping track and monitoring reports may sound like work, but really, once

you set up a system, you will find it is the easiest way to keep from wasting time and it will help you stay on top of when your listings need some attention.

Basics that I recommend to reach a good rank and maintain it:

- \* Research keywords for your site. Take some time, check out competitor's sites, keyword popularity lists, etc.
- \* Write GOOD title and description META tags for every page on your site. You really need custom META tag info for every page. There are many sites that will give you good advice on how to write great tag content. If you use a good submission site like SelfPromotion.com you will find help there.
- \* Construct a good keyword tag specific to every page.
- \* Submit your site to every free search engine and directory you can find. Always use the free links because the paid ones do not give you any guaranteed or definitive advantages (with very few exceptions).
- \* Be patient ... it can take three months or more to become listed by the "big guys" when you use indexing only.
- \* Get a jump on the waiting time and use search engine optimization techniques for your site content, online marketing such as press releases and circulating free articles, place your site on industry directories and local business directories online.
- \* Put your site address (URL) on EVERYTHING. (Well, everything reasonable and legal, that is.)

By using this brief lesson on marketing your site, you can build a strong marketing base with absolutely no cost whatsoever. And in doing so, you are gaining in-depth knowledge of your site's target audience, which can only help with future marketing.

Good luck! (Let me know how it goes!)

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