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## How can your website speak multiple languages to your customers?

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**Summary:** *8 Top Secrets to get listed into Google for Free and Fast. Not just get listed, but also get listed for your preferred search terms and keywords.*

Google ([www.google.com](http://www.google.com)) over the years has risen from a Stanford university project to one of the most popular search engines in the world. The simplicity and the accuracy with which it presents the search results has helped it gain such popularity. It's very common nowadays to find people use the term "googling" to indicate searching for information.

Getting listed on the first page of the search results of Google for their particular key word (or "search term" as we will refer to it from now onwards) has always been a challenge for a webmaster or a rookie search engine optimizer. Obviously it is not easy. Without knowing the secrets of how to get into Google, you could as well spend all your time and money experimenting with new methods and finally get nowhere with your site's ranking for your particular search term.

Information regarding Google is not always readily available on the web. In fact you might have to "Google" the information! And don't be surprised if you get a lot of search results promising you "Google secrets" but when you finally go ahead and view the page, you get information which has already been presented thousands of times across the web. For any new information, you would need to buy the PDF or book whose accuracy and usability cannot be estimated. You might finally end up losing money (almost \$30 to \$50) to a unscrupulous web site.

With this article, you would be able to find Secrets to get into Google totally free of cost. We don't claim to have found all the following information through our own experiments. But we don't charge for letting the world know of our own findings about Google too. We are providing this information to webmasters and rookie search engine optimization experts to help them get their site ranked top in Google search results for their search terms.

## **Secrets of Getting into Google - How to get Top Rankings for your keywords:**

[Good Content](#)  
[Well Optimized Meta Tags](#)  
[URL containing your search term](#)  
[Search Term Relevancy](#)  
[Link Popularity](#)  
[Link Reputation](#)  
[Get into DMOZ directory](#)  
[Fresh Content](#)

### **Good Content**

Content has always been the king. And it seems it will remain so for quite some time now, with Google giving it its seal of approval. If your content is good, informative and helpful for people, don't worry, you will be on the first page of Google for your search term ! But writing Good content is not always easy. An advice in this regard is to write content revolving around a search term that you are targeting. Try to repeat the term as many times as possible in the content without making the content incomprehensible. This does well in increasing targeted web site traffic.

### **Well Optimized Meta Tags**

Though the importance of the Meta tag "keywords" has been much debated, you can safely decide to discard using it unless you are submitting your site to Inktomi spider ([www.inktomisubmit.com](http://www.inktomisubmit.com)). But please don't ignore the Title tag and the Meta Description tag. Though the Meta Description tag has not really been useful in helping you attain a ranking in Google (though the same cannot be said with regard to other spider based search engines), the Title tag plays a really vital role - both in improving rankings as well as increasing web site traffic. Don't unnecessarily optimize your title tag with your company name unless it is IBM or Microsoft. You would be better off optimizing your title tag with the services or the products that you provide.

### **URL containing your search term**

If you have a page dealing with "Supply Chain Management" you would be better off naming the page "supply\_chain\_management.htm" rather than "article23.htm". With the latter URL, people would still be able to find you in the search results (assuming that you have real good content) but, only in the 123rd page of the search results. Is that what you want? Of course not, you would

like to be found in the first few pages of the search results if you have any dreams of increasing website traffic on your page. So better be safe than sorry - name your page URL with your search terms.

### **Search Term Relevancy**

If you have a page about "Customer Relationship Management" and you discover that more people search for your kind of products using "Customer Relationship Management" as a search term than "CRM", it makes better sense for you to keep using "Customer Relationship Management" across the page rather than substitute it for "CRM". This greatly increases web site traffic and also boosts your ranking for your keywords.

### **Link Popularity**

Google banks heavily on how many people have actually linked to your site. Google's logic is that if more people have linked to your site, they have obviously found your site to be a good site. Otherwise why would they have linked to it? Also if you are linked from a more popular site than yours, your ranking will suddenly shoot up.

### **Link Reputation**

Though Link Popularity is a good measure to rank sites, it's not a totally fool-proof method for Google to rank sites. After all, the main objective of Google is to provide the most relevant results to its visitors. So Google gives IBM a higher ranking for its search term "buy computers" in its results if it is linked from CNET.com with a link saying "Buy Computers Here"; than a link saying "IBM's Web site here". So make sure that when you get a link for your site, you have your search terms in your link rather than your company name.

### **Get into DMOZ directory**

The Open Directory or Dmoz.org ([www.dmoz.org](http://www.dmoz.org)) provides the directory results to Google. As I had indicated in the second point, it's not always helpful to have a description tag for your page as it may be ignored by Google. This is becoming increasingly evident in the recent past. But if you are listed in DMOZ directory, and in the right category too; with a description having your search terms, boy are you lucky ! Your site will get a sudden boost in the rankings for your search terms.

## **Fresh Content**

Google will index your site regularly (almost on a daily basis) if it finds that more and more people are coming to your site daily. And how do you get more and more people to your site? One solution is to add fresh content as frequently as possible (every week perhaps). When Google does its usual rounds of indexing, it will find that your site has updated content from last time. If it sees this happening regularly, it will keep your site in a daily or weekly index and keep indexing according to the aforementioned frequency. So keep adding fresh content to your page as frequently as possible.

These are more or less all the tips and tricks that I can provide you with regarding getting into the Top of Google results for your search term(s). Please keep checking our site for more information on getting top rankings. We will be posting information as we get to know about it.

Getting Top Rankings in Google for your search terms is almost as tough as scaling the Everest.

On a lighter vein, follow this fun page from Google about the technology behind their Great Results: <http://www.google.com/technology/pigeonrank.html>

*If what you've read matches with your requirements, please visit us at [www.stylusinc.com](http://www.stylusinc.com) and share your ideas. Or if you'd like to read more about our solutions and services and see if what we offer interests you please visit us at <http://www.stylusinc.com/Common/AboutUs/Services.php>*

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