Six things you can do to gain higher positions in search engines without forking out any money

Google gives websites a value of importance called Pagerank. The greater your Pagerank the higher your website will be for searches related to your website. Pagerank is based on the number of links you have coming in to your website. But in order to really benefit from Pagerank these links must be relevant. This is very important. So take your time.

Submit your website to the major directories and make sure you submit to the right category that is most relevant to your website. This will provide in bound links form established websites which already have a high Pagerank. Examples: Dmoz.org, Splut.com, Gimpsy.com

See who your competitors have links *from,* email those websites for a link or link swap. Send an email you would respond to, not just do you wanna swap links. Say why you want to swap. To do this first search using Google as you would normally for your product / service using either a generic term or specific product names. Note the web addresses on the first page of results (these results have the highest Pagerank). Now search for link:www.webaddress.com this will return a list of websites that link to webaddress.com.

Submit to regional and industry directories. There are many specialty directories which are City, Country, Industry, Topic/Subject specific. Check out http://www.isedb.com

Encourage those who link to you to gain higher positions by also doing the above. Forward this document only if they want it. Don't send it with your original email, say you have it if they want it and thats its helped/helping you. The greater their Pagerank the more they will pass to you and increase your Pagerank.

Don't delete links to other peoples websites thinking this will save you *loosing* Pagerank, it doesn't work like that. And the chances are the sharper eyed web masters out there will spot this and delete your link. Plus it doesn't do your karma any good.

Don't try and do everything on one day set a target, I am going to submit my website to 5 directories per day for a week. It can get very repetitive. However most directories require the same information, so do the first submission form carefully and make a copy in notepad that why you can quickly paste in your details to other submissions forms.

If you want a full length FREE* e-book about *Optimisation of a website and how to gain higher positions in the search engines* please email kris.leech@phizzie.com or go to www.phizzie.com/FreeSEOebook.htm

*This document is free in exchange for a link to my website.

The document is written for non-website professionals and can easily be implemented by you. It is much more comprehensive than the above tips and goes in to more details about why and how.

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