

own pages, so that web surfers are enticed to click on the result and visit your site.

Step 4: Landing the links

Priming your pages is only a small part of the battle to get top rankings. By landing the links in a well-managed link-building campaign, you can go from also-ran to world champion and establish both the importance and the relevance of your site.

- ✧ How Google ranks. One of the most important sections in the book begins with an exploration of the Google algorithm (how sites are ranked or ordered within search results). It also covers PageRank, TrustRank, and text matching.
- ✧ Off-page optimization, the longest part of the book, incorporates strategies to build keyword-rich anchor-text links into your pages from other websites, so that the quality and quantity of your links exceed those of your competitors.
- ✧ What's new in Web 2.0 explores how the emergence of hugely popular social networks has shifted the balance of traffic on the internet. The chapter specifically explains how you can use this to your advantage in your search campaign.
- ✧ Avoiding penalties is an introduction to the dark side of SEO: how to avoid using methods that could attract a Google penalty, and how to recover from and reverse a penalty if it happens to you.

Step 5: Paying for position

While 65% of people never click on paid (or sponsored) search results, 35% do. No comprehensive website promotion campaign is therefore complete without a full evaluation of paid search engine marketing.