

Tutorial 3: Monitoring and Control

Tutorial 1 gave you an insight into what you need to start generating targeted keywords, how to make sure that the ones you choose are actually being used by Search Engine users, and how to assess the competition for those keywords.

Tutorial 2 showed you how and where to use your keywords to maximum effect in a page and gave you two more critical tools for your toolbox, and discussed site construction.

In Tutorial 3 we'll look at how to measure your success. It includes the final and possibly the most important of all the free tools in your optimisation toolbox.

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Measuring Keyword Success

By this stage you should have a good idea how search engines work, and how to handle them. But don't expect overnight success; it all takes time, and there's no guarantee that you'll hit number one on your first try. The final stage is to monitor your success – or lack of it – and take the right steps to improve your results..

To do this you need another item for your toolbox, you can download in from RankMonitor - <http://www.lemonpod.com/RankMonitor-3322>

Rank Monitor									
Project: www. .co.uk								Links: 907	
Monitored URL: www. .co.uk									
Key Phrase	Usage	Google	Google UK	Yahoo	Yahoo UK	AOL	AOL UK	MSN	MSN UK
all inclusive holiday	229896	27	23	>100	>100	23	23	>100	>100
all inclusive holidays	229896	32	24	>100	>100	27	27	>100	>100
all inclusive holidays in mauritius	failed	8	8	13	>100	8	7	1	>100
antigua	23890	>100	15	>100	>100	>100	>100	>100	>100
antigua all inclusive holiday	979	1	1	32	>100	1	1	4	>100
antigua cheap holiday	456	>100	93	>100	>100	>100	>100	3	>100
antigua holiday	7522	1	1	2	1	1	1	3	>100
antigua late deal	67	11	11	10	>100	9	9	>100	>100
bahamas	17789	>100	32	>100	>100	>100	>100	>100	>100
barbados all inclusive holiday	3576	3	1	>100	>100	3	1	>100	>100
barbados cheap holiday	3154	>100	>100	>100	>100	>100	>100	1	>100
barbados holiday	22301	1	1	>100	>100	1	1	2	>100
barbados holidays	22301	1	1	>100	>100	1	1	>100	>100
barbados late deal	773	13	18	>100	>100	10	36	>100	>100
caribbean all inclusive holiday	6432	15	9	>100	>100	10	6	>100	>100
caribbean cheap holiday	8314	53	51	40	>100	47	47	>100	>100
caribbean holiday	70387	6	3	4	4	5	3	>100	>100
caribbean holidays	70387	4	3	8	6	4	3	>100	>100
caribbean last minute holiday	45029	53	55	>100	>100	47	47	>100	>100
caribbean holidays	70387	>100	61	>100	>100	>100	>100	>100	>100
caribbean late deal	1378	15	15	>100	>100	10	9	>100	>100
cheap holiday	935765	87	83	>100	>100	80	80	>100	>100
cheap all inclusive holidays	27019	17	16	>100	>100	10	57	>100	>100
cheap holidays	935765	97	70	>100	>100	95	95	>100	>100
city breaks	177782	36	31	>100	>100	29	29	>100	>100
disney world florida	86698	27	7	>100	>100	24	7	7	>100
disneyland	50774	>100	45	>100	>100	>100	>100	>100	>100
disney florida	86698	>100	22	>100	>100	>100	>100	>100	>100
disney world	86698	>100	9	>100	>100	>100	10	>100	>100

There is a 14 day trial which period is free. It comes as a download that you install on to your machine. 90% of searches come from the top four search engines, as a result RankMonitor concentrates on these four. The reports it generates will tell you which search engines have listed your URLs, along with details of Keywords or phrases and by clicking on the links you can see where the listing appears in the index. In addition to that it shows an estimate to the total number of searches for that term last month and how many backlinks are being reported. One very powerful tool!

Search Engine Submission

One of the questions we hear most frequently is “I’ve done all the keywording and stuff; why isn’t my site on a search engine?”. Our usual answer of “Which ones have you submitted it to?” nearly always brings back the same blank stare.

At one time sites had to be submitted to the search engines to get listed. Many companies made a great deal of money offering to submit sites to 1000’s of search engines. The fact is that submitting a site doesn’t actually get you anywhere. That said the emphasis is to get sites to link to you, especially if they have been indexed by the search engines.

Linking

So by now you should have a good idea about site structure and content. But now the real work begins, because of the antics of search engine spammers content is not enough. You have to be an “authority” on the subject.

Authoritative sites are generally large, and recognised as such, and have a large number of other sites voting for them by linking. One way to do this is to make your site as big and informative as possible, so webmasters naturally link to it. The problem with this method of passive link building is that it can take years, if at all.

The other way is to pro-actively solicit links, the down side to this is that the search engines have been implementing filters which negate the impact of reciprocal linking. They are also looking at the number of links per page, the “theme” of the page and how important that page/site is itself. Soliciting links in this way is very time consuming, to understand how many links you need type your search term into Google, click on one of the top results and go to the site listed. Note the domain name i.e. www.mydomain.com. Go back to Google and again in the search box type in link:www.mydomain.com. and hit search. The resulting number of pages is the number of incoming links recognised by Google.

The higher the number, the bigger the task.



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In Conclusion...

If you came to these tutorials hoping for demon tricks, then you may be feeling a little disappointed. There aren't any tricks to Search Engine Optimising, just a lot of hard work and patience. But the good news is that it *is* possible to achieve good results and hence boost the number of useful visitors to your site.

If it was easy then the competition would be more difficult to beat. The aim of these tutorials was to give you the basic tools and knowledge to begin. The full learning process will take trial and error, evaluating the cause and effect and monitoring the successes as well as the failures. There are two questions you should consider when considering your site and optimisation

1. Why should your site be at the top of the engines?
2. how can you make it more “authoritative”?

We wish you every success with your optimisation, and if it all becomes too much to cope with, you know where to come for help!

Further updated information is available from the [XSEO news blog](#)