

EPractize Labs

Dominate Search Engines by Genuine SEO

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1. SEO On-page Optimization Guidelines

Search Engine Optimization (SEO) process involves on-page content optimization and off-page link building optimization. Before starting link building tasks you need to optimize your web pages for SEO quality. Start your on-page optimization by SEO Software Submitter – content editor and keyword editor SEO tools.

You need basic HTML knowledge to understand certain terms in this article. At least study the HEAD, TITLE, META, BODY, IMG, HREF tags before reading.

Step 1: Add your keyword in your HTML title tag. Do not use multiple keywords in a title. Use page relevant keyword.

For example: If you have a weight loss tips PDF document in your page. You can have title like “*Weight loss tips PDF from your organization name*”.

```
<title> Weight loss tips PDF from your organization name </title>
```

Step 2: Add your keywords in your HTML META tag. Use page relevant keywords separated by comma.

For example: If you have a weight loss tips PDF document in your page. You can have META keywords like “*Weight loss tips, weight loss guide, weight loss PDF*”.

```
<META NAME="keywords" CONTENT="Weight loss tips, weight loss guide, weight loss PDF">
```

Step 3: Add your page abstract in META description tag.

For example: If you have a weight loss tips PDF document in your page. You can have META description like “*Weight loss tips document covers diet and exercise tips*”.

```
<META NAME="description" CONTENT="Weight loss tips document covers diet and exercise tips">
```

Step 4: Now you have done major keyword editing activities of on-page Search Engine Optimization prior to BODY tag of your HTML file, here on we will discuss about how to improve contents and links inside BODY tag. You should use your primary keyword as header title of your page.

For example: If you have a weight loss tips PDF document in your page and targeting weight loss tips as the primary keyword, then you should display weight loss tips in header tag.

```
<h1>weight loss tips</h1>
```

Step 5: Add keywords in content in relevant places. Avoid using more links in your contents. Use bold/underline tags to highlight keywords in your page.

Step 6: Use your keywords in image name and image alt tags with valid name. For example: . This is needed to improve keyword count of your site and also required for image search. You customers can visit your site even by image search.

Where to start?

Open SEO Software Submitter → CMS Wizard → WYSIWYG Editor → Keyword Editor for editing Title, META, IMG tags. Use WYSIWYG for content updation.

2. SEO Software for SEO not for competitor spying

Search Engine Optimization process involves genuine on-page and off-page optimization on your website to boost up your search visibility. Stop wasting time in investing competitor website analytical reports and links Start SEO today by SEO Software Submitter to move ahead of your competitor in search results.

Search engines show relevant pages in top rankings and show them one by one based on content quality and site popularity criteria. Our business solutions team opposes analyzing competitor websites for SEO and encompasses reliable search engine optimization techniques which are more powerful than competitor analysis.

Why?

Consider an example; you want to move your website to higher rankings for a keyword

“**Email marketing preparation**”. Now check your competitor in Google by this keyword. You are getting www.epractizelabs.com at #1 position. Now try competitor SEO analysis for this site. You will get 0 links in **link:www.epractizelabs.com** analysis for a keyword email marketing preparation.

Linking more and more to other sites will not improve your search visibility. Just concentrate on your business and improve content quality of your site relevant to your products and services. Start promoting your product or services by genuine SEO linking techniques. Once again we are stressing you to avoid competitor analysis and you need to go in top of your competitor in search results not behind them.

Okay, now you concluded that finding competitor links will not help for SEO.

How site can be promoted in order to get higher traffic and search results without competitor analysis by SEO Software Submitter?

SEO Software Submitter increases site traffic in as little as 3 days. There are two ways the site will get search traffic by SEO Software Submitter.

#1. By referral search (short-term temporary traffic) In this search, user enters a keyword in search engine, search engine shows download sites, press release sites, article sites and RSS feed broadcasting sites; User gets site details from the above referrals and visits the site. Using SEO Software Submitter, the site can get immediate traffic by submitting products to download directories by SEO Software Submitter PAD Submission Wizard. Press release and articles can be submitted to PR and Article directories. Submit product advertisement to ad sites. Submit video to video broadcasting sites. Submit Press Announcements and Articles RSS links to RSS feed broadcasting sites.

#2. By direct search (long-term permanent traffic) In this search, user enters a keyword in the search engine; search engine shows site pages, and user directly visits the site. By SEO Software Submitter, seo webmasters can easily complete on-page SEO Optimization by our powerful CMS and SEO Keyword editors using step by step instructions. You can improve keyword popularity of the site by off-page optimizers in the form of Submission Wizards with powerful link partner and email follow-up wizards.

How your site gets higher search results without competitor link building process?

By referral search users visit your site by your targeted keywords. On later stages your product/service information links will be visible on download directories, press release sites, article sites, rss feed broadcasting sites, ad sites and video sites. Automatically search engine improves your product/service page popularity and show them in top results.

3. SEO Software Updated Version for Next Generation Online Business Optimization

The creative mind of Business Solutions Team recently launches updated version of SEO software tools with powerful search engine optimization wizards. Stop wasting time in finding competitor links or meaningless analytical [SEO tools](#) reports. Start your real optimization today by SEO Software Submitter.

SEO Software Submitter, the one and only search engine optimization software product that has complete on-page and off page optimization wizards to dramatically increase site rankings in Google, Yahoo, and MSN. You need not worry about reading vast SEO tutorials or unclear reports generated from any other SEO analytical tools.

In search engine optimization, there are lots of on-page and off-page optimization processes that have been involved, and thus, it is important to find best SEO Software which will help out in order to make your SEO work more effective. There are lots of seo software tools available on the internet, and thus, it is important that you should know how to select and use the best SEO software, so that you can have the right benefit that it can give to you.

No more research in SEO; one product will guide to move your website to unshakable **#1** position in search engines. Thanks to wonderful product for online business optimization.

This SEO Software product is originally developed and used by internet marketing team to improve search engine rankings for website. The SEO tool is found to be very powerful in their usage and led to the success of the organization. So, the team decided to release this **best seo software** into the market to cater those who are looking out for similar solutions. Great to see nice SEO features in one product.

How SEO Software submitter improves site traffic and search engine rankings?

[SEO Software](#) Submitter increases site traffic in as little as 3 days. There are two ways the site will get search traffic by SEO Software Submitter.

#1. By referral search (short-term temporary traffic)

In this search, user enters a keyword in search engine, search engine shows download sites, press release sites, article sites and RSS feed broadcasting sites; User gets site details from the above referrals and visits the site. Using SEO Software Submitter, the site can get immediate traffic by submitting products to download directories by SEO Software Submitter PAD Submission Wizard. Press release and articles can be submitted to PR and Article directories. You can also submit Press Announcements and Articles RSS links to RSS feed broadcasting sites.

#2. By direct search (long-term permanent traffic)

In this search, user enters a keyword in the search engine; search engine shows site pages, and user directly visits the site. By SEO Software Submitter, seo webmasters can easily complete on-page SEO Optimization by our powerful CMS and SEO Keyword editors using step by step instructions. You can improve keyword popularity of the site by off-page optimizers in the form of Submission Wizards with powerful link partner and email follow-up wizards.

Where to use SEO Software Submitter?

SEO Software Submitter will be suitable for any kind of online business organization such as

- * SEO Marketing Companies,
- * Individuals looking for SEO Software,
- * Product Promotion Companies,
- * Web Design Companies, etc.

[SEO Software](#) Submitter generates **submission status reports** and statistics (screenshot and date information with the listings of press release or article or site or software on each site submitted). SEO companies can utilize this feature to exhibit SEO work reliability to their clients. Once again thanks for providing wonderful reporting feature.

SEO Software Submitter is used to maintain a website to be on #1 in Google all the time.

SEO Software Submitter product features

SEO Software Submitter wraps many components to fulfill Search Engine Optimization and product or site promotion.

CMS HTML and Text Editor – To edit pages directly from website FTP folder

Keyword editor – Helps to add/edit Title, Meta, Image and Href tags with step by step instructions

Sitemap Generator – Generate sitemap XML and sitemap HTML files of website by one click.

Sitemap Submitter – To submit sitemap XML file to major search engines

PAD Editor – Create/update PAD XML for software products

PAD Submitter – Increase download rates and generate more software sales. Rapid and effective method to promote software products.

Press Release (PR) Generator – Can maintain website press announcements in SEO Software Submitter and publish in site by customized templates. The product will generate RSS feed automatically.

PR Submitter – Submit press releases by PR Submission wizard

Article Generator – Can maintain website articles in SEO Software Submitter and publish in site by customized templates. The product will generate RSS feed automatically.

Article Submitter – Submit articles by Article Submission wizard

RSS Submitter – Submit RSS feeds by RSS Submission wizard

Weblink Manager – Manage category, link partner details and site submitter.

Directory Submitter – Submit site to directories.

Free Ad Submitter – Submit advertisements to free ad display sites

Video Submitter – Submit promotional videos to video broadcasting sites.

Each submitter have email follow-up wizard, weblink editor and weblink manager to ease up link partner communication.

Similar Products Currently available in the Market.

None of the product matches exactly with SEO Software Submitter. Most of them are analytical and competitor link finder.

Why SEO Software Submitter is the Best Product for Internet Marketing?

Life Time License, Low Cost: SEO Software Submitter is activated only once and used for optimizing any number of sites.

Simple and Fast: SEO Software Submitter does not require any hosting server or high end machines to run the software. Organization can install it on any Windows operating system with just 100 – 200 MB disc space.

4. Start your SEO from Sitemap submission by Free SEO Software Tool

Search Engine Optimization's (SEO) first and foremost step is submitting site information in the form of crawler recognized format called Sitemap, an XML file with page, image and video link details. Start your Sitemap generation and submission by [SEO Software](#) Submitter Sitemap generator and submitter tools today to inform search engines about your site.

Sitemaps are a way to tell search engines about the pages on a site with video links, images links, mobile links, News links, software source code links, and geographical (KML) details. Creating and submitting a Sitemap helps to make sure that search engines know about all the pages on a site.

Well! You have created a site with lot of information about your products or services. Now, you want to start your Internet marketing to grow your business. Just follow these simple Sitemap submission process to inform your site details into search engines, so that your pages get crawled and listed on search results.

Remember that if your pages get listed on search results, you will get more and more visitors; of-course more sales.

SEO Software Submitter [Sitemap Generator](#) is a free tool; use any search engine to search and download it from Internet.

Step 1: Create your site company profile in Config Wizard > Company

You have to enter your site information. You might skip this task if you want to use your own FTP process for uploading the Sitemap file.

Step 2: Go to the Sitemap Generator, select company profile you have created in Step 1 or enter complete URL of your site in the URL field.

Step 3: Click Start and wait for some time to access your linked pages.

Step 4: Once you get the message "Process Completed", click Save As XML format

Step 5: Upload this file into your FTP folder named Sitemap.xml or name it as you wish.

Open **Sitemap Submitter** > Submit your Sitemap XML into major search engines.

Before submitting, you have to create a Webmaster account in search engines.

After couple of days, you can log in and see the status of your Sitemap and how many pages got indexed, errors in links, etc., in Webmaster control panel.

You may need to visit Webmaster control panel regularly to improve your site linking quality and SEO quality. You can get many SEO suggestions from control panel.

Below is the list of Webmaster login URLs of major search engines.

www.google.com/webmasters/

www.siteexplorer.search.yahoo.com

www.bing.com/webmaster

www.altavista.com/web/webmaster

5. SEO Software Submitter PAD Submission Sucks Marketing Partners in Minutes

Marketing new software product over Internet is easy by affiliate marketing. Find affiliate marketing partner in minutes by SEO Software Submitter PAD generation and submission wizards.

PAD is the Portable Application Description, and it helps authors provide product descriptions and specifications to online sources in a standard way, using a standard data format that will allow webmasters and program librarians to automate program listings. PAD saves time for both shareware authors and webmasters. – Ref: <http://pad.asp-software.org>

In simple terms, PAD XML is an biography of your software that includes product name, version, description, download links, product page links, company name, support email, sales email, contact numbers, etc.

Without website traffic, it feels that everything you do for your business is a waste a time.

The time you spent developing a product is wasted...
The time you spent developing website is wasted...
The money you invested in project development is wasted...
The money you invested in resources is wasted...
The money you invested in website hosting is wasted...

You need to spread your product info into many sites to get more customers. Submitting PAD file into download directories not only gets customers and also affiliate partners to market your product immediately.

Affiliate marketing is a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts. Examples include rewards sites, where users are rewarded with cash or gifts, for the completion of an offer, and the referral of others to the site. The industry has four core players: the merchant (also known as 'retailer' or 'brand'), the network, the publisher (also known as 'the affiliate'), and the customer. The market has grown in complexity to warrant a secondary tier of players, including affiliate management agencies, super-affiliates and specialized third parties vendors. – Ref: http://en.wikipedia.org/wiki/Affiliate_marketing

In simple words affiliates are external marketing leads of your software/business working outside of your company. You need to give commission for each sale.

Where to start?

Just open [SEO Software Submitter – CMS Wizard – PAD Editor](#)
Enter your product information, click Save
Click upload to publish your product pad XML into your website
Open CMS Wizard – PAD and enter your payment gateway product ID(**Regnow, ClickBank, seSeller..etc**). This id is needed to get affiliate relationship immediately while submitting.

Open **PAD Submitter** – submit your PAD files to affiliate sites. You will get affiliate partners for your product marketing. You can see the increase in traffic of your site and download rates.

Apart from getting affiliates, you will also get the following benefits:

- Increase download rates and generate more software sales
- First and must step to promote your new software release
- Find out the user/author ratings and reviews available of your product
- Increase your link popularity and thus achieve better positioning in the search engines

Good luck for your Internet business!

6. SEO Step by Step instructions for SEO Software Submitter

This is the pronouncement from SEO Software Submitter, Search Engine Optimization software recently launched from EPractize Labs business solutions team. Based on customers' advice, Step by step SEO guide will be launched by this week end. Stay Tuned.

SEO Software Submitter is the only SEO product that covers complete search engine optimization activities in smart manner without researching competitor websites or unclear analytical reports. SEO experts and Webmasters rated SEO Software Submitter as the best tool for Internet business promotion and search engine optimization, however they feel that the product components need further documentation to understand better.

Based on experts' advice, EPractize Labs decided to create step by step SEO manual for SEO Software Submitter that covers where to start and how to start with screenshots. The manual also covers set of examples to understand better.

The changes in documentation will also reflect in SEO Software Submitter V2.0 and will be launched by this week end. SEO Software Submitter user can simple click the next icon at the top of the product to continue for the next SEO task without worrying about what to do next.

Once the user becomes familiar with SEO Software Submitter components by using step by step guide, they can play around the components as they wish. The SEO step by step guide covers 100+ seo steps with web references and images.

You can get brief info about SEO Step by Step guide in the next press announcement from EPractize Labs.

Without website traffic, it feels that everything you do for your business is a waste a time.

The time you spent developing a product is wasted....

The time you spent developing website is wasted....

The money you invested in project development is wasted...

The money you invested in resources is wasted...

The money you invested in website hosting is wasted...

Start your SEO by SEO Software Submitter with step by step instructions by this week end to improve massive traffic to your site.

You can find the announcement at <http://www.epractizelabs.com/seo/seo-software.html>

7. SEO Article Marketing Generates Links and Traffic

Internet marketing experts always recommend article marketing and it is more powerful than email marketing or any form of Internet advertising.

Article marketing is an excellent strategy for driving FREE traffic, particularly if you don't want to advertise your product by pay-per click Search Marketing.

A best practice in article marketing involves the creation of tons of quality attractive articles related to your specific product or services.

How article marketing drives traffic for your site?

Article directories can help your site generate massive traffic by showing articles and author bio (links to your site).

What benefits article directories can get to show articles?

Article directories displays ads related to your topic on each article page.

The higher your article appears in search engines, the more traffic your articles will generate. Articles site can shares articles via RSS with their subscribers and partners, this will increase number of back-links of your site.

Good rule of writing article is "quality over quantity". A single article can generate more traffic than tons of articles traffic. Your articles should contain the keywords that people would commonly use to search for your particular topic.

Duplicate content will actually drive SEO rankings down. Make each piece different enough will give greater rewards.

Good luck for your Internet marketing!

8. Title tag plays major role in SEO

Looking for an important and fast SEO optimization? Change your title tags with relevant keyword; you can see dramatic changes as faster than other optimization.

What is title tag?

A title tag is the page info text that is normally displayed at the top of the browser window. In html page, it will be located inside the header tag.

Search engine crawlers use these title tag text as the page info for displaying results. You can see Google results with title href followed by description of the page in the next line.

Guidelines for using title tag texts

1. Create title tag within 60 characters length; hence the maximum length of a title text to be displayed in search results should be between 60-70 characters. If your title text length is greater than 60, google will truncate remaining characters and displays with ... extension. W3C standard is 64 characters length. <http://www.w3.org/Provider/Style/TITLE.html>
2. Focus on your main keyword instead of multiple keywords in the title tag.
3. Use the title tag with proper cases similar to your page header.
4. Each and every page must have the title and it must be unique. Avoid using the same title on every page of your website.
5. Use relevant text to clearly communicate the contents of the page to the search visitor.
6. Include the name of your organization in the title tag of your home page.

9. Meta description improves clicks and pulls traffic

Are you getting more impressions in search engines and unable to get more clicks? Change your Meta description with attractive statement about your page; you can see increase in clicks on that page.

What is META tag?

A META tag is the page abstract text that is placed inside html header tag and it is hidden from browser display area.

Search engine crawlers use these META tag text as the page description for displaying results. You can see Google results with title href followed by description of the page in the next line.

Guidelines for using META description tag

1. Create META description tag within 140-150 characters length; hence the maximum length of a META description to be displayed in search results should be between 150-155 characters. If your description text length is greater than 155, google will truncate remaining characters and displays with ... extension. W3C doesn't specify the size of this description Meta tag.
2. Focus on page abstract content instead of adding multiple keywords in the description tag. Creative content always drive traffic to your site.
3. Use the META description with proper cases similar to your page content paragraphs.
4. Each and every page must have the META description tag and it must be unique. Avoid using the same META tag on every page of your website.
5. Use relevant text to clearly communicate the contents of the page to the search visitor.
6. Include the name of your organization in the META description tag of your home page.

Roles of the META tag

1. Increases click rate from search impressions – If you use relevant description text on your page, targeted visitors would love to enter on to your site.
2. Must needed for webmaster's link exchange program – If you have the valid META description tag, your link partner will link your site by META text as the description of your site.

SEO Software Submitter keyword editor allows you to edit your META tags without HTML knowledge.

10. Search Engine Optimization Techniques

There are many Search Engine Optimization companies providing search engine optimization techniques and services in their own style. However, techniques that fetch faster results in ranking are Press Release and Article Submission.

Press release and article submissions are excellent strategy for driving FREE traffic, particularly if you don't want to advertise your product by pay-per click Search Marketing.

Your press release will be immediately displayed on Google news page and Yahoo news page. You can see news results under first page of [google](#) for a selected keyword.

Both Press Release and Article submission will generate external links to your site in many ways.

The higher your article appears in search engines, the more traffic your articles will generate. Articles and Press Release sites can share Press Release/articles via RSS with their subscribers and partners; this will increase number of back-links of your site.

Both article and Press Release sites share article links in social media sites like [Twitter](#), [Facebook](#), [Yahoo BUZZ](#), [Google BUZZ](#), etc.

11. Few Search Engine Optimization Tips for Your Press Release / Article Marketing

Good rule for writing Press Release/article is “quality over quantity”. One Press Release/article can generate more traffic than tons of Press Releases/articles traffic. Your Press Release/article should contain the keywords that people would commonly use to search.

1. Avoid using direct company name in your article
2. Clearly state what the Press Release/article is about in your headline
3. Explain your points/announcement in short paragraphs
4. Emphasize the benefits of your product or service

Search Engine Optimization (SEO) process involves on-page content optimization and off-page link building optimization. These kind of submission will immediately generate links for your site.

Making new innovative product might be an easy task; however, reaching the targeted customers about your new product is very difficult.

Internet marketing fully depends on search engines like [Google](#), [Yahoo](#), [MSN](#), etc., for targeted traffic. Press announcement and article marketing is the best promote new products and announcements.

Start your Press Release/Article marketing by SEO Software Submitter today to drive more traffic to your site.

12. Search Engine Optimization Techniques for Building a New Site

Are you recently launched your website and looking to improve your search visibility? This article will provide enough information on SEO content and link importance and guidelines.

Search Engine Optimization (SEO) is not an one time activity, continued process to improve the visibility of a web site or a web page through natural unpaid search results in a search engines.

Thump rule for Internet marketing: **GET ON 1ST PAGE, GET MORE VISITORS = MORE SALE**

Many SEO companies and tools will attract you in a words saying that your site will be listed in first page within a day, within a week, within a month.....etc.

My dear Internet marketing friend, Google, Yahoo or Bing search engines itself NEVER say such a commitment to pull your site into first page within few days. So, stop spending such useless investment and concentrate on your site contents and genuine way of promoting your website.

SLOWLY AND STEADILY you will get good results.

Step 1 : Identify high ranking keywords for your business from Google keyword suggestion tool. Just concentrate couple of keywords for your SEO.

Step 2. Build your web pages with useful relevant information with keywords identified in Step 1. Google says, "Focus on the user and all else will follow". Must remember "Content is King".

Step 3: Must provide unique relevant title in all of your web pages.

Step 4: Must provide unique META description and keywords in all of your web pages.

Step 5: Create HTML Sitemap to easily navigate your site.

Step 6: Create XML Sitemap and submit it to search engines. This will inform the search engines about your web pages and time frequency for crawling.

Step 7 : You need to increase linking count and popularity to reach out target audiences over the web. To improve your external linking, you need to do many submissions and it must be SPAM free. To avoid SPAM issues you must not use any AUTOMATED submission tools.

Step 8 : If you are promoting software product, create PAD XML (product info for download sites) and submit to download directories. You will get targeted visitors as well as reselling partners from download sites.

Step 9: Create press announcement and submit to PR sites. Note that PR can be published immediately in google search results (you can see News Results in first page of google).

Step 10: Create topic niche articles and submit to article directories. You can use your site links at the bottom of the article or author bio paragraph.

Step 11: Submit your site to free download directories.

How your site gets higher search results without link building process?

By referral search users visit your site by your targeted keywords. On later stages your product/service information links will be visible on download directories, press release sites, article sites, rss feed broadcasting sites, free ad sites and video sites. Automatically search engine improves your product/service page popularity and show them in top results.

Both content and links plays major role in SEO. Links are important for getting high search engine rankings. Content is important to drive more relevant traffic of-course sales on your site.

Good luck for your Internet marketing success !

13. Keyword Density, No More Usage in SEO

Are you looking to improve your keyword density on your pages? You must read this article.

In the late 1990s, keyword density became an important factor for SEO and the site with more keywords will get higher ranking. Webmasters discovered this search engine secret and started adding more keywords in pages to get higher search benefits. Nowadays, the Search Engines are giving more priority to many other factors to avoid keyword stuffing.

Keyword density is the percentage of times a keyword or phrase appears on a web page compared to the total number of words on the page. My dear Internet marketing friend, search results are determined by relevancy and **NOT BY ADDITIONAL KEYWORDS ON YOUR PAGES**. Google relevancy is determined by over 200 factors, one of which is the PageRank for a given page.

You can find many SEO tools for finding and analysing keywords on your pages. Do you think this is required for SEO? Absolutely NO. You just concentrate on page navigation and contents to rank well in search results pages. Create pages with relevant titles and META tags with relevant keywords.

No one knows the Search Engine logic and never accept third party commitment about your SEO. You cannot expect the page to be listed in top of search results on the same day you launched; it takes time to crawl, index and move you on top.

The only way of promoting your website is, **INCREASE VISIBILITY OF YOUR PRODUCT/SERVICES**. If you have wealthy budget to advertise, you can very well start your **SMM (Search Engine Marketing)** and **SMA (Social Media Advertising)**; if not, you can start promoting your product/services by submitting to download sites, free press release sites, article publishing sites, RSS sites, free ad sites, video sites and directories.

Good rule of building a page is “**quality over quantity**”. A single page can generate more traffic than tons of pages. Your page content should contain the clear information about product or services with relevant keywords in relevant places (**NOT IN ADDITIONAL PLACES**).

Duplicate content will actually drive SEO rankings down. Make each page content different enough will give greater rewards.

Guidelines for using keywords in contents

1. Avoid using analytical tools to find keywords on your pages, verify manually
2. Make clear and quality content about your product or services without adding more keywords
3. Avoid using more links in your content (100-150 words per link recommended)
4. To **avoid keyword stuffing SPAM** issues use at maximum 2% of keywords in your content
5. Use the below formula to calculate keyword density percentage
(Total Number of Keywords/ Total number of Words) * 100

Good luck for your SEO Success!

14. Why Competitor Analysis Never Help in SEO?

Run faster than your competitor to reach number one spot in Google and all major search engines.

SEO is the hottest task in any kind of business starting from local grocery shop to Fortune 500 companies. Reaching the first page of Google always benefit for better traffic and of course more sales.

Each and every website launched over the web wants to reach the first page to reach their targeted audiences crowd.

You need to increase your content and relevancy of your site to get major benefits of search results.

When you ask any OLD GENERATION SEO COMPANY or OLD GENERATION SEO Tool, first thing they will do is competitor analysis. *Do you think is really useful?* **100% NO.**

My dear Internet marketing friend, Google or any other search engine NEVER expose their search algorithm to anybody, even by search analysis. How do you think by comparing with you competitor will help you in SEO?

You need to concentrate and work hard to pull your site to higher ranking than your competitor **RIGHT!** In what way, following your competitor analysis will work?

When you analyse and started working, your competitor will also put similar efforts and maintain their position. You need to apply powerful SEO technique that should be quality than your competitor to get more benefits from search results.

AVOID

Finding competitor links and submitting your website. My dear friend, you never get valid link partners from your competitor back-links pages; only [Google Webmaster Tool](#) (private access for site owners) tells the valid external links. Your link submission will be rejected by many webmasters since your site is not ranked in search engines. It is very hard to get quality links by competitor back-links.

BEST WAY TO PROMOTE A SITE

The best way to promote a site is by genuine promotion methods.

1. If you are promoting a software product, create PAD XML and submit to download directories. Get immediate affiliates to market your products and increase download rates and external links.
2. Write a press release about your site or product and submit to press release sites. Your press release will be immediately displayed in front of Google and yahoo. Your press release will also be broadcasted in many RSS sites, social media sites like Twitter, Facebook, Digg, LinkedIn etc.
3. Write an Article about your product or site and submit to article sites. Similar to Press Release, articles also broadcasted in many RSS sites, social media sites like twitter, Facebook, Digg, LinkedIn etc.
4. You can also host your articles in your blog and submit your Blog/RSS to RSS broadcasting sites.
5. Submit your site to free directories to get external links. Doesn't worry about approval, many directories ever bother about your current rankings. You will get immediate approval.
6. Generate XML Sitemap and submit to Google and all major search engines. Regularly log-on to webmaster tool and see the crawler errors and suggestions.
7. Generate promotion videos and submit to free ad sites and video broadcasting sites.

You can get immediate traffic to your site and slowly your site ranking gets improved.

Stop wasting time in useless competitor analysis and link submission. Start your real site promotion today by one and only genuine site promotion tool "[SEO Software Submitter](#)"

Read more SEO Techniques at [EPractize Labs Blog](#)

15. Google Search Engine Optimization using SEO Software Submitter

Start Google Search Engine Optimization for your site using [SEO Software Submitter](#) today.

Till SEO Software Submitter reached on the market, webmasters find very difficult to complete the optimization based on Google Search Engine Optimization Guidelines. There are 100+ old tools available over the web for showing useless analytical reports and competitor analysis, None of them are used for real SEO activities.

SEO Software Submitter offers powerful CMS and Keyword Editor to optimize web pages directly on site FTP folder. We will discuss how SEO Software Submitter used to complete Google optimization.

1. **Google Guideline:** *Create unique, accurate page titles*
Use SEO Software Submitter keyword Editor to edit/update title tags. No HTML knowledge required.
2. **Google Guideline:** *Make use of the "description" meta tag*
Use SEO Software Submitter keyword Editor to edit/update description tags. No HTML knowledge required.
3. **Google Guideline:** *Improve your structure of your URLs*
Use SEO Software Submitter CMS Editor and FTP Manager to organize your pages.
4. **Google Guideline:** *Make your site easier to navigate*
Use SEO Software Submitter Sitemap Generator to create HTML Sitemap. Simply enter your home page URL and click Start, you will get your Sitemap in seconds.
5. **Google Guideline:** *Have a useful 404 page*
Use SEO Software Submitter CMS Editor and create custom 404 page and upload instantly. Use .htaccess to point this URL for 404 errors.
6. **Google Guideline:** *Offer quality content and services*
Use SEO Software Submitter CMS Editor and create quality contents and upload instantly.
7. **Google Guideline:** *Write better anchor text*
Use SEO Software Submitter CMS Editor and Keyword Editor to create quality anchor texts and upload instantly.
8. **Google Guideline:** *Use heading tags appropriately*
Use SEO Software Submitter CMS Editor to create appropriate header tags in your contents and upload instantly.
9. **Google Guideline:** *Optimize your use of images*
Use SEO Software Submitter Keyword Editor and modify image alt texts and upload instantly. No HTML knowledge required.
10. **Google Guideline:** *Promote your website in the right ways*
Use SEO Software Submitter Website Submitter, PAD Submitter, PR Submitter, Article Submitter, RSS Submitter, Blog Submitter, Directory Submitter, Sitemap Submitter, Ad Submitter and Video Submitter.
11. **Google Guideline:** *Make use of free webmaster tools*
Use SEO Software Submitter Sitemap generator to visit Google, Yahoo, Bing webmaster control panels.

16. SEO Keyword Optimization Techniques

Pump-up your ranking by secret keyword optimization techniques.

Majority of Internet businesses fully depend on search keywords that drives potential buyers to a site. Many are considering single word for optimization and they never succeed in any search engines. The secret way to success in Internet business is choosing a keyword phrase instead of single keyword (single word).

If you want to rank on top for Google, Yahoo, Bing and other major search engines, you'll need more knowledge of search engine optimization than your competitors.

You can easily achieve by effective on-page and off-page optimization techniques if you really use search engine crawler friendly factors.

Keyword optimization isn't just increasing keyword density or specific percentages for your web site. Keeping your web pages more readable with a focus on your product or services with 1-3 keyword phrases per page will naturally lead to keyword optimization.

In the late 1990s, keyword density became an important factor for SEO; the site with more keywords will get higher ranking. Webmasters discovered this search engine secret and started adding more keywords in pages to get higher search benefits. Nowadays, the Search Engines are giving more priority to many other factors to avoid keyword stuffing.

Creating quality content that delivers product/service info to web users is much more effective technique than applying keyword density percentage.

Techniques for Keyword On-Page Optimization

1. Avoid using analytical tools to find keywords on your pages; verify manually. Select a keyword phrase (avoid selecting single keyword; this may have high competition and your chances of coming out on top are very minimal)
2. Make clear and quality content about your product or services without adding more keywords. Concentrate on single keyword phrase. Don't consider multiple keywords at a time.
3. Place your keyword in your Title tag
4. Place your keyword in META tags
5. Place your keyword phrase at the top of your contents in H1 tags.
6. Place your keyword phrase at the bottom of your contents. You can place in the bottom links.
7. Mark your keyword as bold/underline/italics in contents
8. Use your keyword in image alt texts
9. To avoid keyword stuffing SPAM issues, use at maximum 2% of keywords in your content. The below formula to calculate keyword density percentage
(Total Number of Keywords/ Total number of Words) * 100

Good rule for keyword optimization is "quality over quantity". One page can generate more traffic than tons of pages. Your page content should contain the clear information about products or services with relevant keywords in relevant places (NOT IN ADDITIONAL PLACES).

17. Search Engines Webmaster Tools Play Major Role in SEO

Stop using useless old generation SEO analytical tools; start using Google, Yahoo, Bing webmaster tools for reliable optimization.

Many old generation SEO companies and SEO tools are still showing unclear analytical reports and recommendations for SEO. My dear SEO aspirants, the reports and recommendations are no way authorized by none of the search engines.

You have FREE access to google webmaster control panel and other search engines tools (Yahoo, Bing, etc), then what is the need for such commercial SEO analytical tools?

All commercial tools will use their own technique to analyse a page and show you the report and recommendations. None of them will match with Google, Yahoo, Bing webmaster guidelines and recommendations.

Just follow these guidelines to use Google, Yahoo, Bing webmaster control panels:

1. Download SEO Software Submitter (FREE tool for Sitemap generation)

<http://www.epractizelabs.com/seo/seo-software.html>

2. Install and open Sitemap generator. Enter your website URL and click Start.

Just wait for sometime to crawl your site and generate Sitemap.xml. This is needed to get SEO recommendation from search engine's control panel. Sitemaps are a way to tell search engines about the pages on a site with video links, images links, mobile links, News links, software source code links, and geographical (KML) details. Creating and submitting a Sitemap helps to make sure that search engines know about all the pages on a site.

3. Upload this file into your FTP folder named Sitemap.xml or name it as you wish.

4. Below is the list of Webmaster login URLs of major search engines. Just create an account and start submitting your Sitemap.

<http://www.google.com/webmasters/>

<http://siteexplorer.search.yahoo.com/>

<http://www.bing.com/webmaster>

<http://www.altavista.com/web/webmaster>

After couple of days, you can log in and see the status of your Sitemap and how many pages got indexed, errors in links, etc., in Webmaster control panel. You will see many recommendations for your site from search engines in control panel.

You may need to visit Webmaster control panel regularly to improve your site linking quality and SEO quality. You can get many SEO suggestions from control panel.

In search engine optimization, there are lots of on-page and off-page optimization processes that have been involved, and thus, it is important to find best SEO Software which will help out in order to make your SEO work more effective. There are lots of SEO software tools available on the internet, and thus, it is important that you should know how to select and use the best SEO software, so that you can have the right benefit that it can give to you.

Start your SEO today with Search Engine webmaster SEO tools.

Good luck for your SEO Success!

18. Optimization Guidelines for Single and Multi Product Web Sites

In this article we are going to discuss more about single product website and multiple product website SEO optimizations.

What is single product website?

A site with only one product or single service product and buy pages. You can find many sites from clickbank, where the architecture is best suited for these kind of sites only.

What is multi product website?

A site with multiple products and services. You can take epractizelabs.com as the best example for multi product website.

Single site SEO is faster than multi site optimization.

SEO Technique for Single product website:

1. Register domain name with your keyword or product name
2. Create index.html as the main product page of your website
3. Use my SEO On-page techniques for index.html

(Avoid using file name in your submission Ex. domain.com/index.html)

SEO for Multi product website:

1. Create folder name with your keyword or product name
2. Create index.html as the main product page of your website and save it in the folder created in Step1
3. Use my SEO On-page techniques for index.html
4. Submit your website/folder name in directories

(Avoid using file name in your submission Ex. domain.com/folder/index.html)

Good Luck for Your SEO Success!

19. How to move a website to first page of Google by genuine SEO?

Are you struggling to optimize your site to move on top results? Must read this guaranteed SEO tips.

Whether you are a company or an individual, you might have great product or solutions on your hand. You may find it difficult to market your product/service over the web. You might be tired and struggling to move your website to top positions. Don't worry my dear Friend, this is what is happening for almost 80% of the business owners and all are trying and trying like you.

The secret in Internet marketing success is applying most worked techniques that really drive targeted buyers. The powerful solution is moving a site in top positions of organic search (un-paid search) results in Google. We are one of the top companies getting around 50% traffics from Google and getting 3 sign-up in each 2 seconds from our forum. We tried many marketing options and the only worked solution is Search Engine Optimization (SEO). We are getting regular sales only when we are on first page of Google.

We never used any SEO analytical tools, never done any competitor analysis and not even looked at any sites listed in first page of Google during our SEO process. We concentrated on our product and site features and completed page with targeted keywords in applicable places, not in additional places. We finally decided to make these techniques into public and the product name is called SEO Software Submitter.

Our SEO techniques to move any kind of website into first page of Google

1. Stop investing useless SEO analytical and competitor analysis tools. Just sign-up to Google webmaster and you can see all the guidelines needed for you.
2. Find top ranking keywords from [Google Keyword Suggestion Tool](#), Avoid using any third party keyword tools. Make a list of keywords needed for your pages.
3. Create unique, accurate page titles. Just open [SEO Software Submitter > SEO CMS Editor](#) and edit your pages based on recommendations provided in Keyword Editor. You need not download your HTML pages; just open it on the product itself with [WYSIWYG Editor](#).
4. After completing the HTML SEO optimizations, create Sitemap XML from SEO Software Submitter and upload it on your site.
5. Log on to your Google webmaster tool and submit this Sitemap XML file. That's it; you have almost finished half of the SEO tasks.
6. Promote your website in the right ways. The next process will be increasing link counts and popularity of your site by genuine Google recommended link building techniques. Promote your product into software directories by PAD Submission. SEO Software Submitter comes with PAD Editor, Validator and Submitter. Create press announcement and submit to PR sites. Note that PR can be published immediately in Google search results (you can see News Results in first page of Google). Create topic niche articles and submit to article directories. You can use your site links at the bottom of the article or author bio paragraph. Submit your site to free download directories.

You can see many more Google recommended way of link building tools from SEO Software Submitter.

How your site gets higher search results without link building process offered by many competitor analysis tools? By referral search, users visit your site by your targeted keywords. During later stages, your product/service information links will be visible on download directories, press release sites, article sites, RSS feed broadcasting sites, free ad sites and video sites. Automatically, search engine improves your product/service page popularity and show them in top results.

Good luck for your Internet Business Success!

20. Marketing your Product As Faster Than Ever By Powerful SEO Techniques

Are you looking to market your product over the web without spending much on advertisements? You Must read this Article.

There is big difference in creativity of making a product and secret of marketing the same over the web. Millions of websites and products will confuse you and you might be tiered in getting real buyers for your product.

Here I am going to tell you two important Internet marketing tips that drive real buyers for your wonderful product.

None of the product or technique will move your site to number 1 in search engines within short span of time. Most of the search engines see your product's age (we can call it as site age). You need to have live product page at least 6 months to a year to get proper index credit on search engines.

Many SEO companies and tools will attract you in words saying that your site will be listed in first page within a day, within a week, within a month, etc.

My dear Internet marketing friend, Google, Yahoo or Bing search engines NEVER have given such a commitment to pull your site into first page within few days. So, stop spending on such useless investment and concentrate on your site contents and genuine way of promoting your website.

SLOWLY AND STEADILY you will get good results.

Okay, *how can you achieve real buyers immediately by considering site age factor?*

My Immediacy SEO Techniques:

- Create press announcement and submit to PR sites. Note that PR can be published immediately in Google search results (you can see News Results in first page of Google).
- If you are promoting software product, create PAD XML (product info for download sites) and submit to download directories. You will get targeted visitors as well as reselling partners from download sites.
- Create topic niche articles and submit to article directories. You can use your site links at the bottom of the article or author bio paragraph.
- Submit your site to free download directories.
- SEO Software Submitter simplifies all your Immediacy SEO Techniques by many powerful tools.

My Permanence SEO Techniques:

- Identify high ranking keywords for your business from Google keyword suggestion tool. Just concentrate on couple of keywords for your SEO.
- Build your web pages with useful relevant information with keywords identified in Step 1. Google says, "Focus on the user and all else will follow". Must remember "Content is King".
- Must provide unique, relevant title in all your web pages.
- Must provide unique META description and keywords in all your web pages.
- Create HTML Sitemap to easily navigate your site.
- Create XML Sitemap and submit it to search engines. This will inform the search engines about your web pages and time frequency for crawling.
- You need to increase linking count and popularity to reach out target audiences over the web. To improve your external linking, you need to do many submissions and it must be SPAM free. To avoid SPAM issues, you must not use any AUTOMATED submission tools.
- SEO Software Submitter comes with SEO CMS Editor, Sitemap Generator, PAD Generator and submitters for Permanence SEO Techniques.

For more details about how you can get potential buyers in minutes, visit <http://www.epractizelabs.com/seo/seo-software.html>

21. How Long Will It Take To List My Site On 1st Page Of Google?

This is the question asked by millions of website owners and webmasters. There is no defined calculation to tell you the exact time duration about SEO rankings. Sometimes a site will be on 1st page for couple of days and will be thrown away to 10-20 pages back.

Things to remember while optimizing a site:

1. Avoid finding back-links of competitors and submitting them. Sometimes you never get back-linked from the site(s) you have submitted.
2. Stop changing contents by useless keyword analytical tools. Just concentrate on your content changes strictly on Google guidelines. Google webmaster control panel is the best seo tool than others.
3. Promote your site in [Genuine Way](#) by Google Guidelines accepted SEO Software tools like SEO Software Submitter.
4. You can see the ranking results in couple of months. Your site might be somewhere in between 10-20 pages depending on the keyword competition.
5. [Regular promotion](#) (Article Marketing, PR releases, PAD submission, RSS submission, etc) from SEO Software Submitter will move your site to unshakable position in 1st page of Google within 6-12 months.

Good luck for your SEO Success!

22. Top 10 SEO Optimization Techniques

Move your website to higher ranking by powerful top 10 techniques.

Optimization Guide #1: Use primary keyword as the starting word of your title. For example: Weight Loss product from [MyStore](#). Where 'Weight Loss' is your primary keyword.

Optimization Guide #2: Use primary keyword as folder name and HTML file name. Avoid repeating keywords in URL structure. For example:

<http://yoursitename/primarykeyword/primarykeyword/file.html> [WRONG]

<http://yoursitename/primarykeyword.html> [RIGHT] or

<http://yoursitename/primarykeyword/index.html> [RIGHT]

Optimization Guide #3: Use primary keyword in page content's header tags. Use H1 – H3 tags to emphasize your keyword.

Optimization Guide #4: Use bold and italics to mark primary keyword in contents. Avoid using so much of links in contents.

Optimization Guide #5: Place your keyword phrase at the bottom of your contents. You can place in the bottom links.

Optimization Guide #6: Use your keyword in image alt texts.

Optimization Guide #7: To avoid keyword stuffing SPAM issues, use at maximum 2% of keywords in your content. The below formula to calculate keyword density percentage
(Total Number of Keywords/ Total number of Words) * 100

Optimization Guide #8: Create HTML Sitemap to easily navigate your site. Create XML Sitemap and submit it to search engines. This will inform the search engines about your web pages and time frequency for crawling.

Optimization Guide #9: If you are promoting a software product, create PAD XML and submit to download directories. Get immediate affiliates to market your products and increase download rates and external links.

Optimization Guide #10: Write a press release about your site or product and submit to press release sites. Your press release will be immediately displayed in front of Google and Yahoo. Your press release will also be broadcasted in many RSS sites, social media sites like Twitter, Facebook, Digg, LinkedIn etc. Write an Article about your product or site and submit to article sites. Similar to Press Release, articles also broadcasted in many RSS sites, social media sites like Twitter, Facebook, Digg, LinkedIn etc. Submit your site to free directories to get external links. Don't worry about approval, many directories never bother about your current rankings. You will get immediate approval.

Good luck for your SEO Success!

Read more about SEO techniques at <http://www.epractizelabs.com/seo/seo-software.html> and <http://www.epractizelabs.com/blog/?cat=1>

23. SEO and Email Marketing Empowers Online Business

Internet marketing fully depends on search engines like Google, Yahoo, MSN, etc., for targeted traffic and effective email marketing to keep the customers in touch for future products and announcements.

When Internet was introduced, many people did not know what to do with online and how to. People collected website names from newspapers and other paper sources for browsing over the net. But today, most users do not even remember the complete URL of a site and they enter via search engines. Thanks to all search engines for driving and simplifying online tasks.

Nowadays, almost any kind of business moving via Internet and have their own online pages in the form of websites for blogs. Search engines show the keyword field with search button. User enters a keyword in the search engine; search engine shows site pages, and user directly visits the site. This is the way most of the Internet users surfing a site. Note that search engine's first page gets higher traffic than other pages.

Making new innovative product might be an easy task; however, reaching the targeted customers about your new product is very difficult.

Consider a case study of Gaming Software. You have spent lot of efforts including your money and made excellent gaming software. You have successfully launched your product on your website.

Now check your revenue on sales.

Did you get the customer on the same day? Were you able to make progress within a week or month or year?

Without proper Internet marketing, you cannot make progress.

We can categorize Internet Product Marketing as followings.

- * Through SEO (Search Engine Optimization)
- * Through Direct Email Marketing

In the first case, users visit your site through popular search engines, but your site may not be eligible for this marketing because you have recently launched your product and not yet listed in the search list by specific keywords.

Now what is the solution; it is Direct Email Marketing.

How to target your customers by email?

For Email Marketing, you need an online subscription manager to collect email ids based on your targeted business and Email Marketing Software to send announcements and campaign emails by Text/HTML to your subscribers.

Try to collect email ids from Trial download customers and Tell-a-Friend options and maintain for future references. Always use subscription and un-subscription email ids or URLs in the email announcements to maintain your email list up-to-date.

SPAM Caution: Do not extract email ids from any unauthorized sites. It might result in creating SPAM complaints.

How to deliver your message directly to your targeted customers' inbox using multi-threaded connection (not under bulk/spam folders)?

- * Use your SMTP account (mail from your organization) and deliver the messages one by one. You may use BCC options; however, the delivering speed and reliability may not be good.
- * Use Text messages instead of HTML messages.
- * Extract bounced emails and updates your email list for future email process.
- * Increase the SMTP connection size and send emails simultaneously.
- * Make your message as simple as possible to decrease the message content stream size.

How to increase site search visibility?

The technical term referred for increasing search visibility is called SEO (Search Engine Optimization). Optimize the site contents and popularity to get higher rankings in search engines.

Why SEO is important?

- To target specific audiences.
- Improve search position/Google ranking.
- Improve site traffic and sales.
- Static Internet marketing for your site.

How to perform SEO?

Before starting SEO tasks you need to understand that “SEO cannot be done on a single day and the process never ends”.

Just follow the simple steps

Search Engine Optimization process must involve genuine on-page and off-page optimization on your website to boost up your search visibility. Stop wasting time in investing competitor website analytical reports and links generated from seo software tools. Remember that your content and external link to your site decide the ranking factor. You need to improve your content and linking to get better results.

On-page content changes for search engine crawling

You have to include keyword in your title tag of your HTML page

Use your primary keyword in header tags (H1,H2...)

Use your secondary keyword in header tags (H1,H2...) smaller than primary tag

Design simple navigation starting from your home page

Site map HTML and XML must be on your website to simplify search crawler process

Good Luck!

24. Internet Marketing Success by Powerful SEO Software

70% success of any business depends on the effective SEO marketing. Advertising is something that makes a sale for you, and you have to work in the marketing area to achieve great results.

You can advertise yourself and it can be really successful; however it will not be a static solution for your internet business.

Some of the internet marketing tips to grow your online business:

1. Create your product name with powerful search keyword.
2. Quality products always reach the world easily by viral marketing. Add "Tell a friend" service on your product page.
3. Add relevant keywords in Title tag, Meta tag and Product header.
4. Convert visitors into sales by adding live chat service to attract your audiences.
5. SEO cannot be done in single day and the process never ends. You must work regularly to get best SEO results, Use SEO Software Submitter to get the best results.
6. linking to popular sites improve your product visibility and sales.
7. PAD submission to download sites.
8. Press release submission to most popular news sites.
9. RSS feed submission to most popular feed broadcasting sites.
10. Submission to most popular directories.
11. Subscription management to maintain customer emails for future announcements.
12. Affiliate marketing.
13. Pay Per Click (SEM) Advertisement.

There are lots of software available on the internet, and thus, it is important that you should know how to select and use the best SEO software, so that you can have the right benefit that it can give to you.

Just tick the following features and decide yourself to select a best SEO Software for your internet marketing business.

- Software should run on your Operating System
- Software supports WYSIWYG CMS optimization wizards (on-page)
- Software supports Keyword Editor Wizards (on-page SEO)
- Software supports Article Generator wizards (on-page SEO)
- Software supports PR Generator wizards (on-page SEO)
- Software supports RSS Generator wizards (on-page SEO)
- Software supports FAQ Generator wizards (on-page SEO)
- Software supports Sitemap Generator (on-page SEO)
- Software supports PAD Generator (on-page SEO)
- Software supports Weblink Management (off-page SEO)
- Software supports Weblink Submitter Wizard (off-page SEO)
- Software supports PAD Submitter Wizard (off-page SEO)
- Software supports PR Submitter Wizard (off-page SEO)
- Software supports Article Submitter Wizard (off-page SEO)
- Software supports RSS Submitter Wizard (off-page SEO)
- Software supports Blog Submitter Wizard (off-page SEO)
- Software supports Directory Submitter Wizard (off-page SEO)
- Software supports Sitemap Submitter Wizard (off-page SEO)
- Software supports Free ad Submitter Wizard (off-page SEO)
- Software supports Video Submitter Wizard (off-page SEO)

Good Luck for Your Internet Business!

25. Internet Marketing Tips to Increase Sales in Recession Time

A recession or economic downturn will lead to decrease in business and may spoil confidence in the economy. Organic free search results can pull increase in sales even when you are in recession.

Recession stops many things for a company:

- It reduces spending for advertisements
- It reduces investment for new business
- It may lead to pay-cuts for employees

You might have developed a wonderful software product, but NO SALE over the web. Cool.. my dear friend, same thing can happen for even fortune 500 companies as well. Sometimes you need to wait till the recession period run out from the market.

Just follow our tips to increase your sales during Recession.

1. Create PAD XML for your product. If you already have one, try adding minor updates in your product and update your PAD XML with this new version. Start submitting to download directories. You can see increase in sales in a day. We always love to partner with many download directories as they pulling real buyers to the site.
2. Reducing the price is a good technique to attract buyers during economic downtime. Create offer pages and coupons and start sending emails to your opt-in list. This will get more sales than regular sales. We are using this technique whenever there is a shortage in our income. My dear friend, stop sending SPAM emails to unauthorized emails. Always use your subscribers to send emails. Sometimes your website may be suspended or terminated from your hosting provider. Consult your hosting provider before sending bulk emails.
3. Create your product topic related articles and start submitting to article directories. Most of the article directories send your articles to their own subscribers; this will enhance the chance to increase in sales.
4. Social Media Marketing is another option to reach target buyers during recession. Facebook, LinkedIn and Twitter friend's requests, writing tips relevant to your products on wall will drive more traffic to your site and sales. Many people are using Social Media sites as free advertising channel for their Internet business.
5. Increase affiliate commission to big numbers and send offer coupon to all of your affiliates. Most of the affiliates will send email to their subscribers about your special offers. You can get reasonable sale from this technique.
- 6 Submit your product or service advertisements to free ad sites. Note that most of the sites will delete your advertisement after 30-60 days. So keep posting your ad on regular basis; at least once in 2 months. Most of the free ad sites target local customers; so you need to find out your target geographical region sites for submission.
7. Create promotional videos and submit them to video broadcasting sites. Remember that information videos drive more traffic than product demo videos. Avoid using direct promotion in your videos. Just create topic related presentation and ask the user to visit your website if they want to learn more.
8. Most of the techniques discussed above are driving traffic from other sources. One of the static solution to drive permanent traffic is by improving SEO for organic search. The sites listed in 1st page always get more attention that other pages. One day morning I woke up and opened my emails. I got many sales on that day when compared to previous sales; I am surprised to see that my site is listed in top 10 of Google pages. Try improving your organic search results by genuine SEO techniques; this will get more benefit during recession time.

Good luck for your Internet business success!

Read more about SEO and Internet Marketing at <http://www.epractizelabs.com/seo/seo-software.html>

26. Case Study - Internet marketing success story

After successful launch of skill development and skill evaluation products, EPractize Labs wanted to focus on business solutions to make their life simpler for Internet product marketing.

The team started looking at the market for solutions. As many of them did not match their expectations, the R&D team started creating their own solutions for SEO and Email Marketing.

These solutions were found to be very powerful in their usage that led to the success of the organization. So EPractize Labs decided to release those products into the market to cater those who are looking out for similar solutions.

When we just launched the product, our site is not listed on the search engines.

Our team came up with nice proposal for Internet marketing that covered Email Marketing and Search Engine Marketing.

Search Engine Optimization involves the following important tasks.

1. On-page keyword optimization for title tags
2. On-page keyword optimization for Meta tags
3. On-page keyword optimization for contents
4. Off-page optimization – link building
5. Off-page optimization – Blog / RSS Submission
6. Off-page optimization – PAD Submission
7. Off-page optimization – Press release Submission
8. Off-page optimization – Directory Submission

The team completed all of the above activities manually and we got a tremendous improvement on our sales.

The team started looking cost effective automated tool to do the above SEO activities. None of them covers all of the above Search Engine Optimization activities.

The team started developing a program for keyword optimization and software/news/site submission. Immediately our website reached the top position.

During later stages, the team started adding additional components like CMS editor, PAD Editor, Sitemap Generator, FTP Management, Weblink Management along with Submitters.

With the help of SEO Software Submitter, our site visit and sales got increased constantly.

27. SEO Case Study - Skill Evaluation Lab

We have many software tools on our website, however it feels bore to explain all of my products SEO success. Instead, i thought of sharing SEO experience of my online exam software.

Product: Skill Evaluation Lab is a Online Test Management Software to create and conduct computer based online examination. It is a most powerful user friendly test generator, exam generator educational software available in the academic market at affordable price.

Challenge: We want to achieve top results for Skill Evaluation Lab product. We are targeting "online exam software" keyword in Google which has over 12,600,000 competing websites and "online test software" keyword which has over 62,000,000 competing websites.

Our SEO Process and Steps:

Step 1: First we started looking high ranking keywords for online test/exam software tools and decided to concentrate on online exam software (keyword 1) and online test software (keyword 2) since they are more competitive than other keywords.

Step 2: We need to increase linking count and popularity to reach our target audiences over the web. So we decided to put two separate pages for each keyword (online test software and online exam software) with different editions of Skill Evaluation Lab.

Step 3: We completed page contents with relevant keywords and page name also saved with keyword as the file name. Folder name also reflects keyword name.

Step 4: Completed keyword addition into Title, Meta and Img Alt Tags.

Step 5: Created PAD XML (product info for download sites) for both products.

Step 6: Submitted press release to PR sites. Note that PR can be published immediately in Google search results (you can see News Results in first page of Google). Just exactly after a day we got our first sale for this product from online. Excited!

Step 7: Submitted PAD XML into download directories. Got 400+ affiliates for marketing our products by PAD submission. Got one more sale via affiliate.

Step 8: Created an article about online examination system following our product page links and submitted to article directories.

Step 9: Submitted our product link pages into link directories.

Step 10: We have already configured and submitted sitemap in Google Webmaster. We have rectified few corrections in html pages recommended by Google Webmaster tool.

Within six months, our product page got ranked in first page of Google for the targeted keyword.

Online Exam Software

Online Test Software

When the time we reach first page of Google, we started getting regular sales. Thanks to Google and other search engines for sending visitors to my site.

We also getting number 1 page in Google for many more keywords.

We Never: Note that we have never done any competitor analysis and not even looked any sites listed in first page of Google during our SEO process. We concentrated on our product and site features and completed page with targeted keywords in applicable places, not in additional places.

Good Luck for your Internet Marketing Success!

28. Internet Marketing Success by SEO

Every case study of Internet marketing success shall have high traffic site in front of them either by organic search or by paid search. Free traffic generated by SEO will be more powerful than pay-per-click traffic.

We want to share our Internet marketing experience through step by step manner to all Internet marketing followers who are looking for the similar tips and guidelines.

1. We started our company in the year of 2004. We started collecting email ids from our website through forum and subscription form for future announcements.
2. We launched our first product in April, 2005. Started sending emails to our subscribers and went for a small party in the morning. Exactly after 30 minutes, we got our first sale on Internet. EXCITED TO SEE OUR FIRST DOLLAR ONLINE VIA INTERNET ! On the same day we got another order in the evening.
3. Within two weeks we got regular sales and our site traffic got low in the upcoming weeks and NO SALE after three weeks. We started using pay-per-click advertising and got no sale.
4. We got to know that SEO is the only permanent solution for driving targeted buyers to our site and started analyzing software tool to do the optimization job. Really it is SHAME to find GOOD ONE for complete SEO activities that time. All are showing some jumbled reports and always using the term competitor analysis and back-link finder, etc. Our internet business solution team decided to do our own tool for our SEO marketing. Thanks guys for starting this project.
5. The team started working SEO project of our main site and parallelly started developing world's best SEO Software that achieves number one result as faster than ever and increased our sales to 200%.
6. Finally, our six years business secret tool full working product launched over internet in February last week of 2010. The tool started optimizing keywords for SEO Software tools and achieved first page results in just 5 months. Yes we are on FIRST PAGE OF GOOGLE for the most targeted keyword "SEO Software".
7. Are you CRAZY to see what the tool contains and how it improves your business?
Good, see our SEO process and Steps below. Just download our FREE VERSION and enjoy marketing your products or services. You can find many free tools in that software.

Our product link : <http://www.epractizelabs.com/seo/seo-software.html>

Our SEO Process and Steps:

- Step 1 : First we started looking high ranking keywords for SEO software tools and decided to concentrate on SEO software since it is more competitive than other keywords.
- Step 2 : We need to increase linking count and popularity to reach our target audiences over the web.
- Step 3 : We completed page contents with relevant keywords and page name also saved with keyword as the file name. Folder name also reflects keyword name.
- Step 4 : Completed keyword addition into Title, Meta and Img Alt Tags.
- Step 5 : Created PAD XML (product info for download sites) for both products.
- Step 6 : Submitted press release to PR sites. Note that PR can be published immediately in google search results (you can see News Results in first page of google). Just exactly after a week we got our first sale for this product from online. Excited!
- Step 7 : Submitted PAD XML into download directories. Got 400+ affiliates for marketing our products by PAD submission. Got one 3 more sales via affiliates.
- Step 8 : Created an article about SEO following our product page links and submitted to article directories.
- Step 9 : Submitted our product link pages into link directories.
- Step 10 : We have already configured and submitted Sitemap in Google webmaster. We have rectified few corrections in html pages recommended by Google webmaster tool.

We want every internet marketer to success in their own business by SEO.

Good Luck for your Internet Marketing Success!