

"Learning the Basics" Lesson 2 Website Vocabulary

**To find out more visit:
<http://www.JewelerWebsiteAG.com>**

You are encouraged to print this out
and keep it in a 3 ring binder with
the rest of the lessons.

Questions?

Don't understand something?
You are probably not the only one,
so please send your questions to
questions@jwag.me

We will try to answer them directly or
include them in future lessons on www.JewelerWebsiteAG.com

Learning the Basics, Website Vocabulary

In our first lesson we talked about the search engines, how to use them, how the search results were laid out and introduced some terminology. In this lesson we will introduce most of the vocabulary you will encounter while working on your website. In my own continual education I find that the biggest hurdle for me is to simply learn the new vocabulary terms involved. Indeed, once I fully understand those new words I am able to consume the educational material faster.

As always with the Jeweler Website Advisory Group, this lesson will be presented using examples that directly related to you, the jewelry business owner. The common lexicon within your industry is infused into this training for your ease of understanding.

I'll present the vocabulary in alphabetical order, but I'd like to recap the terms you have already heard from the previous lesson, and one I just used.

A few sentences ago I already used a term which you may not be familiar with. The word was "consume." I don't know many people who would say "I consumed my dinner," but I have heard firefighters say "it was consumed by the fire."

If you look up the definition for the word "consume" on Dictionary.com you will find 7 definitions, the first of which is "to destroy or expend by use; use up." The second definition is "to eat or drink up; devour." I won't mention the remaining 5 definitions, but they all refer to using or spending something.

As you begin your education into jewelry websites and marketing for your website you will hear the word "consume" many times. Many educators, including myself, use the word all the time. You see, we don't just want you to read the information we give you. We want you to devour it, pick it apart, and use it immediately for your own purposes.

When it comes to your website education or any internet education, everything you read, listen to or watch is immediately actionable. You should never read something cover to cover and then refer back to it later. You will never truly learn this internet stuff by sitting through the education in hopes that it is useful later.

I would be very insulted if you just sat there and read this material without once saying to yourself, "Is that really true? Let me check that out right now!"

You can't expect that these words will be remembered unless you take action and force yourself to remember them. Read, listen, take action and use this education immediately. Go to your computer and check this stuff out right now, every step of the way.

I feel pretty strongly about this. I firmly believe you cannot simply sit through an educational course on websites and the internet. You need to "consume," or use the information right now. I would rather it take you 1 full day to work through one of our lessons than simply 1 hour to read through it.

Speaking of working through a lesson, in the last lesson you were introduced you to search engines, how they work and how they are laid out. While you were going through the lesson, I hope you at least sat

next to your computer and looked at Google. If not, you might want to go through it again while sitting next to a computer and try the search examples presented in the lesson.

Let's get started with our new vocabulary, this is in alphabetical order except for this first definition. I don't want to use any vocabulary terms in any of my definitions without first explaining them.

In fact, I took extra care to write this lesson expecting you would read it in order. I did my best to avoid using terms before defining them. As this lesson progresses I use more and more previously defined terms, so I hope you do learn this stuff as you read it.

So don't jump ahead. If you jump to page 50 right now you will find yourself swimming with vocabularic sharks; not knowing you could have picked up a shark proof scuba suit just a few pages earlier.

I'm not a fan of bite-and-bump shark attacks, and I never want you to feel anxiety about this website education either. Since this first vocabulary term is pretty common, I need to cover it before all the others.

Search Engine Optimization, SEO

In order to show up in search engines correctly you need to make sure you follow all the current guidelines for how to properly create a website.

We have a list of guidelines we publish for jewelry businesses, but more important than our own, Google also publishes a list of guidelines for the correct ways to create a website.

When you follow these guidelines, it is said that you are Search Engine Optimizing your website.

Here's how you would use it in a sentence:

"I need to search engine optimize my website."

"I need some SEO work done on my website."

"My website is not optimized at all."

"I have to hire a Genius SEO to optimize my website."

As you can see, the Search Engine Optimization term can be used as a noun, verb or even to refer to the person you hire to do the SEO work for you.

Please note that if you build your website from scratch following Google's guidelines you won't have to optimize the site after it goes live. This is the best approach since you don't have to worry about initial optimization mistakes.

Do it right the first time and you won't need to waste time and money later fixing it. Although the initial investment might also cost a little more money, it should not cost nearly as much as fixing it later.

202 Response

If you're saying "oh great, he's starting with the technical stuff," you'd be correct. Remember that the internet is nothing more than a bunch of computers that talk to each other. They talk in 1's and 0's and other strings of numbers and strange characters. As the internet has evolved

many of us tech-heads have realized that you guys, the non-techies need to be shielded from this stuff.

You don't need to know what those crazy numbers are all about, you just need to know how to use it, have fun and more importantly make money with the technology. There will always be a tech savvy person around to help you, if you just ask.

However, there are still technical terms that need to punch through that shielding because there's no other way to explain them. The entire family of website codes is part of that technical stuff.

Whenever you visit a website your browser only shows you the nice web page that a designer has created. You don't see the technical stuff that makes it work.

Within that technical stuff all websites transmit a code that indicates the success or failure of the page. The "202 Response" tells your web browser that "everything worked correctly, and you should display the web page normally."

You will never see 202 anywhere while using the internet or working on your website. You will only find it in your website tracking. So if you have access to your website statistics, go look this up right now.

You should always see that there are more 202 Responses on your website than any other. If not, talk to your website guy and ask them to investigate.

That's the only reason I told you about the 202. I want you to be able to look at a printout and clearly see if your website is broken.

301 Redirect

Did you know that it's possible to force someone to view a different website than the one they typed into their browser? It would be great if someone could type in bluenile.com and have them redirect to your website. Imagine all the traffic you would get, and the money you would make that day. Of course if you are imagining this then you should also imagine what a prison cell feels like because that's where you would end up.

Stealing traffic from someone else's website is illegal. Hackers try to steal traffic all the time, and they use redirect technology to do it. However, that's not why I mention it here. I mention it so you can learn what it is, and how to use it for yourself.

As I said, you can use the 301 Redirect to force someone to view a different website, to say it differently, a different domain name than the one they typed into their web browser.

In every day use, why would you want to do this? The most common reason is when you purchase different permutations of your domain name but yet want all visitors to see the same website.

For example, the primary domain name for Jeweler Website Advisory Group is JewelerWebsiteAG.com. But we also have the following variations:

JewelerWebsiteAdvisoryGroup.com
jWAG.biz

jWAG.me
jWAG.mobi
jWAG.us

We also have the misspellings of the domain name registered:

JewelerWebsitesAG.com
JewelryWebsiteAG.com
JewelryWebsitesAG.com

For each of these alternative domain name versions we use a 301 Redirect to force your web browser to jump to our normal website. The user will always see www.JewelerWebsiteAG.com in their browser regardless what version they type in.

If you have multiple domain names it is highly recommended that you use the same technique. Actually it's highly recommended to purchase multiple domain names for advertising purposes and easy memory retention.

It's easier for us to say "visit jWAG.biz" than "visit JewelerWebsiteAG.com." We found that the words "Jeweler" and "Jewelry" to be interchangeable to most people, in fact it's pretty frustrating in our offices when our own employees call us "Jewelry Website" rather than "Jeweler Website."

If your domain name is difficult to spell, or long, or impossible to remember, then 301 Redirect is going to be your good friend. It would behoove you to find a different domain name and use a 301 Redirect to transfer all traffic from the easier domain to your official domain name.

There is another reason to use the 301 Redirect: if you ever want to change your domain name completely.

A few years ago I heard about a jewelry store in Ohio who had the same business name as another store in Connecticut. The Connecticut store was trying to legally force the Ohio store to change their store name, and change their domain name. If the Connecticut store had won the case, the Ohio store would have been forced to change their domain name and redirect all visitors to the new website, in which case the 301 Redirect would have been used.

The last example would be if two jewelry stores merge. Sometimes two local competitors will join forces and one of their websites will become defunct. In such a case you would use the 301 Redirect to transfer customers from the defunct website to the surviving website.

There is a bit more to the 301 Redirect than I mentioned. There remains some magic in how the search engines view and use 301s. For now let's just say that if you use a 301 Redirect you are telling the web browsers and search engines that the old website and the old domain name will never be used again. The 301 is a clue that you should also update your Bookmarks and Favorites. Since this is a course on the Basics I don't want to get into more detail than that right now.

302 Redirect

Yep, there's another type of redirect other than the 301. This version is used to tell web browsers and search engines that we are temporarily telling people to visit another web page, or domain. BUT some time real soon this redirect will be removed.

In the 301 Redirect I gave examples of two stores merging, or alternative domain names, or legal reasons as to why you use that feature. Those were all permanent reasons to force someone to view a new website even though they typed in something else.

Finding uses for the 302 Redirect is not so obvious. In fact, only very savvy website owners, and our students, will ever understand the true power of the 302.

Let's say that you are holding a Trunk Show in two weeks. You want to make sure that all the visitors to your store read about the trunk show. So you set up a special page on your website, include all the details of the show with wonderful ad copy and beautiful photographs. A finely crafted page might take you all afternoon to put together.

How do you direct traffic to that Trunk Show page? You could simply put a photo with a link on your home page. That will certainly do it. All your visitors will defiantly click on that link, right?

Wrong!

The only way to guarantee that all of your visitors view your Trunk Show page is to temporarily turn it into your Home Page. You can force all visitors clicking on your home page to go to the Trunk Show page using a 302 Redirect. Effectively you're disabling your normal Home Page while the 302 is in place.

This next part is very important. You can use many different techniques to make someone jump from one page to another. You can use a meta

tag to do it, and most programming languages have a feature that will redirect from one page to another. But only the savvy website owner will make sure that the redirect is a 302.

When Google sees a 302 it will assume you are smart, and you know what you are doing. So it will keep a record of your Home Page and the redirect will not affect how you are currently listed in the search engine. Google will periodically come back to see if the redirect has been removed.

Here's an example:

www.jewelrystore.com
302 redirects to
www.jewelrystore.com/trunkshow

Even if someone clicks the link for "Home" they will redirect back to the Trunk Show page. You could use this technique for 2 weeks, but I don't recommend much more than that.

Another example is if you want to direct visitors to your latest newsletter. Perhaps you just set up a page for your newsletter and want to force visitors to see it for a few days. The 302 is also perfect for that.

One word of caution though. The true success of a 302 is when you use it to go from one page on your website to another page on your website. DO NOT use it to jump to a different domain name. 302 redirects to different domains are amateurish mistakes made by inexperienced users and hackers, and Google will assume you are a hacker.

AdSense, Google AdSense

First let me say that as a jewelry business owner this is probably not going to benefit you much. AdSense is how you could make some money online by allowing other people to advertise on your website.

Naturally you do not want to allow people to advertising on your jewelry store website. But you should use this if you are a writer who frequently publishes your stuff online on a different website.

You could sign up with Google AdSense and allow them to put ads throughout your published writings, and if you are lucky you can make some extra money every month. Many writers make a very good living with Google AdSense, but unless you are willing to quit your day job I say not to bother.

AdWords, Google AdWords, Pay Per Click, PPC

If you have a brand new website and need customers overnight, then AdWords is your answer. You can also use AdWords to attract new customers and even test advertising ideas.

Google makes most of their money with AdWords, and if you are not careful you will be contributing a lot of your own money to their monthly profits.

At the time of this writing, the AdWords system is currently the best paid online advertising method. It's easy to create an account, create ads and pay them. The hope is that you will get lots of customers.

Here's how it works. The ads you create can be text ads, video ads, image ads, map ads and even tv ads.

You need to associate your ads with different words that you would like to target. Your ad will appear in front of someone when they type one of those words into a search engine.

Your ads will appear on many different websites when the information on that site relates somehow to your ad. For example, a few years ago several news websites reported on a loose diamond robbery at an airport in Texas. The ads on that page were all related to jewelry stores and BlueNile.

When Google AdWords appear on a website they are always identified with the words "Ads by Google" or "Sponsored Links." Unlike traditional advertising that charges you money just to place your ad, with AdWords you only pay money when someone clicks on your ad.

This form of advertising, whereby you only pay after someone clicks, is also known as Pay Per Click advertising, or PPC.

AdWords can be very expensive for highly competitive phrases. If you search "engagement rings" in Google you will see 14 Sponsored Links on the page, 4 of the top 7 ads belonged to BlueNile at a cost of about \$1.85 per click. According to Google AdWords estimations BlueNile is spending about \$1,200 per day for those ads.

DO NOT attempt to set up your AdWords on your own without first talking to a consultant, or taking some classes. You **WILL** lose your shirt!

Analytics

As people visit your website they leave behind a footprint. In fact they leave behind an entire trail of footprints. Every page they view, every link they click and every product they read about creates a footprint.

These footprints are saved in a file somewhere hidden on your website. But don't try to read the file, it would be impossible to comprehend because it's a bunch of numbers, codes and file names. This is perhaps the most valuable part of your website but in order to understand the value you need to process all that information through a program.

There are many programs that do this, and popular programs like Webalizer and AWStats are included with most websites. A really fantastic program is Google Analytics. There's a little work with setting up Google Analytics, so ask your website guy to do it for you.

Make time to study and understand your Analytics reports. Don't bother creating a website if you are unwilling to make time to learn this.

Articles, see Blog

Authority Website

Financial success comes when you achieve some renown in your area of expertise, and then figure out how to capitalize on it.

Your website will bring many customers and increased sales once it achieves expert or Authority status. So how do we do this? It's simple actually, just add 50 or more pages to your website relating to the topic you want to be an expert in.

Yep, 50 or more pages need to be added to your website.

Don't try to do this overnight, do it gradually over time, and when you reach 50 pages don't stop. Keep adding new pages to your website forever! Since you own a jewelry business it should be easy to find information to put on your website.

Here are some ideas for adding pages to your website:

- Your monthly newsletter
- Reviews of the latest merchandise
- Information on the latest jewelry trends
- Monthly birthstone information

If you want to prove your expertise on a particular topic you will need to consistently put new pages on your site that talk about that topic. But in general, your website will be a collection of various topics all relating to jewelry.

Once you have achieved "Authority" your website will appear in the search engines with a minimum of 2 listings, usually the second listing is indented. The indented listing is meant to tell the user that the website is important.

Only "Authority" websites are indented on the search results pages. This is Google's way of saying "pay attention to these guys, they know what they are doing."

Again, this is a basics course, and there is more to Authority than what I have mentioned here. We'll cover the advanced Authority topics at a later time.

Backlink, see Hyperlink

Banned, see Delisting

Black Hat

A few unscrupulous people have figured out how to make their website appear in search engines very quickly using tricks to fool the search engines. Stay away from any method used to trick a search engine into believing you have good SEO. We won't usually teach these bad methods, and there are several. They all fall within the category known as "Black Hat" SEO. Everyone using a Black Hat technique will eventually get caught and their websites will be removed from search engines.

Blog, Blogging, Blogger and Articles

I previously mentioned Google AdSense and how you could make money if you were a writing publishing your stuff online. What I didn't say before is that the process of writing and publishing online is called "Blogging."

The word "blog" is a portmanteau of the words "web" and "log." In 1997 the process of writing and publishing online was considered a weblog, but then in 1999 it was shortened to just "blog."

Someone who writes and publishes online is called a "Blogger." Every blogger of course needs their own "Blog." Each time you publish into your blog it is referred to as an entry... as in a journal entry.

One of the original blogging website is called LiveJournal. They created their name and their system for people who keep daily journals and want to publish them online.

Although LiveJournal paved the way for many blogging ideas, they have been surpassed by better systems like Blogger.com and the impressively flexible WordPress.com. Since the advent of Blogger and WordPress we don't refer to your writings as journal entries, but rather as "articles."

You should have a blog. Every jewelry store owner should have a blog. It's the only place where you can express yourself, your feelings, teach your customers and occasionally mention products in your store.

NEVER sell through your blog.

The only purpose of your blog is to prove to your customers that you know what you are talking about. If done professionally, your blogging will create trust between you and your readers. That trust will translate into sales.

Once you become an accomplished blogger with hundreds of articles you should consider creating a Google AdSense account and allow advertisers to put ads on your blog. The advertising money might only be a few dollars every month, but every penny counts.

Bot, Spider

This term is short for Robot. It refers to a software program that is designed to read web pages without a human controlling it. Every search engine company has a software program to read and save web pages. These search engine "bots" are usually called spiders and it's their job to find all the pages on your website.

There are other types of bots too. In my experience none of them are good. Unless you're a search engine performing a service, there is no other reason to use a bot program other than information theft. There are "email bots" which will read website looking for email addresses. There are "virus bots" that will scan the internet looking for websites to deface. There are "screen scraping bots" that will copy all your information and republish it on their own website.

Please stay away from anyone talking about a bot if they are NOT referring to a search engine. They are probably involved with some shameful practices.

Bounce Rate

This refers to the percentage of people who leave your website immediately after landing on the first page.

Search engines are used by people looking for find an answer. It doesn't matter what the question is, they just need an answer. Will your website answer their question? If not the user will click the Back Button in the browser and select the next potential answer.

Bounce Rate is the measure of how many times your website didn't answer someone's question and they left.

Bread Crumbs

This is a navigation technique provided by some websites. Just like a bread crumb trail in a fairy tale, the bread crumbs on a website will show you the names of the different navigation links you clicked on to get to the page you are viewing.

Example:

Jewelry Catalog : Rings : Diamond Rings : Tacori Platinum 18k

This would indicate that you are viewing a "Tacori Platinum 18k" Gold Ring which was found in the "Diamond Rings" sub-section of the "Rings" product category in your main "Jewelry Catalog."

The example also shows the different levels of pages separated by a colon, but you will also find it represented by arrows, slashes or some other character.

CAPTCHA

Although pronounced as the word Captcha, this is actually a contrived acronym for Completely Automated Public Turing test to tell Computers and Humans Apart. The term was first conceived by 4 professors at Carnegie Mellon University in 2000 as a way to combat "bots" that were attacking website forms.

Common place attacks on every website include a "bot" filling out your Contact Us form and sending you pornographic information, or trying to sell you Viagra, or just random garbage characters. Whenever you get random garbage through your contact form it's usually because the bot was attempting to do something bad to your website.

The only way to fight attacks from a bot is to make the user prove they are human using a CAPTCHA technique. Typically the CAPTCHA presents itself as a cluster of characters, numbers or words that we can read on the screen, but a computer cannot. If the wrong CAPTCHA code is entered, the form will not submit, thus preventing unwanted pornographic information from getting to you, but more importantly preventing something bad from happening to your website.

Cloaking

I'm mentioning this here because you might hear the term from other people. You have to be savvier than most people to pull this off.

Cloaking is a way to make someone see a version of your website while at the same time forcing another person to view something completely different. Usually this is done by some Black Hat experts to hide a real website from Google while letting everyone else see the true content.

That sounds a little obscure so let's see some examples. Let's say you wanted to hide your website from the other jewelry store in your zip code. You could use some internet investigative methods to discover the settings for their store's internet connection, and then redirect them to a totally different website.

You might be tempted to use this Cloaking technique on your competition if they are always taking your ideas, but don't.

Cloaking is Black Hat!

If you do it, you will eventually get caught, or your competitor will report you to Google. You will be kicked out of the search engines once Google find out.

CMS, see Content Management System

Comment Spam

This vocabulary term refers back to blogging. Every time you post a new article in your blog, someone is able to comment on it. In fact you should invite the comments. The more people comment, the more active your blog will be because comments show new readers that your blog is actually worth reading.

However, there's a drawback to blog comments, and they are know as "comment spam." This is when a bot (there's that nasty bot again) or some person finds your blog and posts a useless comment unrelated to your article.

Let's say you just posted an article about the latest Tacori designs. "Comment spam" would be someone who then inserts a comment saying "That's a great article, I sell Tacori rings at www.mytacori.com." Obviously that type of comment is promoting some other website.

Another type of spam is when someone simply posts "Thanks for the info. John Smith, www.johnsmith.com." This type of spam is intended to trick people to click from your blog to their website.

All comment forms should have a CAPTCHA to prevent bot comment spamming. But you should also review and delete comments if you find them to be useless.

Content

Everything worth reading on your website is what we call "content." What would be left on your web page if you strip away all the graphics, the navigations, buttons and logos? Hopefully you will have at least 250 words of good, easy to read information. This is your content.

Every page of your website should be filled with quality content, something that your visitors will find worth reading. We also refer to this as "copy content." Every page of your website should be written with Excitement! Your potential customers need to be excited about doing business with you, and your copy needs to impart the needed Excitement! Usually the best person to write about the jewelry store is the person with the most passion about it... the owner.

Don't think you can write? Then get yourself a digital voice recorder and record yourself talking to a customer or when you are talking to someone at a social or business networking meeting. What words do you use when telling someone in person about the jewelry you carry or the services you provide? Transcribe your recording and polish the copy a little. Remove all the um's and ah's and Poof! You have viable content for your website.

"Content is King" is another expression you will hear frequently. You need to write all the content on your website as if you are talking to another person. Let your personality shine through.

There is a big circle of association relating to how much content you put on your website, and how it's written that all relates to how visible you are in the search engines. For now let's just say that the more content you include, the better off you will be.

Remember what I said earlier about being an authority website? You need 50+ pages of content on your site, so start writing. Don't forget to include photographs with captions.

Content Management System, CMS

You are not a web programmer. You are a jewelry business owner. It should not be your job to program your website, nor should you try to learn to program your website. You should concentrate on what you do best and let the actual website programming be done by a professional.

On the other hand, website programming is totally different than managing your online product catalog, or adding content and articles to your site.

You should never set up a website without the ability to easily change the information in it. I'm not saying you need to learn how to program; I'm saying you need to learn how to change your words, photos and products.

In order to make changes you need a "Content Management System" that can be accessed through a web browser. The content management system, or CMS for short, gives you easy editorial control over every page of your website.

Regardless which company programs your website, make sure you have the ability to make changes through a CMS. Please do not pay for service from any website programmer not offering a CMS.

There are thousands of different CMS solutions available. Every programmer will have a preferred CMS, and they will set it up for you.

There's usually a lot of work that goes into setting up a website with a content management system, but once it's completed you should not need to do any additional programming.

There are a few freely available CMS programs, but I have to warn you that "free" usually never means "free." The free CMS programs I have personally reviewed take several days of your time to set up simple features like navigation and page layout. They are usually difficult to upgrade by a programmer when needed.

You will have to pay your programmer to do the software installation for you. Most of the time the programming cost will be more expensive than if you went with a paid shrink wrapped proprietary CMS solution that only includes features you need.

Don't get me wrong, it might sound like a CMS is a bad thing. It's not. You just have to find the right one for your needs, and something you feel is feature rich enough, yet easy to use.

Conversion Rate and List Building

How many visitors to your website become customers? If you have 54 visitors to your website every day, how many of them will become customers?

Before we can answer that question we must first figure out for ourselves what someone has to do before we consider them a customer. When it comes to websites and visitors, what might surprise you is that

They don't have to spend money to "convert" from a simple random visitor into a "customer."

Your website can do many things for you. The common thing you might think it does is sell, but as a brick and mortar jewelry store your website won't even do that. Pure statistics show us that less than 1% of all jewelry websites that try to sell online succeed.

Instead, you should focus on creating some kind of alternative customer interaction.

Here are some good examples:

- Email Newsletter Signup
- Question submitted through the Contact Us form
- Registration for an event
- Fill out a form to receive a discount offer via email
- Comment on your blog
- Setting up a wish list

Each of these actions will result in capturing the person's email address. Once you have their email address you can freely email your newsletter and regular special offers. This entire process of gathering email addresses is called "List Building," and it's probably the most important thing you should be doing with your website.

Everyone who takes one of the actions mentioned above should be considered a customer. Out of 54 visitors every day, how many of them take action of some type? Your "conversion rate" is the percentage of visitors that turn into customers by taking action.

Crawl and Indexing

Earlier I mentioned the term "bot" and how it refers to the Google Spider that reads websites. This Google Spider has the official name of "googlebot" which you will frequently see in your analytics reports.

Many newbies to the internet get confused between the words "Spider" and "Crawl" and "Indexing" because they all relate to a similar action. But there are subtle differences that will help your completely understand the SEO process.

First, as you know there is a Google program, referred to as a "Spider," or "googlebot." This is the software used to make a copy of your website.

Second, the process of making a copy of your website is called "crawling." You may also hear the term "spidering" but in 2009 Google made a shift in several of its helpful tools and replaced the words "spider" and "spidering" with the word "crawl." Ever since then I have witnessed more people adopting the new "crawl" terminology. Again, crawling is the process of downloading and making a copy of your website for later analysis.

Third, "indexing" is the process whereby the Google servers read through your downloaded website and strips out all your content. All the search engines have the ability to ignore your graphics, navigation, buttons and all the code that makes your website work. They simply look for the largest cluster of content.

Referring back to the discussion of "content," I said you need to have at least 250 words on your page. If you have less than 250 words the search engines might not realize you even have content because your

words might accidentally get ignored just like they ignore the navigation, images and logos.

Google provides an online service called Webmaster Tools. This service allows you to see vital statistics about your website. One statistic is the last time your website was crawled.

Please don't get too excited when you realize that Google crawls your website every day. The crawl rate doesn't really matter. What matters is how often your website goes through the indexing process.

You will not show up in the search engine results until your website has been properly indexed. One common question you will hear when talking to a SEO professional is "When was the last time your site was indexed?" They always ask this question as a way to show off their prowess so they can then demonstrate that they know how to look up your latest indexing date.

Here's an exercise for you.

1. Go to Google.com
2. Type in `site:yourwebsite.com`
click [Google Search]
Your website will show up on the search results page
3. Click the Cached link next to your green website address
4. View the date shown next to "as it appeared on..."
That date is the last time your website was "indexed."
5. You are now as clever as a professional SEO.

Delisting, Banned

If you participate in any Black Hat schemes you will eventually get caught by Google or Yahoo! or your competition. Once caught you will be removed from the search engines!

Removal from the search engines is a manual process. Google and Yahoo! do not go looking for websites using Black Hat techniques. Instead they wait for complaints from users.

You will be investigated if someone complains about your site. If Black Hat techniques are discovered you will be removed from their index permanently. This removal is called "delisting."

They will make a copy of your website for their file in case you decide to fight them, and they will also keep your name on file.

Once your website is delisted you will have to start over with a brand new website. You can't simply duplicate your old website using a new domain because it will automatically be blocked from indexing.

Repeat offenders will eventually be completely "banned" from the search engines. In other words, your name will end up on a permanent "no index" list if you repeatedly create websites and use Black Hat methods.

Google keeps track of the real people who own domain names, even if you have a private registration.

Once your name gets on a no index list every one of your domain names will be delisted from Google and Yahoo! Black Hat is dangerous stuff. If you play in that sandbox you will eventually hurt your financial income.

If you haven't realized it yet, the terms "delisting" and "banned" are the same thing and are used interchangeably.

Domain Name, see Web Page

Directory

Not all search engines have bots crawling the web for the latest content. Some of them are actually set up by humans who review every website submitted. A real person decides if the website should be included, and if so they write a 25 word summary and place it in the appropriate category of their "Directory."

Users are then able to search the directory using word phrases, but also you can select categories and sub categories until you find what you are looking for. In other words, you can look through a directory just like you would look through your local yellow pages phone book, if you still have one that hasn't been immediately recycled.

Firefox Web Browser

There are several different types of web browsers. If you use Microsoft Windows you will no doubt be familiar with Internet Explorer, or IE, web browser. This is built in to Windows. If you use a Mac you will be familiar with the Safari web browser.

Instead of using those default web browsers I urge you to go to www.firefox.com and download the Mozilla Firefox web browser and learn to use it.

Firefox is a customizable web browser with thousands of little extra add-on features that can be installed if you find them useful. There are dozens of really great add-ons specific to search engine optimization.

Please go install Firefox on your computer now. Look for the green "Download Now - Free" button on www.firefox.com. A lot of our training will reference Firefox and you will be lost without it.

Form

Some web pages give you the ability to type in your name, email and a question. Other web pages are designed for you to type in your credit card information to make a purchase.

Any page that gives you the ability to type is called a "form." The most common form is on a Contact Us page. You don't want to post your email address directly on a website because an email bot will find it and send you spam email.

Instead we put a simple form on the Contact Us page. Typically the form requests the visitor's name, email address, phone number and some way to ask a question. When the person clicks the [Submit] button the information is gathered and emailed to you.

Other types of forms you may find include Email Signup Form, Opt-In Form and a Discount Certificate Request Form.

One last point I need to randomly cover right now. You need to learn how to read emails that come from your website. Even the worst quality websites will generate emails at least once every week. So if your forms are not sending you SOMETHING, please investigate why.

Google AdSense, see AdSense

Google AdWords, see AdWords

Hacking, Hacker

Anyone trying to harm your website or attempting to break into your website is called a "hacker." The process of trying to break into your website is called "hacking." Occasionally you will hear some people use the word "cracker" instead of "hacker," because it means the same thing.

Hacking attempts on a website come in many forms. A bot could attempt to attack your website several hundred times a minute. A virus could attack your website relentlessly. A malicious program could transmit thousands of bits of data without stopping in hopes to overload the website... new hacking techniques are dreamt up every day.

Believe it or not, most of the hackers come from China. A review of any analytics report will clearly show that the majority of traffic is coming from China. There's no easy way to prevent them, and the best thing for you to do is just ignore that part of your analytics report.

However, you can't ignore the actual hacking attempts to your website and there are a few things you need to be aware of.

First, make sure the company maintaining your website is hack proof. Usually the larger companies are hack proof, but if you are using a local company make sure you ask them about their security measures.

Second, make sure your website is programmed in such a way to minimize the effects of hacking. There are various security measures you can have built into your own site, and any website programming company will charge you more money to do it. You'll find out more about security when we introduce PCI Compliance a little later.

Every form you put on a website is susceptible to an automated hacking attempt unless it's specially programmed to resist hacking. Installing a CAPTCHA on a form is one of the basic hack preventions.

HTML

This is an acronym for HyperText Markup Language. HTML is a simple programming language used to display information in a web browser. Without HTML you could not view a web page.

It is a simple language to learn. Although there are several hundred commands, the typical website owner only needs to learn a few dozen to manage their website.

The content management system you are using should handle most, if not all of your individual programming needs. But you will need to add a few basic HTML commands if you really want to spice up the usability and friendliness of your website.

Again, it's not difficult to learn a handful of HTML commands. Every person I've trained has felt a sense of accomplishment as they learn to use HTML codes.

Heading

Just like in a newspaper, the heading of each individual web page should be the largest and most prominent words on the page. Just like in a newspaper, the headline should sit near the top of the page, right above the main content. And finally, just like in a newspaper a website heading is measured in different sizes from "Header 1" through "Header 6."

A "Header 1" is referred to as `<h1>` and a "Header 6" is referred to as `<h6>`. The h1 is physically the largest header font size and h6 is the smallest. Naturally there are different steps of sizes in between with h2's, h3's, h4's and h5's.

Every page of your website should include a Header 1. The search engines will look for words designated as Header 1. Using the `<h1>` setting will improve your visibility in search engines.

If your web page talks about Chamilia charms then you should use the words "Chamilia Charm Bracelets" as your `<h1>` heading for that page.

Never use more than one `<h1>` setting on your web page. Personally I will use a single `<h1>` at the top of the page and then multiple `<h2>` as sub-headings in the rest of the page.

Hosting

I'm going to start off by simply saying that most people do not understand what hosting is and I hope my explanation here will help you if you are one of those who struggle with understanding this. I'm going to explain hosting using an analogy.

Imagine that you just purchased all new furniture for your apartment. The furniture is delivered, the old furniture is hauled away and you are sitting on your sofa watching a movie on your brand new big screen HD TV. You paid a lot of money for your new furniture, but you only paid for it once. It makes you happy because it looks great, for now.

However, on the first of next month you have to pay rent to your landlord. You have to pay rent every month without fail otherwise you and your brand new furniture will be evicted.

What do you get for the rent you pay every month? In my area of the United States you get a roof over your head and running water. Most landlords make you pay for utilities too; and other landlords also make you pay for repairs to your apartment.

Now let's equate this to your website and hosting. You should consider your website to be nothing more than great furniture. You paid for it once and it's yours.

On the other hand, if you want your website to be live on the internet then you need to pay a monthly rental charge so you and your furniture can maintain an address on the internet.

This monthly website rent is called "hosting" and every website needs to pay for it.

Just like different apartment rental agreements, the services included in your hosting will vary from one company to another. Most hosting companies will offer email accounts included in the monthly fee. Some companies will also include anti-virus protection and anti-spam protection for the emails they host.

Almost all hosting companies will charge different fees depending on the amount of hard drive space your website requires and the amount of usage your website gets every month.

Every hosting company provides a yearly payment option that is less expensive to pay up front than on the 1st of every month.

Hyperlink, Link, Reciprocal Links, Backlink & Inbound Links

The World Wide Web is called a "web" because of how one site is able to connect to another site through "hyperlinks" that create a spider web of information. There's a small amount of HTML programming involved with creating a hyperlink.

These hyperlinks, or "links" for short, are nothing more than a few words that, when clicked, will make your web browser jump to another website. Many times these words will appear in a blue color and underlined. If not blue, then at least underlined.

Common understanding by most website users is that an underlined word represents a hyperlink. For this reason you should not use

underlining as a non-hyperlinking font style. Don't confuse your visitors.

There are several variations of the word hyperlink that you should be familiar with. The first variation is simply the word "link" and it would seem that it's more commonly used than the original "hyperlink." Common expressions using this form are "can I link to your site," or "what's the link to that site?"

Another variation of the hyperlink word is "Backlink." This variation is used commonly when working on search engine optimization. The word "backlink" implies a relative association with your personal property.

For example you would say:

"What are the backlinks to my jewelry website?"

You could also say:

"What are the backlinks to this website?"

The word "backlink" is used when you are talking about yourself and your own websites.

If the word "backlink" didn't exist the questions above would be this:

"How many other websites have links from them connecting to my website?"

Inversely, when you want to ask how many hyperlinks are pointing to someone else's property you would say:

"What are the inbound links to your website."

The phrase "inbound link" refers to the number of hyperlinks connecting from other websites to someone else's website.

Although the word "link" is versatile and can be used anywhere, the words "backlink" and "inbound link" are context relevant and you should learn the difference.

The last version of a hyperlink to tell you about is a "Reciprocal Link." Some day in the not too distant future, someone will ask you to put a link to their website on your website. Link requests like these are actually pretty common. In return for a link on your site to theirs, they will be willing to link their site to yours. This exchange of links back and forth is called reciprocal linking, and it's a typical SEO strategy.

Inbound Links, see Hyperlink

Indexing, see Crawl

Keyword Phrase

Think about this for a moment, when you go to Google.com you type in words into the search field, and then you click the [Search Google] button.

Collectively, the group of words you type in are referred to as a "keyword phrase." You could type in a complete sentence, several words, two words and even one word; no matter what you type into that search box, we call it a "keyword phrase."

Let's stop for a moment and think about your own website. I've already introduced the Header concept, and I gave the example of "Chamilia Charm Bracelets" as a <h1> on your web page.

What I didn't explain before is that when you designate "Chamilia Charm Bracelet" as your <h1>, you are actually telling Google that the keyword phrase associated with this page is "Chamilia Charm Bracelet."

Let's think about Google again and this time you can type "Chamilia Charm Bracelet" into the search box. In a split second Google will return all the web pages that have the exact keyword phrase "Chamilia Charm Bracelet" designated as the important <h1> phrase.

Every page of your website should be dedicated to a single keyword phrase. Plurals are different than singulars and therefore a web page with content about "Engagement Rings" would not be the same as another that refers only to an "Engagement Ring."

Once again I return to the idea that your website should have 50+ pages on it. You should start to realize that it will be easy to come up with that many pages and more since each needs to be dedicated to a single keyword phrase.

Once again I remind you that this is a basics course and there is still more to it than this simple explanation.

Keyword Stuffing

Black Hat alert! Keyword stuffing is a technique whereby you write content for your website that is overly contrived with an unnatural repetition of the same words.

The hope is that by having the same word repeated many times Google will think you are an authority on that keyword. But that's wrong.

Actually Google prefers to find content that is written naturally by humans, with the intent that it will be read by humans. Overly contrived pages are difficult to read. Google's built in grammar checker will detect and flag your page as keyword stuffed.

Although I've never heard of someone getting banned from search engines for keyword stuffing, the practice is automatically detectable by search engines and it works against you for attracting business to your site.

Link Bait

Remember what was said earlier, Content is King. The larger and more interesting your jewelry website is the better results you will have from search engines. But how exactly does that happen?

The natural method to develop better results over time is random unsolicited linking from other websites to yours. If that sounds confusing, just keep reading because I'm going to explain it right now.

Remember before when I mentioned Reciprocal Linking? You ask someone to put a link on their website in exchange for a link on yours. But an unsolicited link is much more valuable than a reciprocal link.

As your writing skill improves, and as your content grows, more and more people will notice you. When someone finds you interesting they might blog about you, and they might link to your website for their own

reasons. The other possibility is that you intentionally put controversial content on your website in hopes people will link to you.

I'm going to adapt a term from my college physics studies and say that every large website eventually produces a "significant gravity." Your goal as a jewelry business entrepreneur and website owner is to eventually build a website so large that it attracts links from bloggers and visitors from search engines.

"Link Bait" is a term used by SEO Professionals to indicate the point at which your website has enough interest to attract links without solicitation. The larger your site becomes the more significant gravity it will have to get links and pull in traffic.

I want to make sure I connect all the dots for you. You need to understand how different terminology ties together. Earlier I explained to you the importance of becoming an Authority Website. I told you that an Authority Website usually has 50 or more pages of quality content relating to a single topic.

There's also something that starts to happen as you build your site toward a Link Bait goal... you also become an Authority Website.

More pages begets more links. More pages begets more authority. More authority and links together begets more traffic. And finally more traffic begets financial gain.

Link, see Hyperlink

Link Popularity

So far we've talked about different types of links, and the different vocabulary when referring to a link to your website vs. a link to someone else's website. And we talked about Reciprocal Linking, Link Bait and Authority Websites and how they all relate. We've covered a lot of ground in this lesson and there's still a lot more to go.

Let's think about Authority Websites again. An authority site is one which has shown a proficiency in a particular topic, and Google has rewarded this proficiency with a double listing in search results, the second which is indented.

Link Popularity is a measurement the search engines use when rating your website. Google will look at all your inbound links to see if any of them are from Authority sites.

Here's a little hint at search engine optimization. Google will believe the words from someone else before they believe what you are saying.

If enough Authority sites are linking to you, Google will automatically assume you must be an Authority on your topic, and you won't have to write 50 or more pages of content.

Here's an example to better illustrate. You own a jewelry store, your best friend John owns the pizzeria next door, and his wife Nancy works for the town newspaper. You could ask John to link his pizza website to your jewelry website, but odds are that his website is not an authority on anything. However, no matter where you are in the world, the local newspaper website is always an authority on something. In fact they are an authority on local news! Instead of asking John, you want to ask Nancy if she can put you in touch with the newspaper's webmaster.

It only takes a few links from popular authority websites to propel you into Authority status. So start looking for people or websites who are experts in their field and trade with them. You want to use their popularity to create some of your own, just don't tell them that.

Link Building

In our discussion on Link Popularity I started talking about how you can ask people for links to your website, but so far I have not yet mentioned how important it is to *go out and get links*.

Why are inbound links to your website so important? It's so easy to put up a website and just let it sit there, but maintaining it, adding to it, requesting reciprocal links is so time consuming.

Your most difficult task is telling people that your website exists.

Yes you want to tell everyone who walks in the door about your website, and that they should visit it. But the people already in your store are not as important as the people searching for jewelry stores online.

I'm sure your jewelry store is the best in your neighborhood. But how can you prove that to people online? How can you prove that to Google, so that Google will tell people online?

Sorry to say, you can't slap up a small website and expect Google to think you are credible. If your website is small (less than 50 pages), Google will think you are LYING about everything you say.

Okay they don't actually think you are lying. Google is just a big computer and it doesn't have any real point of view. It just crunches numbers in an attempt to give you the answer to your question.

However, when other people link to you they are telling Google that you know what you are talking about. That, yes, this store is the best store in the area for Leslie Greene 18k Jewelry.

Each person who links to you is essentially voting for your popularity. Google would rather use the votes from other people than try to answer a question on its own.

So, hopefully you understand that having inbound links to your website is very important. You need at least 1 link to get the process started.

I know this one website that put up a few dozen pages and a product catalog with 35 items. They tried to get listed in search engines for 6 months without success. They didn't have any inbound links, and although they were doing everything correct, Google was simply ignoring them.

Google will never care about your website if it stands alone as an island amongst 34,000,000 other websites. You **MUST** build inbound links to your website.

We'll have to cover the specifics of how to do link building in a later lesson.

List Building, see Conversion Rate

Log File

At the beginning of this Lesson I talked about Analytics and how you need to learn to read the reports from your website. I described how every visitor to your website leaves footprints of their actions. Those footprints are saved as plain text in what we call a "Log File" on your website. It's usually saved in a "logs" directory.

Ask your website hosting company for help finding your log file and reading the statistics generated every day from that file.

Meta Description

The "Meta Description" is part of the HTML family of programming tags that help with your SEO efforts. Knowing how to program it and where it belongs inside each individual web page is not as important as knowing that you must have one for every page.

IMPORTANT: *Cancel your service and find something different if your CMS does not give you the ability to change your Meta Description tag on every page of your website. Seriously. No Joke. No Control? CANCEL NOW!*

The Meta Description is a 150 character or less description of what the visitor will find on your web page. The description needs to include as much detail as possible within 150 characters.

Assuming each page of your website is dedicated to a single Keyword Phrase as I previously explained, it should be easy to compose a terse 150 character description of each page.

Google uses the Meta Description on the search results page. It is the first thing a potential visitor sees before clicking into your website.

Your description is actually an online advertisement and you need to keep that in mind when composing it. Use up all 150 characters if possible, keep it interesting.

Don't simply use

"Our collection of 14k Gold Rings"

Instead say

"14k Gold Rings, and other gold ring designs that are sure to put a smile on her face, and yours. Call us at 888-872-0274 to make an appointment."

That's 144 characters including spacing and punctuation. I feel that proper Meta Description writing is an art form and requires a little training to understand properly.

Meta Keywords

The "Meta Keywords" is part of the HTML family of programming tags that many people believe help with your SEO efforts. It doesn't matter if you know how to program it or where it belongs inside web pages because it's worthless for SEO. In fact the only thing a "Meta keyword" is good for is to confuse your rival jewelry store.

It wasn't always this way. Meta Keywords weren't always worthless. In the mid 90s they were used as the main way for search engines to analyze your website. But unscrupulous people decided to stuff

hundreds or repetitive keywords into the Meta Keywords setting making their website the most popular.

And when they dropped in popularity they would simply add another hundred permutations of their keyword into this meta tag field.

Around 1997 all search engines stopped using this meta tag for website analysis. This is publicly documented in the directions and how-to guides from each search engine. Yet to this day more than 13 years later, people still believe that "Meta Keywords" are important.

You're smarter than your competitor. If you have a local competitor that is always copying you I would then recommend putting 8 to 10 keywords into the Meta Keywords to confuse them.

Use words vaguely related to the content on each page, but DO NOT use the same words you also have in your page headline. In case you have forgotten, your page headline would be the words you designate as your Heading 1.

Meta Robots

The "Meta Robots" tag is part of the HTML family of programming tags that help with your SEO efforts. Knowing how to program it and where it belongs inside each individual web page is not as important as knowing how it can be useful on every page.

IMPORTANT: *Cancel your service and find something different if your CMS does not give you the ability to change your Meta Robots tag on every page of your website. Seriously. No Joke. No Control? CANCEL NOW!*

The "Meta Robots" tag relates back to our previous discussion on Robots, or bots for short. When a search engine bot reads your website it will first look for directions for handling your website.

Using the Meta Robots tag you can instruct the search engine to crawl that page for later indexing; or you can tell it read the page and continue to the next page on your site without indexing; or you can tell the bot to stop and go no further.

Because this is a basic introduction I'm not giving you the exact programming codes on how to do this. But I will give you some examples:

Your Home Page - The bot should read and index everything, then keep going. Your home page and all information is always important.

Your Contact Us Page - The bot should just move on to the next page. Indexing your form pages is not important unless they have a special purpose with 250 words or more of content.

Your Privacy Policy Page - The bot should just stop. There is no need to read or waste time indexing your privacy policy page. If your customers are interested they will go and find it. Google has limited room, so keep this page out of the index and it will leave room for your important pages.

Meta Tags

As I have been describing the Meta Descriptions, Meta Keywords and Meta Robots I referred to all of them as "tags."

The HTML language includes many variations of the "meta" code, each variant has a specific purpose. Some software companies will also come up with their one unique "meta tags" for your website. These unique tags may have a special software purpose, or they could be for tracking and analytics.

You will commonly hear people referring to their meta tags, for example, "You need to examine your meta tags to improve them." This example actually refers referring to your "meta description" tag.

If someone mentions "meta tags" and you don't know exactly which variation they are talking about, just stop and ask them. I can think of at least 15 different variations of meta tags.

Admittedly it's easier for me to generically say "meta tags" than to remember exactly what that "meta verify-something-or-other" tag is. But if you ask me, I'll go look it up.

Organic Listing

Most of the things we teach you deal with the correct ways to design, program and write copy for your website. We want you to learn the correct way so your website will appear in search engines when someone searches for your product or service.

Even though your education is just beginning, you probably already know what an "organic listing" is. Except that no one pointed to it and told you the name.

Think of the layout Google and Yahoo! show when you search for something. Typically you see ads at the top, you see ads on the right side, and on the left is a list of web pages that match your requested search.

The "organic listings" are all the websites on the left side. These unpaid listings appear because the search engines have calculated them to be the best match for the keyword phrase that was searched.

PageRank

PageRank, abbreviated PR, is a trademark of Google's and is irrelevant to all other search engines. PageRank is one of Google's many methods of indicating the popularity of a website as a number ranging from 0 (least popular) to 10 (most popular).

Previously I explained that links from Authority websites are more valuable than links from small websites. PageRank is a numerical representation of how valuable all those other backlinks are to your site.

PageRank, Authority websites and Link Popularity are all related. The larger your website becomes the more of a chance it will become an Authority. As it gains Authority status more and more people will link to it, thus providing votes for your website.

Each link, or vote, will help to increase your PageRank.

On a regular basis Google will count up all the votes for you and calculate a number from 0 through 10. It might require 1000 votes before you reach a PR4, but only 100 to reach PR3.

Calculating the PageRank in advance of searches allows Google to give you answers in milliseconds rather than seconds. For any given topic, Google will usually show you the highest PageRanked website in the organic results.

Now let's review an example.

Every jewelry store would like to have more engagement ring business. So let's analyze why it's so difficult to compete in Google for the keyword phrase "engagement rings."

Search results for "engagement rings" returns 14,000,000 results in 0.19 seconds.

As of this writing (January 18, 2010) the results were:

#1 jamesallen.com

#2 tacori.com

#3 kay.com

Each of these 3 websites has a PR4. Obviously there aren't any engagement ring websites with a PR5 because they would show up in the #1 spot.

But PageRank isn't everything. Since James Allen, Tacori and Kay have equal PR, Google is forced to use all their other search engine optimization criteria to determine the top order.

At this point you might be wondering how many links it takes to climb from PR1 to PR2 to PR5. No one really knows because Google keeps it

a secret. Estimates claim that it takes an exponential increase by a factor of 8 to rise from one PR level to the next.

These numbers start small. PR1 is only 8 links to your website; but they grow very fast. Achieving a PR5 requires more than 8,000 links to your website.

My suggestion is to not worry about your PageRank. Take care of your website, concentrate on growing your business and the PR will accumulate over time.

Page Title

This is by far the most important place on your web page for keyword phrases to affect your search engine visibility.

That was important so let me say it again: Page Title is the most important place on your website that affects your search engine visibility.

The page title is the first thing someone reads when looking through the search results pages; it should be clearly written to say exactly what the page is about.

The title of the page should match the Heading 1 of the page, and it should match the entire topic of the page.

Pay Per Click, see AdWords

PCI Compliance

Payment Card Industry (PCI for short) Compliance standards were enacted in June 2003 by the major credit card companies to minimize identity theft.

The standard says that you as a merchant need to protect all personal information and ensure security when transactions are processed using a payment card. Your financial institution will impose a non-compliance fee if you don't submit them the required proof of compliance.

If your jewelry website accepts credit cards you must maintain proof of compliance. PCI Compliance is in your own best interest because non-compliant websites are susceptible to hacking. You will be fined and lose the ability to process credit cards if someone's identity is stolen as a result of your website being hacked.

PPC, see AdWords

Rank, Ranking

Positioning and visibility is very important for successful advertising. Within search engines we refer to visibility as "ranking." The higher your website is positioned on a search engine results page, the higher the "rank" or "ranking."

Google and Yahoo have secret methods of determining the best ranking for your website. They keep their methods a secret so no one can abuse the system. Every search engine optimization professional and SEO service company, including ours, is making their best guesses for how to increase website ranking.

The search engine results pages show 10 web page results at a time. Terminology is a little flexible when referring to ranking results. For example, a web page that's 1st in the search results can be referred to as "page 1, position 1," or we can say "ranking #1."

If your jewelry store "ranks #11" it actually means you are "page 2, position 1." As I said, there are 10 results per page, so any rank above 10, 20, 30 and so on is bumped to the next page.

Your goal should be to achieve a rank of 1, 2 or 3 for any given keyword phrase. The ranking for your website is different for each keyword phrase, and variations of phrases.

Just because you are ranked #1 for the phrase "engagement rings cushion" does not mean you will also rank #1 for the phrase "cushion cut engagement rings." You have to fine tune your SEO efforts for each and every keyword you want to rank for.

Reciprocal Links, see Hyperlink

Return on Investment, ROI

As an entrepreneur I expect you monitor all your advertising expenses. It is important to know how much profit is realized as a result of your advertising spending. This profit is your Return on Investment, or ROI.

I have heard many advertising companies claim that you need to continually flood your message out to the population. This is an especially common claim from magazines, newspapers, radio stations and TV stations. Of course a continual flood of your message translates into a deluge of spent money.

I've heard several advertising agencies state that a 2% response for direct mailings is a great return.

Lucky for you that you are now embarking into the era of new media advertising, where the cost of advertising is much lower and the ROI is much greater.

Once you learn the proper internet marketing skills, you will be able to select the best ways to spend your advertising dollars. Internet tracking will tell you within days, sometimes even minutes, if your advertising spending is working. If it doesn't work, just move on to the next idea tomorrow.

You will learn how to calculate your ROI as you learn how to read your general website stats and Analytics reports. I've seen several jewelry stores cancel their radio and TV ads in favor of much less expensive internet advertising which yielded a 638% ROI.

Search Engine Marketing, SEM

This is the term we use when talking about all the efforts involved with optimization, pay per click, writing good page titles, writing good meta descriptions.

SEM also includes the process of getting information about you and your jewelry store published on other websites. As you publish more information about your jewelry store it will also show up in the search engines when someone looks for your name or store name.

More visibility, even if it only publicizes your store name, will add credibility. You are probably wondering how this additional visibility creates credibility, so let me explain.

Once you start reviewing your website stats you will quickly discover that the most popular "keyword phrase" that creates visitor traffic to your website is actually your jewelry store's own name.

As of right now, when someone searches for your store name, or even your name, they should immediately find your website in the #1 Ranking spot. And if not, you already have some work to do.

The point is, they only find 1 website.

Now imagine how impressive it would be if all 10 listings on that first page were listings, websites or articles about your store. This could include press releases, newspaper interviews, articles you wrote, videos you published, etc. It would be very impressive, and it IS very impressive.

If you would like to see what I'm referring to, try Googling "Jeweler Website Advisory Group" or even my name "Matthew A Perosi" and check out the results.

This entire process is considered Search Engine Marketing.

Search Engine Optimization

Because it was important we covered this term first. See the beginning of the lesson.

Secure Socket Layer, see SSL Certificate

SEM, see Search Engine Marketing

Sitemap

A "sitemap" is a great way to show your visitors every important page on your website. It's simply a well organized list of all the pages on your website, in other words, just a list of links.

Visitors might get confused and lost when you finally grow to a very large website. Lost savvy internet users will scroll to the bottom of your website and look for the "sitemap" link to help them out. Sometimes we all need a map to figure out where we're going.

Many people are using their cell phones to view web pages. Actually in late 2009 it was estimated 20,000,000 iPhones and 30,000,000 Blackberry phones had been sold. It can be difficult to navigate a website using a cell phone, especially if the website has a lot of photos or logos on it. Many cell phone users delight to find a sitemap page on a difficult to navigate site. It allows them to view an easy to read list of links and find what they are looking for fast.

I've observed that not many jewelry website owners will bother creating a sitemap. Smaller jewelry store owners don't see a value in it, especially since it may cost more money to have your programmer create this extra page.

If you do invest in a sitemap feature for your site, make sure your programmer also creates a "Google Sitemap" for you. The how-to's of

Google Sitemaps are a little technical to explain, but if you ask them they should know how to do it.

Adding a Google Sitemap to your website will insure that Google finds and crawls all your web pages. This also removes the guesswork and waiting for when Google will find and crawl all the pages of your site on its own.

Social Media

Like Search Engine Marketing, the phrase "Social Media" is an all inclusive term referring to any membership website. A membership website is one that gives you the ability to join, create a profile, and directly interact with other website members and friends of yours.

Generic examples of Social Media websites are Facebook, Twitter, MySpace, LinkedIn, Classmates, StumbleUpon and YouTube. There are thousands of others.

Some jewelry specific Social Media websites include Polygon and Instore Magazine.

I urge you to get involved with at least one social media website. You should start with the same one most of your customers are using. You should eventually join another after you have learned some online marketing skills specific to social media.

There are very specific methods you should use for advertising on social media networks. Keep in mind that people join social websites to have fun, and they don't want to be sold to. Your personality in any social

media network should always remain professional and you should never directly sell anything other than your charm and your smile.

Spider, see Bot

SSL Certificate, Secure Socket Layer

You will need an SSL Certificate if you want to sell jewelry directly from your website and accept credit cards for payment. Before I can explain what an SSL is, I need to explain a little about how the internet works.

When you visit a website, the words you see in your Firefox web browser (or IE or Safari if you haven't yet installed Firefox) are sent to your screen through the internet. You aren't actually directly tethered to the web site, instead a copy of the page you requested is sent to your screen, and then the connection is turned off until you click something again.

Normally, anything sent to your computer is sent in what we call a "clear text" format. Any skilled hacker anywhere on the internet could figure out a way to snoop into your internet connection and see exactly what is being sent to you.

It also works the opposite way. When you fill out a form and click the [Submit] button your information is sent back to the website as clear text. This is okay if you are just requesting information, but it's not safe if you need to send the website your credit card number.

As a jewelry website owner, you need to make your customers feel safe. You don't want them to worry about a smart hacker that can snoop in on

their information as it's being sent. The way you protect them, and set their worries at ease is to create a "Secure Socket Layer" connection using an "SSL Certificate" on your website.

The SSL Certificate will convert clear text information into encrypted information before it's sent. No one is able to hack the information and the customer credit card is safe.

SSL Certificates are available for most websites, but they cost extra money to setup. Many different companies provide SSL Certificate services, and they're not all created equal. I've seen them cost as little as \$29 and as much as \$900.

Talk to your website hosting company for more information and the technical requirements of SSL Certificates. There is an application process before you can get an SSL for your website. The approval can either be instant or it could take several days, it all depends on the type (and price) of certificate protection you are looking to provide your customers.

URL

The initials U R L stand for Universal Resource Locator. This is the shortest, fastest way to refer to the website address you see in your web browser's address bar.

The URL could be a basic domain name like <http://www.tacori.com>, or it can be longer including file names like <http://www.tacori.com/rings/bridal.html>

Notice that I said "http://" as part of the URL. Officially a URL is not accurately stated unless you include the http:// part of the web address. Without the http:// you would just be stating a domain name and not a "URL."

Usability

Websites should no longer be designed to only appease your own personal likes and style. Large interactive websites should instead be designed with "human computer interaction" in mind.

You need to make sure the website design and layout is innately easy to understand with a high degree of friendliness. This type of design takes longer to implement, and requires the talents of website designers who have experience analyzing how and why visitors click on things.

This entire design method and the philosophy of worrying about how jewelry website visitors click is known as "Usability."

Even the more experienced usability expert could not design a perfectly accurate website for you on their first try. Every customer group, from every area of the United States or other parts of the world will respond differently to design variations. The only way to create a perfect Usability design is to continually monitor and tweak a live running site, or one that has been created with a specific focus test group.

Here at the Jeweler Website Advisory Group we continually gather data on jewelry website designs that work. We track them and report on them for you. Our ideas are presented as starting points only and whatever you implement should be tested continuously.

Web Page vs. Website vs. Domain Name

For the absolute newcomer to the internet, the difference between a domain name, a web page and a website might not be clear, so let's explain it.

Your "Domain Name" is your chosen online name. The best option for your first domain name is something that includes your store name.

If your store name is "Nancy's Jewel Shop" then you should try to get the domain name

nancysjewelshop.com

instead of

nancysjewelrystore.com

Your domain name should be chosen to match exactly how your customers refer to you. If at all possible, stay away from strange permutations like the one just explained.

When you hire a web programmer or designer, they will create an entire website according to your request. The "Website" is everything you have online, including your Home Page, Contact Us page, Product Catalog, Photos of Custom Designs, etc. Whatever is uploaded and visible online is part of your "website."

A "Web Page" is an individual page, including the photos and graphics on that single page. Your "Home Web Page" might include a welcome statement, or a mission statement, or a brief comment about your jewelry store. It might also include a few photos of your store, and even your store logo. This page might include 5 photos and information, yet it is still just a single page.

Website, see Web Page

White Hat

Throughout this entire lesson I mentioned several times that there are search engine optimization methods that should be avoided. The entire industry calls these bad methods "Black Hat SEO."

Even though this is a long lesson on vocabulary, I gave examples of several good jewelry SEO ideas. All these good methods are referred to as "White Hat SEO."

As long as you stick to White Hat search engine optimization techniques you should be able to quickly elevate your website to higher and higher ranking.

This concludes Lesson 2 - Website Vocabulary. I hope you have "consumed" it all and are awakened by the understanding that accompanies all newly learned vocabulary. Most people don't understand all of the terms explained in this lesson; let's hope your competition doesn't understand them either.