



SEARCH ENGINE VISIBILITY

2003 Press Kit



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www.searchenginesbook.com

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About Search Engine Visibility

Published in January 2003, Search Engine Visibility is the industry standard for search-engine friendly web site design and best practices in search engine marketing.

Why you should purchase Search Engine Visibility

- Only book available that explains how to create search-engine friendly web sites.
- Shari Thurow is the top specialist in the world on search-engine friendly design.
- Trusted resource by both clients and search engines alike.
- 100% success rate on improving clients' search engine visibility.
- Details "best practices" for designing search-engine friendly web sites.
- Dispels the myths behind search engine marketing and provides long-term solutions for success.

Search Engine Visibility's supplemental companion site is available at <http://www.searchenginesbook.com/>.

Most web developers and designers build a site first and worry about "searchability" later, which is a costly mistake. Companies spend thousands of dollars on a site that (a) the search engines are unable to index and (b) directory editors tend to reject. This book teaches developers/designers, programmers, and online marketers about what pitfalls to avoid from the beginning so they can provide their clients with more effective site designs.

Topics covered in Search Engine Visibility include

- Search-engine friendly navigation – best and worst navigation schemes
- How to write search-engine friendly sales copy
- How to increase your web site's popularity
- Solutions for dynamic web sites
- Submission guidelines
- Common myths and misconceptions about search engine marketing

For Immediate Release

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New Book Outlines Web Design Techniques for High Rankings in Search Engines: Companies Can Save Thousands in Online Marketing, PR and Advertising Costs

CARPENTERSVILLE, IL (January 21, 2003) – Search Engine Marketing (SEM) expert Shari Thurow’s recently published book, *Search Engine Visibility*, teaches readers, in easy-to-understand language and with techniques that can be implemented immediately, how to design and write copy for a Web site that can be easily found by the search engines.

“Simply building a Web site is no guarantee that important target audiences will visit that site,” said Thurow. “One of the primary ways in which people find Web sites is through search engines. If a Web site can be easily found by the search engines, the amount of qualified traffic it receives will greatly increase, thereby maximizing sales and other business opportunities.”

The only SEM book that features best practices – in fact, this is the only search engine friendly design book currently on the market – *Search Engine Visibility* teaches search engine approved design methods that are not considered spamming or cloaking, which are techniques of trying to obtain optimal search engine positions via unethical and unprofessional means (attached article features more details about spamming).

A search engine friendly design will naturally increase the amount of qualified traffic to a Web site. Subsequently, companies can save thousands of dollars in online marketing, PR and advertising costs, freeing up resources for use in other vital areas, such as broader marketing, PR and advertising efforts, as well as product development, employee training, new business ventures and more.

Danny Sullivan, the leading pioneer of the SEM industry, as well as founder and current editor of *Search Engine Watch* (www.searchenginewatch.com), the foremost guide to search engines, said: “Shari Thurow has been a leader in helping guide people toward better search engine design through her writing and speaking. Now Shari has put her knowledge into book format, and it is a great companion for anyone involved in construction Web sites.”

All seasoned search engine marketers and web developers, as well as college students and recent college graduates in SEM or web design will benefit from reading *Search Engine Visibility*. “Developers should know how to design search engine friendly sites from the very beginning. With this knowledge, any professional in the industry will be a more valuable asset in the job market and to the clients they serve, greatly increasing their earning potential,” said Thurow.

Thurow also identifies as a target audience advertising and marketing agencies that offer SEM and web

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development to clients, then outsource the services to a separate SEM firm. "Advertising and marketing agencies need to have a basic understanding of how search engine marketing works and what they should and should not promise clients and Search Engine Visibility will teach them these principles," said Thurow.

Given the ever-changing world of search engine technology, Thurow has created a companion Web site for Search Engine Visibility at www.searchenginesbook.com. The site features the latest information about search engine friendly design, additional resources and tips and updates to the book as needed.

Search Engine Visibility was released by New Riders Publishing in early January 2003 and has already sold more than 4,000 copies. The book retails for \$29.99 and is available at www.newriders.com and www.amazon.com, as well as leading bookstores and discount retailers.

Thurow will regularly post answers to questions she receives about web designs and search engines to the site. Visit <http://www.searchenginesbook.com> and/or contact her at info@searchenginesbook.com.

About Shari Thurow

Shari Thurow is the Webmaster and Marketing Director for Grantastic Designs, Inc., a web development and search engine marketing firm in the suburbs of Chicago. As a speaker and trainer on the topics of search-engine friendly Web site design, web copywriting, and link development, she has been a four-star rated speaker at Web site design and online marketing conferences worldwide, including the foremost annual conference for the SEM industry, Search Engine Strategies (www.searchenginestrategies.com).

Outsourced to many firms throughout the United States, she has a 100 percent success rate for getting client sites ranked at the top of search engine and directory queries.

Thurow is also the founder of the I-Design Discussion List, which discusses all aspects of effective web design, including look and feel, navigation, ease of use, database management and download speed.

Thurow has been featured in many publications, including PC World, Crain's Chicago Business, Inc. magazine, MacWorld, Wired and ComputerUser.com. She has also received numerous design awards and content awards, including top site honors from Lycos, Business 2.0, and Computer User Magazine.

Book Reviews

As the web expands into a vast sea of information, users increasingly turn to search engines as their fundamental navigation aid. And yet search engines face a daunting task, forced to select from thousands or millions of possible web pages when answering queries. Ultimately, all search engines in one way or another favor web sites that are "search friendly."

Shari Thurow is one of the world's foremost authorities in the field of search engine optimization and marketing, and shares her knowledge about creating search friendly web sites in this invaluable book. Her straight-forward approach emphasizes common sense methods that will endure for the long run, avoiding the faddish trends and "techniques" that in many cases can actually hurt, rather than help, search engine positioning. Whether you want to create search friendly sites yourself, or are looking for a guide to selecting a reputable firm to do the work for you, an investment in this book will likely pay for itself many times over when you begin to reap the very real benefits of creating a search friendly web site.

Chris Sherman, Editor
SearchDay
Author of "The Invisible Web"

The SEO industry can be a huge pitfall for the uninitiated. Fraud, gimmicks, and misunderstanding run rampant. Which is why we are so fortunate to have Shari Thurow in the field. Shari is a straightforward, knowledgeable, perceptive, and experienced practitioner of search engine optimization, marketing, and placement. She knows what it takes to get top positions in the major search engines and-even more importantly-knows what not to do to avoid being blacklisted. Shari is a trusted and active voice in the SEO field, and always stays abreast of the latest changes.

Adam Audette, Owner
Adventive.com, home of I-Search discussion list
Moderator, LinkExchange Digest

Many people think that creating a web site that can be found in the search engines means you have to forfeit a great-looking design. Others believe that search engine marketing is all about tricking the engines and fooling the directory editors. Shari Thurow's Search Engine Visibility explains in clear, concise language why this just isn't so!

Today's Internet search engines and directories want to see the same thing as your site's visitors - a web site that clearly states what it has to offer. Shari has done a great job at putting her years of designing search-engine friendly web sites into words the average webmaster will understand.

Search engine marketing takes one giant leap forward with this book, which spells out exactly what you should do (as well as what you shouldn't do) to achieve long-term web site success.

Jill Whalen, Advisor/Owner
High Rankings

The myths surrounding successful search engine optimization is full of secrets, legends, and lore. Plenty of "experts" have plenty of advice about the latest way to circumnavigate engines' algorithms and artificially propel you to the top of the search engines' rankings.

This is why the industry needs people like Shari Thurow. She understands search engine optimization best practices and provides site builders with top-drawer guidance on maximizing a site's potential for target-attracting search engine placements - beginning with how to construct a site that the search engine crawlers can quickly and efficiently digest.

Of course, not everyone agrees with Shari. Plenty of people have avoided her advice, and they're fairly easy to spot, either waiting for their unemployment checks or begging to get reinstated at Google. It's your choice.

Buy this book. Read this book. Implement Shari's advice.

Doug Ausbury, CEO
Intrapromote LLC

Finally! The 'insider' information you've been looking for to debunk all the search engine rumors and get straight-to-the-point of what works and what is rubbish in a Google-world. Shari's no-nonsense style along with years of real-world expertise gives you, in a quick read, the techniques and tips necessary to create a searchable, ranking site.

Shari demystifies search engine submission techniques, and tells you in a matter-of-fact way what does and does not work. She gives you simple steps to follow for implementation on your current or soon to be redesigned site. Reading this book will give your site the boost it needs - with minimal expense.

Kelly Goto, Principal
gotomedia, inc.
Author of Web Redesign | Workflow that Works

About the Author

Shari Thurow is a sought-after speaker and trainer on the topics of search engine-friendly web site design, web copywriting, and link development. A popular speaker at Search Engine Strategies, web site design, and online marketing conferences worldwide, Shari's sessions are very popular and four-star rated.



Shari is the also Webmaster and Marketing Director for Grantastic Designs, Inc. She has successfully designed and promoted web sites since 1995, and she is outsourced to many firms throughout the United States. She has a 100 percent success rate for getting client sites ranked at the top of search engine and directory queries. She has designed and successfully marketed web sites in the following industries:

- medical
- financial
- scientific/biotechnology
- software/computer
- online stores/e-commerce
- real estate
- manufacturing
- art and interior design
- marketing
- insurance
- employment
- education
- legal
- web portal sites

Shari attended University of Illinois at Urbana, graduating with a B.A. in Genetics and Developmental Biology and an M.A. in Asian Studies/Japanese. Shari specializes in HTML, Adobe Photoshop, Dreamweaver, and other web design and graphic design software. She is also member of the National Association of Female Executives, the American Marketing Association, and the International Webmasters Association.

Shari is also the founder of the I-Design Discussion List, which discusses all aspects of effective web design, including look and feel, navigation, ease of use, database management, and download speed. Shari has been featured in many publications, including PC World, Crain's Chicago Business, Inc. magazine, MacWorld, and ComputerUser.com. She has also received numerous design awards and content awards, including top site honors from Lycos, Business 2.0, and Computer User Magazine.

Shari's corporate site can be found at <http://www.grantasticdesigns.com/>.

How Internet Consumers Find Web Sites

- 81% Search engines
- 59% Link from another site
- 56% Viral marketing (word of mouth)
- 48% TV
- 41% Guessed URL
- 20% Online advertising
- 19% Radio
- 10% Direct mail

Source: Jun. 2000 Forrester Research Inc. "UK Internet User Monitor"

How Consumers Make Purchases Online

When consumers are looking for a product to buy online, 28 percent go to a search engine and type in the product name, according to a recent Jupiter Consumer survey. In contrast, only 5 percent said they go to a search engine and look in the shopping channel.

Source: Jupiter Media Metrix

How Much of the Web is Search Friendly

1/3 of user sessions involve search engines, but only 6% of websites are reached via the search engines.

Source: Booz-Allen

Only 7% of all websites are reached via the search engines.

Source: StatMarket.com

Myths & Scams

Hits vs. Visitors – scams in online marketing

www.grantasticdesigns.com/hitsvisits.html

Learn how online marketing scam artists try to deceive web site owners by confusing the terms “hits” and “visits.”

Site submission and search engine lead times

www.grantasticdesigns.com/searchengine.html

Don't fall for this common scam of an email warning that claims your site cannot be seen in the search engines.

Web copywriting

Tips for writing web site content

www.searchenginesbook.com/content.html

Get five quick-and-easy tips for writing web site content that can help your site obtain higher search engine visibility.

Copywriting for search engines, directories, and web sites

www.grantasticdesigns.com/copywriting.html

Learn where to place your most important keyword phrases on your web site.

Search Engine Marketing (SEM)

What to look for in a SEM specialist

www.searchenginesbook.com/searchenginemarketing.html

Search engine marketing encompasses a number of marketing skills, including site optimization, keyword research, paid listings management, and search engine advertising. Article explains the types of search engine marketing available.

Tips for getting listed in directories

www.grantasticdesigns.com/directories.html

Strategies for being listed well in the human-based search engines are different from the strategies for being listed well in the crawler-based search engines. This article tells you how to get your site listed well in the human-based search engines.

Essentials of a search engine optimization (SEO) campaign

www.grantasticdesigns.com/seoessentials.html

A successful search engine optimization campaign begins with a strong foundation. Learn the essential components of a search engine optimization campaign to save your company thousands of dollars in time and expense.

Search engine submission

www.searchenginesbook.com/submission.html

Learn how to properly submit to your site to both the human-based search engines and crawler-based search engines.

Link popularity and search engines

www.grantasticdesigns.com/linkpopularity.html

Because link popularity is essential for obtaining top search engine visibility, learning how to build quality, credible links to your web site should always be a part of your search engine marketing campaign. Learn how to begin and monitor your link development program.

Web Site Design

What is search-engine friendly design?

www.searchenginesbook.com/searchenginefriendlydesign.html

Many online marketers believe that building search-engine friendly web pages is designing web pages for each of the major search engines. Get the full explanation of what constitutes a search-engine friendly site design.

5 Basic Rules of Web Design

www.grantasticdesigns.com/5rules.html

Just as a successful search engine optimization campaign begins with a strong foundation, a successful web site has a foundation of basic design principles.

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Story Ideas

The Truth About Search Engine Placement Firms

Many business contract "Search Engine Optimization" (SEO) companies for the purpose of generating targeted traffic and sales from the search engines. Unfortunately, most SEO companies do more harm than good.

- Guarantees are gimmicks — you cannot guarantee rankings in Search Engines
- Many "fix" it so you pay whether you receive results or not.
- Use "SPAM" techniques which get you blacklisted from Search Engines
- The myth of no risk SEO — not changing your website is a farce.

Is your SEO Provider Getting You Blacklisted?

Ad Agencies, amateur web marketers, and even web hosting companies now offer Search Engine Marketing services for their customers. However, many of the methods they use are considered by the search engines to be SPAM. You could pay these providers with expectations of improving your visibility in the search engines, but their work could actually penalize your site or ban it from the search engines altogether! This article explains the most abusive practices prevalent in the industry and how Search Engines are teaming up with ethical SEO providers to stop it.

- Hidden text
- False META tags
- Mirror pages and sites
- Doorway pages
- Cloaking
- Link farming
- Automated submission and query tools.

The Evolution of Paid Programs in the Search Engines

Should you pay to get your site listed in the search engines? Confused about the differences between paid submission, paid inclusion, pay-per-click, and trusted feed programs. This article explains these differences and the advantages and disadvantages of participating in each type of program.

- Why paid inclusion does not mean paid relevancy
- How to get top rankings quickly with paid inclusions
- Here and how to use paid inclusion

The Truth About Meta Tags

One of the most common myths about meta-tags is that they are the "secret ingredient" to obtaining optimal search engine rankings.

- Some search engines (and almost all directories) do not use meta tags
- Meta tags serve a dual-purpose – relevancy and click through
- The essential steps to effective meta tags

Beware Of Web Site Promotion Scams

Has your inbox been flooded with emails from online promotion companies shortly after you submit your web site to Yahoo? Be very careful how you proceed, because these companies could get your site banned from the search engines. Learn the "red flags" that indicate an unethical search engine marketing firm.

- The common SEO scams and how to protect yourself
- The site submission and search engine lead time scam
- The hits vs visits scam

Search Engines: Understand The Basics Before Optimizing Your Web Site

If your SEO firm does not address all 3 components, you will not receive results that matter in the long-term.

- Use the 3 essential components: text, links, popularity
- The problems of poor coding, JavaScript, Flash, and databases
- How to build your "popularity"

What To Look For In An Online Promotion Company

Search engines are the primary way most people find web sites, but web site designers forget to think of this when they create their sites. Often, site designers will make the mistake of building the web site first and then contacting a search engine optimization (SEO) specialist to make that site search-engine friendly.

Google AdWords vs. Overture

Which pay-per-click search engine advertising campaign is better for your business? This article will help you decide.

Quote Sheet

Use these quotes as filler for your articles and news stories. If you can't find what you're looking for, contact Shari Thurow, Marketing Directory at info@searchenginesbook.com or call 847-426-8815 for more information.

Design

Search Engines Do Not Care About Fancy Web Sites:

"Search engine spiders don't care about your logo, or how cool your Flash site looks. As much as branding experts and ad agencies like to use marketing "buzzwords" for offline publications, using marketing buzzwords on your site can be a very costly mistake."

– Shari Thurow

Give Them A Well-Designed Site:

"Use caution before spending money to have your site ranked by a third party, because things are changing constantly in the search engine world. There is no guaranteed way to getting ranked highly in the search engines, but the most tried-and-true method is having a well-designed Web site to begin with."

– Shari Thurow

Search Engines

Give Them A Good Site:

"Web developers can still do one more thing (short of opening their wallets) to improve their chances of a high ranking with a search engine. It's simple. Help the search engines do their job. Give them a good site!"

– Shari Thurow

Help Search Engines Provide Relevant Results:

"My philosophy is simple. The search engines' goal is to provide relevant search results. So if you want to use the search services, you should help them deliver relevant results. Follow the rules and guidelines they have set forth in their own sites, in publications like Search Engine Watch, and at conferences. That way, both you and the search services will benefit."

– Shari Thurow

Directories

What Directory Editors Look For:

"Directory editors are looking for certain qualities in a web site, such as legibility, ease of navigation, and quick download time," she said. "These qualities are not only important to directory editors, they are also important to a site's end users. There is no point in having a #1 position in Google if people aren't clicking on the link(s) to your site and actually using your site."

– Shari Thurow, from the Search Engine Strategies conference

The Key To Successful Directory Submissions:

"The key to success with directory submissions is to write a clear, concise and accurate description of your site, and also to submit it to the most appropriate category. Nine times out of 10 people don't pick the right category because they think 'Where do I want to be?' rather than 'Where do I fit?' You have to look at it from a [directory editor's] point of view."

– Shari Thurow

Doorway Pages

Doorway Pages Are Spam:

"Many people do not understand how doorway page companies work. They create thousands of pages for a single keyword or keyword phrase. All of these pages are fed to the search engines, polluting their indices with unnecessary information. They are not pretty, and they often contain so much gibberish they must be [hidden]. End users would not continue visiting a web site if they viewed these pages."

– Shari Thurow

Doorway Pages Are Bad – Information Pages Are Good:

"Doorway pages are Web pages created specifically for search engine positions. They are not created to benefit end users. Information Pages, on the other hand, are specifically created to benefit your end users because they provide information that your target audience is interested in. Because Information Pages are a part of your web site, they can help your site gain more popularity in the search engines AND the directories."

– Shari Thurow

Position Checking Software

Beware of Position Checking Software:

"After speaking directly with representatives at the major search engines, I cannot endorse any position checking software because it appears that no one has got permission from the search engines to perform automated queries. Besides, a web site owner's focus should not be on the number of top positions his site receives. His focus should be on receiving quality traffic over time. And that can easily be measured with the various site statistics software on the market."

– Shari Thurow

Meta Tags

Meta Tags Are Over-Hyped:

"Meta tags are over hyped since many of the major search engines don't use meta-tag content when determining search results. But meta-tags should be written well for the search engines that do use them. The title tag is more important than meta tags. The title tag has always been more important than meta tags."

– Shari Thurow