

## SEO Success – Step Three is Creating Long-Term Popularity

Finally, after the hard-core efforts that are directly related to generating traffic to your website, your next step is to develop a strategy that creates follow-on, long-term traffic. Several methods exist for this Tier III strategy:

- Taking the large list of ancillary keywords that relate directly or indirectly to your website, begin purchasing keyword related domain names that will be used to create traffic driving websites that point to your money site.
- Setup satellite pages using the keyword domain names with the idea of capturing traffic geared toward those specific keywords, developing niche market traffic. As you develop niche markets for those new customers, you are going to be able to capitalize on those customers for the other products and/or services that your company offers when these sites link back to your money site as a result of informing and attracting these new customers through the niche sites.
- Create links, backlinks and cross-links between the satellite pages and your money site, improving your link popularity for all websites, especially your money site.
- Display articles or e-books related to your industry and place these articles on your websites being aware of the best location based on keyword dominance.
- For long-term, viral marketing results, create articles or e-books that you will either sell on your website or offer to public domain websites where your link information must be retained for use by anyone else on the internet; these articles will create links that go back to your money site or your niche sites.
- Follow the same steps in Tier I and II for all the niche sites as you did for your original money site; that is, design a SEO-optimized website and follow Tier II strategy to create the necessary link popularity to drive traffic to these sites.

### ***Monitoring***

In order to determine if the SEO efforts are successful, you must monitor results of for number and quality of backlinks, PR and web trend statistics. There are many sources for generating this data as well as programs that will assist in these analyses. Whatever method you choose, whether it is using specific programs or setting up a spreadsheet for entry of data, be consistent in tracking the data. There will be fluctuations from day-to-day that you should expect. You are looking for general, overall upward trends, not short-term blips. Upward progress followed by maintenance of a strong position with slow, steady growth would indicate a successful SEO campaign.

This 3-Tiered approach to SEO Strategy is very effective when implemented with the patience it takes for long-term results. Short-term “fixes” and “tricks” may have an effect in the short-run, but as the search engines change and adapt their algorithms – as they do almost monthly – what worked today for quick results may actually get you banned tomorrow. This strategy is based on search engine directives: Well-designed websites, free of bad code, offering information, services or products of interest to the internet community will create their own base of popularity – for which you will be rewarded by strong, growing traffic. When you are in it for the long haul, your strategy must utilize long-term efforts.

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Chesa Keane of TAO Consultants has been involved with the internet for 10 years through internet consulting, web development and search engine optimization. Go to [www.computergoddess.com](http://www.computergoddess.com) for a free **Search Engine Optimization Checklist** to make sure that you or your internet SEO specialist are not missing critical steps toward getting your website listed prominently with the search engines.