

# Search Engine Optimization Tips And Techniques - By Canada Web Services - May 30, 2013

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## **In this eBook, we will cover the following topics**

### **Search Engine Optimization**

1. About Meta Tags
2. Learn What Is Google Page-Rank
3. Alexa Rating - Why It Is Important?
4. Search Engine Submission - Adding Your Website
5. Ways To Make Your Website Popular
6. DMOZ Submission Help - Best Practices

### **Website Help**

7. About Websites - Steps To Get A Website
8. Learn All About Domain Names - How To Pick The Correct One

# 1. About Meta Tags

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## Here is the basics on Search Engine Optimization Meta Tags.

Meta tags are a great way for webmasters to provide search engines with information about their sites. Meta tags can be used to provide information to all sorts of clients, and each system processes only the meta tags they understand and ignores the rest. Meta tags are added to the <head> section of your HTML page and generally look like this:

### Meta Tags - Taken From Canada Web Services Home Page Meta Tags

```
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1">
<title>Canada Web Design Services | Website Design Services</title>
<meta name="description" content="Providing website design and development,
e-commerce solutions, and search engine optimization (SEO ) for Canada. Canada Web Services
also sells hosting and domain names.">
<meta name="keywords" content="web design,web development,website hosting,web
host,domain names,register domain,buy hosting,hosting,domains,websites,website
services,web solutions,360 services,website hosting,web design canada,canadian web
design,canadian web services,ottawa web design,toronto web design,montreal web
design,website development,website hosting,web host service,web host provider,domain
names,ecommerce solutions">
<meta name="author" content="360 web firm - http://www.360webfirm.com">
```

Canada Web Services – designs and creates every website search engine friendly. We add Meta Tags to each and every image on your web pages which are called alt tags, create title tags unique for each web page we design, create a description based on that web page, and add valuable keywords that help describe that web page perfectly. We also create a sitemap for your website and submit your website to over 100 search engines and specialized web directories such as the Dmoz Directory (The Open Directory).

On top of all of that, we also create a few back links to our own websites we have to start your back link list for you.

We do all of the above to every website we create at no additional cost.

The most important thing about search engine optimization is your website tags and its content. Creating a website that is unique and different, informative to people, fresh content, helpful for readers, and up-to-date information is some of the most important factors for your website to be found in the search engines like Google, Yahoo, and Bing. Another important thing to consider is your Meta Tags being unique for each page of your website.

## There are 4 Meta Tags you need to know about.

They are:

Alt tag  
Title tag  
Description tag  
Keyword tag.

**The Title Tag** is a required HTML element and one of the most important on-page factors for search engine ranking. Search engine results use it for the title of your site. Your site's users will also see it in their browsers toolbar. Lastly, it provides the default bookmark text when users add your site to their favourites.

### AVOID THESE PLEASE

I, a, about, an, are, as at, be, by com, de, en, for, from, in, is, it, la, of, on, or, that, the, this, to, was, what, when, where, who, will, with, www

Avoid the following non-alphanumeric characters like: !@#&\*()[]?+=%\$/.  
Make sure not to exceed 65 characters, including spaces

**The Title Tag:** Should have a keyword used to describe that page. Example.. Web Design Company, Using Keyword Phrase "Web Design" The title may be "Complete Web Design Services for all your website needs"

**Description Tag:** A description tag's content appears under title tag content in search engines results. It should provide information specific to the page, such as product details, special offers, or sales messages. Description tag content should communicate a page's value to visitors and not exceed 250 characters.

**Keyword Tag:** (max 1000 characters, or 10-15 keywords & 3 phrases)

A keyword tag's content consists of all the keywords related to a page. Keywords should be restricted to words that appear in the title or on the page itself. Keyword Content should:

1. Contain words or phrases that may be used to search for your site.
2. Be limited to 10-15 words and three phrases per page that do not exceed 1000 characters.
3. Separate words and phrases with commas.

Keywords are not shown in Google Results. These words or phrases are added to each page on your website that describes that page.

Keywords are relevant to that page.

**Alt Tags:** These are tags describing the images on your web pages. Add these alt tags to each and every image you have on that page. It really helps! Most people forget those ALT Tags, don't be one of them. The Alt tags are best optimized when describing that image or photo. Make sure you add the Alt Tags to every image on that web page and please describe the image correctly.

## 2. Learn What Is Google Page-Rank

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### What is this Page Rank all about?

Page Rank is what Google uses to determine the importance of a web page. It's one of many factors used to determine which pages appear in search results. This is also done per page, not per website. You may have 10 pages in your website with a page rank of 4 and 3 with some other page with a rank of only 1.

### Page Rank History

Page Rank was developed by Google founders Larry Page and Sergey Brin at Stanford. At the time that Page and Brin met, search engines typically linked to pages that had the highest keyword density, which meant people could game the system by repeating the same phrase over and over to attract higher search page results.

### What Does Page Rank Measure?

Page Rank measure's a web page's importance on the internet based on the links to that page and from the importance of those places that have your link attached to that place.

Page and Brin's theory is that the most important pages on the Internet are the pages with the most links leading to them. Page Rank thinks of links as votes, where a page linking to another page is casting a vote.

This makes sense, because people do tend to link to relevant content, and pages with more links to them are usually better resources than pages that nobody links.

Page Rank doesn't stop there. It also looks at the importance of the page that contains the link. Pages with higher Page Rank have more weight in "voting" with their links than pages with lower Page Rank. It also looks at the number of links on the page casting the "vote." Pages with more links have less weight.

This also makes a certain amount of sense. Pages that are important are probably better authorities in leading web surfers to better sources, and pages that have more links are likely to be less discriminating on where they're linking.

### **How Important Is Page Rank?**

Page Rank is one of many factors that determines where your web page appears in search result ranking, but if all other factors are equal, Page Rank can have significant impact on your Google rankings.

### **How Can I See Page Rank?**

Page Rank is measured on a scale of one to ten and assigned to individual pages within a website, not the entire website. To find the Page Rank of a page, use Google Toolbar. Very few pages have a Page Rank of 10, especially as the number of pages on the Internet increases. You may also just search in Google "check page rank" and there are several places you may check it.

### **How Can I Increase My Page Rank?**

If you'd like to increase your Page Rank, you need to have "back-links," or other people linking to your website. You can trade links with other people, but make sure you only trade relevant links, and make sure you're not trading links with a link farm. You can register your website with directories, such as the Open Directory Project, but use directories with high Page Rank whenever possible.

As you build web pages within your website, you can create some of your own back-links by linking to relevant pages within your own website. This is a technique you may notice on this website. However, remember that the number of links you create counts into the equation. Don't overdo it.

The best way to increase your Page Rank is to have quality content that other people want to link.

### **What Are Back links?**

Back links are simply a way for people to come to your website through another website, blog, or forum. The better the website you are linking to in page rank, the more chances you will have to help you increase your page rank.

## **3. Alexa Rating - Why It Is Important?**

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## About Alexa Website Ranking & Internet Ranking

Founded in April 1996, Alexa Internet grew out of a vision of intelligent Web navigation constantly improving through its users. Since then, our Alexa users have downloaded millions of Toolbars, and Alexa has created one of the largest Web crawls, and developed the infrastructure to process and serve massive amounts of data.

For users of the Alexa Toolbar and our website, the results are products that have revolutionized Web navigation and intelligence. For developers, this has led to a set of tools unprecedented in scope, allowing whole new services to be created with Alexa data.

Courtesy of Alexa Internet Company –  
January 27, 2013 – <http://www.alexa.com/company>

### What is Alexa And Does It Mean Anything?

I have used Alexa for several reasons in the past few years because it has become the standard of where your actual website sits within the complete world wide web. As an example, Google is #1, Facebook #2. The lower your rating, the better your website is and the more visitors your website is getting. Alexa takes its ratings from the amount of people that visit your website in a given time and in a given geographic area. An example of this is to say that my website <http://www.canadawebservices.com> is ranked at 950,000 in Alexa while in Canada it is ranked at 35,000 overall.

Basically in a nutshell, the more visitors you get going to your website, the lower Alexa will show your standings and the more valuable your website becomes. There is also a lot of domain appraisal companies that use the Alexa rating to help them determine the amount your domain is worth.

You can get all and much more if you use Google Webmaster and Google Analytic tools to monitor your website. Google offers tons of free tools for webmasters and people alike. Take advantage of all of these tools because they work great and most importantly, they are free!

## 4. Search Engine Submission - Adding Your Website

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## Submitting Your Website To the Search Engines.

If you follow these steps and have a clean and informational website, you should have your website indexed in Google within a few days. Having said that, this does not mean you are on the front page, but simple means you are in Google's database of websites and have the potential to appear on any page, including the first page.

### Getting your website ready for Google and the rest of the search engines.

1. Proper H1, H2, H3 header text.
2. Proper Meta Tags
3. Proper Body Content & Up-To-Date Info
4. Get Links Fast & Early
5. Submit your site to specialized directories
6. Search Engine Submission

### Proper H1, H2, H3 header text.

Make sure your web pages have H1, H2, H3, Text and so on.

Google loves header text Headings within the pages itself.

(Describing your web page) Add a H1 heading in your banner or top of your web page that Google will look at.

Have an opening statement that best describes that page.

#### ***For example:***

If I wanted to describe my Website Design Page, I would use the term "website design"

*"Thank you for visiting my website design business. We offer complete website design services for every occasion. Our website design prices are reasonable and our website design services are excellent!"*

### Proper Meta Tags.

There are 4 important Meta Tags

The Title Tag

The Description Tag

The Keyword Tag

The Alt Tag

### **Proper Body Content & Up-To-Date Info**

Creating content that is helpful and useful.

Offer your visitors the information they need to reach a goal or an achievement, a service they require, a question you can answer, or simply something you can do to make them come back to your website. You might have a daily joke, a daily quote, or daily news feed. Keep your pages up-to-date. Fresh content that changes, or gets updates according to the times, or the needs.

### **Great sites are:**

Well-organized

written to make the viewer respond

attractive

interactive

Consistently formatted

### **Keyword Phrases**

Rather than focusing on a single word, try adding a few words to make a keyword phrase. You may want to read about effective Google searches to see how keyword phrases help with searches. If you were searching for your own website, what keyword phrase would you type into Google for each page?

Would you look for best website designers? Would you look for cheap website designers? It may be helpful to get a different perspective. Ask someone else to read your page and suggest what they think your keyword phrase might be. You can also check Google Trends to see if one phrase is starting to gain popularity. Try to stick to one subject per page, and stick to one keyword phrase per page. Clear writing is both easier to search and easier to read. Create your page content based on a human looking at your web page, not Google Bots.

Google works like a human and its bots like a human. They make over 400 Changes a year to their Algorithm to make their search engine fair and clean for all people.

Remember this when you create your body text and header text. Think of it like a Google employee is looking over your website to see where he/she thinks you should sit in the search results.

Is your Keyword or phrase the proper one for your web page?

### **Density**

One of the things Google looks for when it indexes pages is the density of the keyword usage. In other words, how often the keyword occurs. Use natural phrasing. Don't try to trick the search engine by repeating the same word over and over or making text "invisible." It doesn't work. In fact, some of that behaviour even gets your website banned.

Give a strong opening paragraph. Google may or may not search beyond the first 200 words or so of your web site, but it definitely looks at the first paragraph for keyword density. You can check your keyword density with Google Toolbar. Name Your Pages and make sure you use the headings (H1) on your pages that reflect your actual content on that page. This is what we talked about earlier.

### **Create valuable content.**

Make sure your content is great to others. It has to provide value and help others. You have to be better than the other person to have a similar website. Do lots of research and have all your i's dotted and your t's crossed.

You have to go above and beyond your customer! You have to enlighten them like no-one else can. Your site has to be different.

### **Create original content.**

Make sure your content is original and yours! Do not take it from other websites. First off, it's illegal, and second, it's not from you. Your visitors will not want to go to a website that is cloned from another.

Try your best to add original content and avoid taking ideas from others unless you have special permission to do so. Creating content that is helpful and useful. Simply cobbling together information from another website

will not generate traffic. You need to offer visitors the information they need to achieve a goal, solve a problem, be entertained, find out quality news or have a good laugh. Be different than those other sites.

## **Have an About Page**

Let your visitors know who you are. Talk about your family and ambitions in life. My ambition is to have the biggest website of all time! Not for the money, but to be able to help as many people as I can.

The bigger the website, the bigger the content I can add for my visitors.

## **Get Links Fast And Early**

One of the biggest factors Google looks at is the hyperlink. Google looks at both links to and from your website. The more links you have out there, the better chances you increase your page rank and your visitors to your website. People like to go to websites that have HIGH page ranking because they trust

## **Google and their ranking procedures.**

Google looks at the words you use in links to help determine the content of your page. Use links within web pages as a way to emphasize keywords. Rather than saying, "click here to learn more about SEO" you should say: Read more about SEO (Search Engine Optimization).

## **Links from other websites to your website are used to determine Page Rank.**

You can use Google Toolbar to check your current Page Rank. You can improve your Page Rank by exchanging text links with other relevant websites. Banner exchanges are not as effective. You can also improve your Page Rank by making sure your website is listed with important directories. In other words, check the Page Rank of the home page of the directory.

## **Back links**

Back links are simply a link from somewhere else to your site. It's a really easy concept, in fact, it's really easy to do. Making a back link only takes a minute or two. That's not too bad. However, when you are talking about having thousands of back links to your site, you start talking in the thousands of minutes and that is a long time. Creating back links can be time consuming and seriously tedious and boring, but you have to do it!

There are websites out there that will take your money and say that they will back link your website to thousands of other sites. BE CAREFULL, if it sounds too good, it normally is too good to be true. Creating back links using blogs, websites, and forums is always a good practice, as long as you are using places with a good reputation, and not a link farm outfit.

You can find a blog or forum that is about a similar topic as what you will be linking to. You read the blog and then you make an insightful and meaningful comment to the post. When you are finished with your post you also put a link to the site you want the search engines to go look at.

### **How do I make a back link?**

Here are some examples of Back links. Website Use to

***<http://www.canadawebservices.com>*** or *Canada Web Services*

### **Submit Your Site To A Specialized Directory**

For instance, A site on Automotive Parts should be sent to Automotive or a Specialized Part directories. A website on Bugs, should be sent to a Specialized Insect/Bug Directory. Etc.

Don't get too submission happy, though. Google, in an effort to combat click fraud, often filters out websites linked from link farms, or pages with nothing but links to other websites. This is one reason why free services to register your website may hurt you. Stick to specialized directories and organizations. They are more likely to help and not hurt your rankings.

Add Your Website To the DMOZ ( Open Directory ) Directory. Here you may choose your specialized category for your website. Go To DMOZ Google Considers this directory important!!

### **Search Engine Submission**

Submit your website to all the search engines you possibly can. Don't over submit it because some will NOT index your website and you will not do well with those search engines. When you submit your website to those search engines, you might have to upload a Meta tag or html file to your server. Do this. Also, add a robot.txt file that allows these search engines to use their spiders to crawl through your websites.

Make sure Google, Yahoo, and Bing also have your sitemap. Example would be

***<http://www.canadawebservices.com/sitemap.xml>***

Create a Webmaster Account With All These Search Engines To Submit Your Sitemap And To View Your Analytics Of Visitors To Your Website. Once You Submit And Upload A Sitemap, Don't Do It Again. Too Many Submissions Will Actually Hurt Your Chances To Have Your Web Pages Indexed.

To View Your Indexed Pages In Google,. Type In: `site:www.yourwebsite.com` In Google and you Will See All The Indexed Pages. These are the pages that are actually indexed somewhere in Google's database, but this does not mean you will be on first page, you could be on The hundred page for that page that is indexed. It all depends on the keyword used to search for

that page or content, and lots of factors such as: Time, Content, Material, Freshness, and Load Time.

## 5. Ways To Make Your Website Popular

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### Ways to help your website get more popular

I have put together some ways to help you get your website more popular in the search engines. This takes lots of energy and lots of patience and perseverance to succeed. Don't give up! Over time you will see the results of your website getting more visitors and hits. Hopefully these hits turn into sales of products and services for your business.

1. Five steps to make your website get popular.
2. Plus some Myths & Truths about search engines.
3. Plus 3 Facts to consider when dealing with search engines.

### Five Steps To Make Your Website Popular

- 1.The Right Tools In Place
- 2.Optimized Perfectly
- 3.Social Media Involvement
- 4.Visitor Involvement
- 5.Content Is What They Want

### All the correct tools in place

Make sure you have all tools in place to build and host a website. You have to use a hosting company that never goes down. Your software you use to build your website has to be up-to-date, or your designer has to be up-to-date on all the programming code available and the web pages have to be friendly with browsers and such. Make sure when your website gets created, you check the look and feel in all Major Browsers Such: As Internet Explorer, Firefox, and Google Chrome. Do they all look the same? Are the text fields and images overlapping in one, and not the other?

They all have to be user friendly and easy to read and understand. Look at all your inner web pages also.

You can have your web pages look so groovy, but most people won't be able to see them if they are full of flash and other high maintenance languages. Flash is great, but not search engine friendly and at times not browser friendly in certain browsers. Again, look at all browsers.

Flash is a NO when you want a search engine friendly website created. It can be done fancy with no flash.

Keep it clean and simple. So to summarize it, you have to have the proper tools to do the proper job. Great hosting, up 99.9 % of the time. The proper tools to build that site. The proper knowledge to build it. Knowledge that is up with the times and the trends. Keep up with the Jones's!

### Optimized Perfect

Your website needs to be optimized and the visibility has to be great! You need to make sure the content of your web pages are good and the keyword tags are done properly, the description tag is done good, and the title of that page. Click here for more information.

Use Alt Tags whenever possible on your images and photos. The new Google Algorithm uses Alt Tags more often than ever before. Keep this in mind.

Have your text in your body of that web page related exactly to that page. Please use the keyword or keyword phrase you want people to find you with when they do a search in Google for term.

Remember, DO NOT add so many keywords or phrases to your body text for it to look like your spamming and trying to trick the search engines. It will not work and this will penalize your web page and maybe your entire website. It could also get you banned from Google!

Keep your pages neat and tidy, organized and clean.

### Social Media Involvement

Be involved in social media and take advantage of it. Share your link to your website over Face book, MySpace, Twitter, You Tube, LinkedIn, and other social media websites. Make some videos and share them with everyone over the net using You Tube. Have a title page at end with your website address on it telling people where to go. Just like my video series on Search Engine Optimization you are seeing now.

Have a button for all these social networking websites that is attached to your website, at bottom of your home page so people can connect with you.

Create some interactions through social media where your visitors can do things, post comments, and get involved with your idea's and content.

Create a Blog or Forum for your website. Maybe that's all you are doing, and you do not have a website. In this case, create a website. You should have both.

Have your blog spitting out fresh content all the time and always keep it up to date and keep posting your new ideas and content on it. Share this content on your website where people can see and also get involved with it.

Generate lots of back links to your website from all of these social networking and blog sites.

### Your Visitors Get Involved

A crucial point to make your site grow in the number of visitors is by getting them involved. Ask them their input, get advice. Try to write in a personal style, and don't be afraid to leave an open question. If this shouldn't do it, why not hold a contest? This will most likely get people talking about your site. The prize doesn't have to cost a fortune, since people like to compete regardless of what the

award is – it's human nature.

Create a FREE section for FREE information. Example is this SEO series. I like to help people, plus it's a way to get people to visit my website. Do You See the idea?

### ***The 3 Things You Need To Do To Be Successful In Your Website***

- 1.You need to get people to your website. Unique Idea, Different, Fun, Exciting, and Addicting.
- 2.You need to get people to stay past 10 seconds. Catch their attention, get them involved, and keep them happy.
- 3.Have the people return to your website. Have them tell others about your website.

### Content Is What They Want

Make sure your design and page content is good. Make sure you have all the tools on your website and people don't have to go somewhere else to get their questions answered, or their product or service they are looking for. Make it a one stop for all their needs!

Have a contact me in place and an about me page. This way the visitors to your website will get to know you more and they will become more trust worthy and comfortable with you.

If you can build trust, you can build a healthy relationship with your visitors.

### Myths & Truths about SEO

Myth:

“Submitting to search engines means everyone on the Internet will find you.”

Truth:

People are not going to find you in search engines just because you submitted to them. If you truly want to capture your fair share and more of search engine traffic, you must

Optimize your Web pages

Myth:

“Nobody needs search engine optimization.”

Truth:

More than 70% of Internet users use search engines to find what they are looking for. Therefore any Website wanting new visitors needs search engine optimization

### **Facts about Search Engines**

Fact #1:

If you are not on the first page of search results, over 70% of Internet users will not find you!

Fact #2:

All major search engines including Google, Yahoo, Bing and others utilize Meta Tags. Don't take my word for it, visit Google or Yahoo and see what they have to say about

Title, Keyword, Alt, and Descriptions Meta Tag optimization

Fact #3:

Having a search engine friendly Title and Meta Tags is the most basic step toward search engine optimization (SEO). This can help a little, but it's rarely enough to outrank the competition.

## **6. DMOZ Submission Help - Best Practices**

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## Why It Takes So Long to Get Listed on DMOZ ( open directory )

Each DMOZ listing is added by a volunteer editor that applied to be an editor and was accepted by the DMOZ website staff. Unfortunately, the editors that are active is very low and not as active as they should be. The lack of editors immediately makes the listing process slow, but the main problem is website owners and their submission to the wrong category, and other user related issues.

Imagine this. You stand in line at an airport and wait for your turn at the ticket counter. You stand there for 2 hours and when you finally get there, the lady tells you that you're in the wrong line. She tells you to line up over there and wait another 3 hours or so. This is like DMOZ because adding your website in the wrong category will not get your submission into their directory. Instead of being told you're in the wrong line, they do not tell you anything and you just do not get entry.

This scenario is exactly what happens in the DMOZ. Websites are frequently submitted to the wrong category, or have some other problem with them that keeps them from being accepted.

**Here are some pointers to take while trying to get a website listed in the open directory. ( DMOZ )**

### 1. Find A Domain Name That Is Already In DMOZ

Look for an expired domain name or a domain name that is available and check to see if it is already in the open directory. Chances are that with the lack of editors, your domain will be safe on there for a while.

### 2: Become An Editor For That Category You Are Trying To Submit To

Find the category that you want your website listed in, and volunteer to edit that category. The smaller the category you apply to edit, the more likely it is that you will be accepted as an editor. Make sure that when you apply to be an editor, the biggest thing is the three example sites you add as examples be perfect websites that should be entered into that category you are applying to be editor in.

**Note** - Make sure your example websites have a physical address on the bottom of their website or somewhere on their website because DMOZ will not allow you to be an editor if you miss these things. Also, make sure your title and description of these examples is perfect. Also, make sure you tell the truth about all the websites you are associated with because these senior editors will find out and you will not get the chance to become an editor. Make sure you mention EVERY website you are associated with. Trust me...

### 3: Choose The Correct Category

One of the main reason for listing delays is that website owners don't choose the best category to apply to. Take the time to choose your category carefully; it will save time in the long-run. Do a search on the main DMOZ site for the category you wish your website to be found in. Make sure it is 100% what your business and website does. Example - If you are doing web design in Cornwall, Ontario, make sure you do a search for Cornwall Web Design and then click the link and then submit it to that category. Always double check you are in the right place.

#### **4: Look for Editors That Are Active And Working**

This is very important. With my website being in Cornwall, there was no active editors for close to three years! This is bad. If you choose the correct category, if there's no active editor for that category, you're going to be waiting a long time for your site to be accepted.

At the very bottom of a DMOZ category is a tag that says, "Last updated: [date]". If the category you're thinking of applying to hasn't been updated in a couple of years, the category editor is probably not active. Apply for this category as an editor. Or, you can try and find a different category, but make sure it is close to what your website is all about.

#### **5: Avoid Over Submissions To The Site**

Submit your website only once and not over and over again. This will guarantee that your website will never get listed if you continue to over submit your site. If you're concerned about your DMOZ submission, click on the editor's name at the bottom of the page and email them. Rather than bombarding them with multiple submissions, politely ask them what the problem is and if you can do something to help.

#### **6: Make Sure Your Website Is Worthy**

Please make sure your website is clean, neat and tidy, and has a physical address showing that you are located in this area. I was declined because I did not have my address on the website. If you operate from home, people are reluctant to add their home address and this will present a problem with DMOZ.

I hope this information will help you be successful in your submission to DMOZ. In over 3 years as a website designer, I have yet to have one website added. It's like winning a lottery having your website submitted and accepted by DMOZ.

[Click here to enter your website and please make sure you follow all their guidelines.](#)

Submit Your Website - DMOZ - Open Directory

## 7. About Websites - Steps To Get A Website

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**There is a few things you need in order to get your website.**

A website on the internet runs off a website hosting and server. The files in the server are your website and the address to your website is your domain name. The domain name is actually associated with an IP Address and this address tells the browsers were you wish to go to on the world wide web. This IP address in turn gets turned into a friendly URL which is a domain name.

On the internet there are servers that translate the IP Address into a friendly address which you and I use on a regular basis on the internet. These servers are called DNS servers which stands for Domain Name Server.

**Let's take a closer look at how this works. ( Techie Stuff )**

When you add the website you are looking for in the top browser or when you search for something on the internet, the friendly address comes up or you already know this address. Let's use Canada Web Services as an example. My friendly URL = [www.canadawebservices.com](http://www.canadawebservices.com). The actual address for this website is an IP address - 172.168.0.1 and the DNS server knows this in its database and translates this information to send you to the server address of 172.168.0.1. There is one more thing that happens when at the server level, the DNS server also knows the name servers associated with your website address and knows that this is the correct address you are looking for. There might be hundreds of websites attached to that server address such as in shared hosting. With the name servers and the IP address, the DNS server knows the exact location where you need to go to. To make it more simpler, the server address might be a street name and the name servers could be the street address.

**The simple steps to get a website on the internet ( Easy Stuff )**

**Step One** - Find A Domain Name

**Step Two** - Get Website Hosting ( Server Address )

**Step Three** - Build Your Website Or Have A Webmaster Build It For You. ( Like Us! )

Finding a domain name is the hardest thing you will need to do in order to get your website up on the internet. It's a hard thing to do because once paid for, you cannot return it and this will be with you until it expires. The cost for a domain name ( .com ) is normally around \$8.50 per year registration. [Look here](#) for lots of tips and techniques in finding the right domain name. [Click here](#) to search for a domain name today.

Website hosting is easy to get. Simply buy a year or two website hosting. The cost ranges and there are several plans to choose from. Normally a simple basic website can use the basic hosting plan and this will be more than enough. Hosting starts at around \$5.99 Per Year. [Get your website hosting with us.](#) We would appreciate this.

Building a website can be done several ways. For people just starting out, it might be a more expensive way to get someone to help you and build your website for you. The advantages definitely out-weight the cost because all the work is done for you. There is also website builders you can use to build your own website. [More details here.](#)

If you are looking to creating a website, we can help you. We offer a complete packages with all three steps - Domain name, hosting, and website built for only \$359.99. \$100.00 renewal of domain and hosting every year. [View our website packages here.](#)

## 8. Learn All About Domain Names - How To Pick The Correct One

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### What is a Domain Name?

Domain names were invented to fill a need on the Internet. Computers connected to the Internet are identified by a unique series of numbers called an IP Address (for example, 212.159.14.128). IP stands for "Internet Protocol", and they are not easy to remember.

If you type an IP address into the URL bar of your browser you will be connected to the computer it represents. But since IP addresses are so difficult to remember, the Domain Name System (DNS) was invented in 1983 to help people connect to specific computers and content.

It may help to think of an IP address like your physical home address. If someone sends you a letter by postal mail, they must have your physical address. Similarly, an IP address is the physical address of a website online. When someone connects to your website, their computer finds it by looking up the IP address associated with your domain name.

Basically, your Domain Name is associated with an IP Address. My Domain name is <http://www.canadawebservices.com> and my IP Address associated with that is 72.167.1.128. This is a Hosting account so you must use the Domain name to connect to it.

### All about Domain Names

All websites have both a domain name and an IP address. In fact, any application like your web site where others connect to your computer, for example NetMeeting or an email server, also have both a domain name and an IP address. You are no doubt familiar with domain names; our domain name is canadawebservices.com. Other well-known domain names are YAHOO.COM, and GOOGLE.COM

**Top Level Domain** - The .COM is called a top level domain – Example of a top level domain name – [CANADAWEBSERVICES.COM](http://CANADAWEBSERVICES.COM)

**Sub-Domain** - INFO.CANADAWEBSERVICES.COM is called a sub-domain or sub-folder. When you create your domain name, you must then add a folder ( name ) of the sub domain so it will have all your website files for that sub-domain located inside this folder. Examples of using sub-domains is when you want to create lots of cities using the exact same feature of the main top level domain name like a classified website where you may choose your city to add your items for sale or to purchase items. This idea is good for a HUGE website with lots of files and lots of sub-domains to be used. The disadvantage is that it's harder to manage than a FOLDER system. ( see below )

**Folders** - CANADAWEBSERVICES.COM/INFO is called a folder system and is very good for small to medium websites where you need to have more cities or topics in all different avenues. This is much easier to control and is much better for the search engines than a sub-domain structure.

### **Choosing the correct domain name**

You have to think of an idea that you will like. Choose something that may appeal to you. It might be a hobby, a sport, work related, or just something you always wanted to try. Something you are very interested in. This would make it fun for you when you design your site.

Once you think about your great idea, you need to search for a name you would like to call your website. Keep in mind, you should think of several different names because your name might already be taken. We are talking about your website address.

### **Here is some information and tips to help you select the best domain name for you:**

Keep it short. The shorter the better. It's best to keep your domain name less than 15 characters if possible. A shorter name is easier for people to remember and it also reduces the likelihood that your visitor will mistype it or spell it wrong. For example, gobro.com has a lot less chance of being mistyped than anyoldwebsitedomainyoupick.com.

Keep it sweet. The more memorable the name, the easier it is for people to remember. You can have the best site in the world, but if people can't remember your domain name it will cut

down on your return visitors. It's hard enough to get traffic on the web without "losing" visitors that want to come back but can't find you.

Keep it simple. Make sure the domain name is easy for people to spell. Don't spell words unusually. Unless you have incredible branding, people will type in the common spelling of your domain and your competition will get visitors who were looking for you. For example, gobro.com is much better than gobrother.com -

Choose a domain name that reflects your business, or your personnel expedition. Don't just choose a random name. For example, if you sell cars supplies, you should choose a name that has the word "auto" in it such as autoparts.com. Or, your domain name should refer to cars in some way, like zoom.com. The former will help you in the search engines. The latter will be memorable.

When in doubt, choose a .com. If you are debating between several different domain names, go with the .com. It's what most people think of when they are typing in a domain name. It's true the best names are gone, but you can still find a good .com if you look. Thousands of .coms expire and are released back in the market each month so there is always a steady supply of new domains coming into the market.

## **Here are 10 things to consider when choosing a Domain Name.**

**Brainstorm 5 Top Keywords** - Keywords play a great part of your domain name. This is the words or phrases that people search for when finding your domain through the search engines. Keywords are also used for your meta tags. When you first begin your domain name search, it helps to have 5 terms or phrases in mind that best describe the domain you are seeking. Once you have this list, you can start to pair them or add prefixes & suffixes to create good domain ideas. For example, if you are launching an insurance related domain, you might start with words like "insurance, finance, security, interest rate, budget" then play around until you can find a good match.

**Make the Domain Unique** - different from others. - Having your website confused with a popular site already owned by someone else is a recipe for disaster. I never choose domains that are simply the plural, hyphenated or misspelled version of an already established domain. I went to Facebook the other day and misspelled it. It took me to a survey and said that if I filled out a survey for Facebook, I would win a prize. It almost convinced me! I had to double check the domain name.

**Only Choose Dot-Com Available Domains – Mostly** - If you are serious about building a successful website over the long-term, you should be worried about all of these elements, and while directing traffic to a .net or .org, owning a .com is critical. Now, you could get a .net or .org for your domain so you can monopolize all the extensions.

**Make it simple to spell – avoid some letters** - Make sure your domain is simple for people to remember and that it does not take so much concentration for someone to type it into the browser. Avoid hard letters (“q” “z” “x” ) – Try to keep with easy to type letters and of course, make sure it's easy to spell.

**Make it Easy to Remember** - Remember that word-of-mouth dominate marketing (where your domain consistently comes up for industry-related searches) both rely on the ease with which the domain can be called to mind. You want your website to be easy as 123. Now that would be a good website domain [www.easyas123.com](http://www.easyas123.com). People would remember that. Not something like [www.queen\\_elizabeth-44765\\_whales.com](http://www.queen_elizabeth-44765_whales.com) This would not be the easiest to remember.

**Keep the Name as Short as Possible** - Short names are easy to type and easy to remember (the previous two rules). They also allow for more characters in the URL and a better fit on business cards and other offline media.

**Create and Fulfill Expectations – Allow the word of mouth** - When someone hears about your domain name for the first time, they should be able to instantly and accurately guess at the type of content that might be found there. That s why I love domain names like [Hotmail.com](http://Hotmail.com), [CareerBuilder.com](http://CareerBuilder.com), [AutoTrader.com](http://AutoTrader.com) and [WebMD.com](http://WebMD.com). Domains like [Monster.com](http://Monster.com), [Amazon.com](http://Amazon.com) and [Zillow.com](http://Zillow.com) required far more branding because of their un-intuitive names. Look at my domain, [www.itswebsitetonight](http://www.itswebsitetonight). This obviously has something to do with websites.

**Avoid Copyright Infringement** - This is a mistake that is not made too often, but can kill a great domain and a great company when it does. To be sure you are not infringing on anyone's copyright with your site s name, visit [copyright.gov](http://copyright.gov) and search before you buy.

**Set Yourself Apart with a Brand** - Using a unique moniker is a great way to build additional value with your domain name. A “brand” is more than just a combination of words, which is why names like [mortgageforyourhome.com](http://mortgageforyourhome.com) or [shoesandboots.com](http://shoesandboots.com) aren't as compelling as branded names like [bankrate.com](http://bankrate.com) or [lendingtree.com](http://lendingtree.com).

**Reject Hyphens and Numbers** - Both hyphens and numbers make it hard to give your domain name verbally and falls down on being easy to remember or type. I d suggest not using spelled-out or Roman numerals in domains, as both can be confusing and mistaken for the other.

**Here are the extensions explained more in detail to help you decide.**

#### **.COM**

- \* The most popular Domain extension in the world.
- \* Vital for anyone seeking high visibility on the internet.
- \* May be registered by anyone.

#### **.CA**

- \* Official top level Domain for Canada

- \* Connect directly with Canadian consumers.
- \* Perfect for individuals, groups, or businesses located in Canada

### **.NET**

- \* Great option when your .COM has already been registered.
- \* Often used for internet infrastructure. .
- \* Register the .NET version of your .COM to protect your brand.

### **.ORG**

- \* Popular choice for Non-commercial organizations.
- \* Used by businesses to showcase their charities
- \* Register the .ORG version of your .COM to protect your brand.

### **.INFO**

- \* Associated with websites that provide information.
- \* Useful for businesses, Individuals, or Organizations.
- \* Recognized around the world.

### **.CO**

- \* New, wide open landscape!
- \* Get the name you want!
- \* International recognized, simple to remember.

**Also available, .US, .BIZ, .MOBI, ME. And More**

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