

Title:

Where Do All These Internet Marketing 'Experts' Come From?

Word Count:

793

Summary:

As I scan my inbox, on a daily basis I have offers to improve the quality of my site, create n

Visit their web sites if you dare! When I'm feeling bored, this is what I'll do...

Check their Google Page Rank. To do this, you need to install the Google Toolbar -- you can ge

Although Google Page Rank does little more than tel...

Keywords:

internet, internet marketing, search engine optimization, seo

Article Body:

As I scan my inbox, on a daily basis I have offers to improve the quality of my site, create n

Visit their web sites if you dare! When I'm feeling bored, this is what I'll do...

Check their Google Page Rank. To do this, you need to install the Google Toolbar -- you can ge

Although Google Page Rank does little more than tell you how many people link to a site, if th

Next, check their Alexa ranking. For this, you may either install the Alexa Toolbar or visit h

An alexa ranking of over a million means the site receives very little traffic. Would you buy

Look at the pages on the site -- do they look like a dog's breakfast gone bad and come back up

Next, open the site in your browser and view the source. In Internet Explorer, simply select t

Do a quick search for the Meta Keywords tag. You'll often see tags crammed full of dozens of k

In reality, if you find more than a couple of keywords and keyword phrases, the author is simp

To get any kind of ranking at all, the page and everything on it should have a clear and stron

While you're in the source code view, have a look for JavaScript, Flash inclusions and other n

Guess what happens to a site that requires users to have JavaScript to navigate beyond the fir

Oh yes, and link requests... These have become so annoying they almost always end up straight

Many of these I have reciprocated with -- but the thousands of others to totally unrelated, b

Also, in Google's latest update -- it is said that reciprocal links are being severely discre

Just for fun, run the site through an HTML Validator service such as: <http://validator.w3.org/>

Last but not least, check the domain registration. Try <http://www.whois.sc/beer-store.com> (rep

If the site has been registered for less than a couple of years, what gives these so-called 'e

(Would you let a doctor with less than 2 years education and experience open you up like a sau

Unfortunately, the Internet is a place where time seems to pass like dog years. Can it be true
As for samples and references -- check them out carefully! One vendor of custom toolbar products
One thing that is just as true as ever before -- buyer beware!

This is a demo version of txt2pdf v.10.1
Developed by SANFACE Software <http://www.sanface.com/>
Available at <http://www.sanface.com/txt2pdf.html>