



AHFX.net
Compelling. Visual. Content

News

This Month in the News

One month closer to Christmas. We have redesigned our ahfx.com site. We are hoping to add more tutorials during the upcoming months. This month we continue to focus on search engine placement, especially Google placement. How to get good search engine placement is one of the most often asked questions by clients. This E-list will explain good tips on how to better optimize your site to place you ahead of your competitors.



Disclaimer: Note that search engines do not give out their exact algorithms and these change quite often. These are just basic tips to help understand the process. Following these tips in no wise guarantees higher placement in any given search engine. They are merely tips that have helped raise the position of sites that AH Digital FX Studios has created.

Contest Winners

This month's winner is David Hewitt, david@davidhewitt.com, from the United Kingdom.



Writers

AH Digital FX Studios is looking for Actionscript 2.0 coders to support the Flash Community and submit tutorials on Actionscript 2.0. All submissions may be sent to info@ahfx.net.

We are also looking for graphic designers that would like to be published in our monthly e-list. We are looking for designers to teach solid principles that everyone can practice and use in their designs. All submissions may be sent to info@ahfx.net

News

Unique Artwork

AH Digital FX Studios is calling to the graphic designers out there. We are looking for unique artwork to be displayed in subsequent editions of the E-list. All artwork submitted needs to be in jpg format and should include all pertinent contact information, so that we can give credit to the correct individual. Owners of artwork chosen for the E-list will be notified via e-mail of the edition that will contain their artwork. Send submissions to info@ahfx.net. *Not all entries will be placed in the E-list. Void where prohibited. Contact AH Digital FX Studios for more information.*

Toolbox

Inbound Links

Last month's e-list explained how important pagerank is in Google placement. This month we examine exactly how to increase pagerank and how to tell if you are moving in the right direction. One key concept to understand with pagerank is that inbound links are king. Inbound links not only increase your pagerank, they also help define which keywords your site will come up under. For example, an inbound link to AHFX.net might look like this...

```
<a href='http://www.ahfx.net'>Compelling Visual Content - ahfx.net</a>
```

The text contained between the two `<a>` `` tags is key. Google considers a link as a vote for that site. Furthermore, the text used in the inbound link "Compelling Visual Content - ahfx.net" is what will help define the keywords for that page. Go ahead, try a search on google for "compelling visual content" and see what you get. Now this inbound link text isn't the only way that Google identifies keywords. However, it is a great place for you to tell Google just what keywords you want to use.

Now we know from our last e-list that inbound links can increase the pagerank of a page. This is why inbound links are key to success on getting good Google placement. Now the warning. If you use the exact same inbound link text in every inbound link, Google may consider it spam. It isn't always the case, but it can be sometimes. So normally I like to mix up my inbound link text a bit while still using the same main keywords in every link.

Allinanchor

Now that you've gone out and gotten a number of inbound links from all of your web buddies, how do you know if you are making any progress? That is where Allinanchor comes in. Go to Google and type in "allinanchor:compelling visual content" without the quotes. This will do a quick search to see who is using those keywords. They higher on the list, the more inbound links with those keywords. Generally, this is the position your site will move towards on those keywords once you are out of the "sandbox" (Generally: Site up for 3 months and inbound links up for at least a month) and have optimized your page.

Toolbox (cont.)

Now there are some other that you can check out as well. These are allintext and allintitle. These are also good indicators as to whether you have optimized your text and title accordingly. I had a client come to me and request my help on moving up the search engines. He was lurking around 50ish on Google. He had a nice pagerank of 5 and was #1 for allinanchor, allintitle, and allintext. He was also getting hit by Googlebot just about every day. This baffled me a bit. I started looking at his page and could see that some simple adjustments to his main body text, some alt tags, and a few tweaks here and there would probably do the trick. Within one week he was at #4 for one keyword set and #1 for his other set.

I hope this helps explain how use can use allinanchor as a indicator of how well your inbound links are doing. However, without basic web page optimization you will not move up the rankings. Once you have reached the top for a set of keywords, try moving another set. However, don't get lazy and rest on your laurels. Your competition is out doing the same thing. Continually increasing your inbound links will help you keep that #1 spot.

Contest

Increase in PageRank

The rules for this contest are as follows:

1. You must submit the site that you will be optimizing to info@ahfx.net by the end of November. Please also submit the keywords you will be targeting.
2. AHFX.NET will record your current PageRank.
3. Using the tips in this month and last month's e-list, optimize your site.
4. Contact your friends and get a link exchange going to help boost your pagerank.
5. The site that increases their pagerank the most wins.
6. All entries must come from e-list subscribers. (You may subscribe and enter the contest on the same day.)
7. All entries must be received by November 30th, 2004.
8. The contest will run til December 31st, 2004. Pagerank will then be calculated.
9. Winners will be announced in the January e-list.



Contact

Contact Information

Thank you for joining AH Digital FX Studios' E-list. If you would like AH Digital FX Studios to do an in-depth evaluation of your current web site, email us at info@ahfx.net. If you have any questions, require our services, or know of someone that might need our services please contact us with the information below.



Adam R. Hayes
AH Digital FX Studios
10551 East Ririe Hwy.
Idaho Falls, Idaho 83401

208.538.6748
info@ahfx.net
www.ahfx.net

Disclaimer: The appearance of external hyperlinks does not constitute endorsement by AH Digital FX Studios of the linked web sites or the information, products, or services contained therein. AH Digital FX Studios does not exercise any editorial control over the information you may find at these locations.

