

# The Internet Marketing Chronicles

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January 31st, 2002 - "Protect Your Top Search Positions - Part 2"

IMC is published weekly and distributed to over 150,000 Internet marketers and webmasters who have asked to receive it.

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## 1. [EDITORIAL](#): "Protect Your Top Search Positions - Part 2"

If you have had the chance to look through our full search engine series, issues #278 - #281 of The Chronicles... then you already have a good head start in the search engine optimization game.

But once you have all of your pages optimized, how are you going to protect the public from stealing the code that you worked so hard to create? It's actually easier than you think if you use the web based cloaking software that I've been running for the past 2 years.

I know many of you are already familiar with cloaking software and the issues regarding it's usage in the search engines. Will it get your site in trouble? Or will it help you to provide better content to both viewers and search spiders?

To better answer this question, Michael Campbell (a leading search engine specialist and author of best seller "*Nothing But Net*"), was kind enough to allow us to reprint a recent article he wrote.

In this previously unreleased article, Michael takes an in- depth look at the risks, advantages and implementation of cloaking software from the view point of a developer of a popular cloaking product, an experienced search engine optimizer and a webmaster of a large ISP.

I hope you enjoy this weeks special editorial.

Finest Regards,

Boris Chow

## Internet Marketing Challenge

P.S. This is the 2nd part of this article. To read the 1st part of this article (issue #281) or any of the previous search engine articles, please go to...

<http://www.marketingchallenge.com/backissues/>

### My Interview With Boris Chow

#### Why Did You Choose The Food Script Over And Above Any Of The Other Cloaking Or IP Delivery Software Out There?

I checked out several other packages on the market. Some were real amateur operations. Others lacked customer service. Some didn't support as many search engines or have as many spiders cataloged. (The Food Script has well over 8000 different IP addresses that exhibit crawling behavior in their database.) **Other software was two or three times more expensive than the Food Script and did exactly the same thing.**

Probably the biggest factor in my decision is that John Heard is a well known public figure. He writes for the Planet Ocean Newsletter. **He regularly speaks around the globe at search engine conferences** in support of cloaking. He's one of the premier people in the business. There are also many fortune 500 companies that rely on his software and expertise. So you can't go wrong when you're in the company of genius.

**John's company has also given great customer support** in the past. I tested the waters with some search engine related questions, and I received detailed answers explaining why something was happening. Not simple yes and no answers.

To me, a very good indication of what customer service is going to be like, is in the treatment of a stranger asking questions by e-mail. A couple of the other companies didn't even respond to my e-mail. I certainly wouldn't give them my business in the future.

#### What Are The Main Reasons You Purchased The Food Script?

Well, two main reasons. People kept stealing our pages and entire sites. We found them all over the Internet. We even went so far as to offer cash rewards to anyone blowing the whistle on page theft.

**We also wanted to have an optimized home page for each search engine.** With so much emphasis on the home page these days, it's almost impossible to have one design that works well in all engines.

But after using the software for even a short time, it has given us so much more. We've come up with more ideas and concepts of how to harness the power of the

## Food Script.

We can give the customer a very design friendly site and optimize it for ease of use. We can **increase the sales message in our ad copy and focus on the conversion ratios**, not worry about how the wording will affect the search engines. We could even move to a frame based site for what the visitor sees and feed the search engine something totally different, without sacrificing either keyword placement or design elements.

Bottom line is that **we no longer have to write our HTML to the constraints of the search engines**. As technology has progressed to active server pages, dynamic content, JavaScript, PDF and Flash, the engines have done little in their efforts to spider and index such content. Now we can give the search engines the basic HTML they want, and give our customers the rich interactive experience they want, without sacrificing either.

The funny thing is that it wasn't until after we bought the software, that we realized all this was possible. You are really limited in what you can do in terms of design, if you DON'T have the Food Script.

## How Easy Was It To Set Up The Software And How Long Did It Take?

**The actual script is easy.** John Heard has a really easy set up guide. Basically it's like a quick guide. It takes you through it step by step. It tells you what lines of code in the script that you need to modify and what each modification does.

I read the guide and had a complete understanding of how the software worked in about 20 minutes. To make the changes to the script took only a couple more minutes. Safe to say that most people could read the guide, install the script, and double check that everything is working properly in under an hour.

**The only leg work you have to do is contact your hosting company.** You'll need to answer a couple of questions on how their server is configured before you can get the software up and running properly. If your host provider is any good, they'll get back to you within the hour, or at least that same business day.

Setting up the software is actually the easy part. Once the script is installed the real work begins. For every page you want to run the script on, you'll need to copy and paste that page ten times, then modify each of the ten pages for ten different search engine technologies. So you'll need 10 versions of your home page and any other page that you want to run the Food Script on. Your five page web site becomes a 50 page web site, and so on.

It is a time consuming task if you have a big web site, but it's relatively easy to throw manpower at it considering the many benefits. If you know DOS fairly well, it's easy to create a batch file that copies and renames all the pages and directories for you. Then **you can optimize and tweak individual pages as time and priority permits**. But at least your publicly accessible code gets protected immediately.

## **Any Additional Comments Or Anything Else That You Want To Tell Us About The Food Script, Setting It Up, Or The Whole Experience?**

Just that **I was extremely happy with the way the software works**. It's simple and easy to use. When I first started looking at cloaking software, my fear was that they would be very difficult to understand and take forever to get set up.

I thought it would be intimidating, which is why it took me so long to start cloaking in the first place. I think most people feel the same way. They think that they'll have to learn programming, but it's nothing like that. **It is a very basic script and once you read the quick guide, it's fairly easy to install.**

You also get a one year **free subscription to the IP Alert** when you purchase the Food Script. It's not like a newsletter, it's a file containing a list of all the spiders that are crawling the web. We've already received an update to the list and uploading it to my server was a snap.

In my opinion, the IP Alert is one of the greatest benefits of owning the Food Script instead of other cloaking software. They have a huge network of spider traps. The moment any IP address exhibits a crawling behavior, it is identified, the crawler list gets updated, and out comes the Alert. Usually it all happens within 24 hours.

### **How Was The Customer Service?**

John responded to my e-mail questions regarding the script in less than 24 hours. On the tech support forum - for owners of the software - he was even faster. **Other owners of the script also gave good tips and advice.** It's quite a good community.

### **So Now That You've Done It, Would You Recommend Cloaking?**

**I definitely recommend the Food Script** if you are serious about optimizing your pages for the search engines, while at the same time not limiting your customers to the design constraints of search engine technology. It is definitely the way to go.

We can do a much better job of site navigation using visual symbols, colors and graphics. **We no longer have to be stuck in text link land** because that's all the engines reward you for.

Just a few days after installing the software, our buy through ratio has already improved. The software has more than paid for itself with this new design we are testing.

As a designer, I am a communicator. When I can stop worrying about the search engines and design for the human experience, the Internet becomes a friendlier and more engaging place. I can focus more on the message and make people feel more comfortable about making a purchase, not about keyword densities and search

engine limitations.

## Considering The Cost Of The Software, Was It Worth It?

I think it was well worth the price, because you buy the software as a company. **You have the license to use the software on as many company web sites as you want.** For example, the client I'm cloaking right now has dozens of domains. We didn't have to buy the software over and over again. One license, unlimited domains, so long as they are owned by the same company.

It was definitely worth it on the cloaking end for several reasons. Some of our pages were outdated, had old prices or old warranty info, yet they were still doing very well in the search engines. We were afraid of modifying the pages because we didn't want to affect their positioning. So **cloaking the pages was the best way to give the customer updated information and not compromise our search engine positioning.**

And the other great thing is that your HTML code is protected. Consider that I just spent an entire month optimizing my client's web site for \$50.00 an hour, that's \$8,000 worth of work. Would you spend \$995 to protect \$8,000 worth of investment in optimization secrets?

Well what if I told you that without the Food Script, somebody can just come along, copy and paste your top scoring HTML code, cloak it, shove it into a 48 hour spider, or paid spidering system, and start kicking your butt in the search engines using your very own page.

Now you'll have to go and spend another \$5,000. Maybe \$10,000 or more, hiring someone to re-optimize your pages for you all over again, just because you didn't protect them in the first place. My question to you is, "Doesn't that alone justify the \$995 price tag?"

If you think about it, it's no more expensive than any other high end software package out there. And **because it's software, it's tax deductible.** You can write it off 100% as a business deduction.

In all honesty, due to the nature of today's search engine environment, the length of time it takes to get good positioning, and all the theft of HTML code, I'm budgeting the Food Script software into each and every project.

**Serving up pages without protection these days is just plain dumb.** I won't take on any client that won't protect themselves. It's like not locking the door to your home. But the Food Script is far more than just a lock, it's like having a mansion of rooms (one for each search engine), a big nasty dog, a metal safe, an alarm system and an insurance policy too.

- Boris Chow currently works for Internet Marketing Challenge and was previously a graphic designer and search engine optimizer for CellWest.com.

Here's what the Food Script can do for you....

Protect your html code from theft

Stop competitors from using your code against you

Serve keyword pages optimized to each search engine technology

Serve graphically rich "common" pages to the public

Update information on your pages without affecting positioning

Increase your conversion ratios through better communication

Increase your sell through ratios through better human experience

Break yourself free from search engine design limitations

To get your very own copy of the Food Script click here....

<http://www.cdzn.com/jhf>

If you are still not convinced that you need the protection of the Food Script, I encourage you to go back and reread this article again.

May you have a safe, prosperous and theft free future.

Michael Campbell

### About the Editor

Michael is the author of "*Nothing but Net*" and the Internet Marketing Secrets Newsletter.

Sign up free at: <http://www.InternetMarketingSecrets.com>

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## 2. TOOL OF THE WEEK: CodeDepot 2.4

This week's Challenge Tool was submitted by IMC.

*"CodeDepot is an extensive professional source code snippets manager for software developers. Its users will appreciate the fact that they have full control over the source code. They can use the code, modify it, enhance it, learn from it, and can even add their own code so all their important code is in one convenient place.*

*CodeDepot is multi-user ready, which means that an organization's entire development team can share a central code library and benefit from code that is already written and tested. As a result, developers are not writing code that already exists, and new developers are brought up-to-speed faster without having to hassle others on the team.*

*v2.4 adds possibility to add custom languages to the syntax highlighting subsystem, ability to export and import data to and from other codebases, and new keyboard shortcuts."*

To get more information on this tool, visit: <http://www.Codewin.com>

**Have a Challenge Tool that worked for you?** Want to share it? Send us the URL and a brief review of the resource (up to 7 lines) to:

[Tool@MarketingChallenge.com](mailto:Tool@MarketingChallenge.com)

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### 3. **SEARCH ENGINE BYTES: Q & A Sessions -- With Stephen Mahaney**

**TOPIC:** Are there any tricks or suggestions for getting keyword-rich dot.com URL's that others have overlooked?

**QUESTION:** I am having trouble finding a domain name in dot.com or dot.net that includes my keywords. Even when I try using dashes I find they are already taken. I suppose I could use one of the alternative dot.biz domains but for some reason they just don't seem to look as professional as dot.com domains.

Any suggestions?

**ANSWER:** Sure, check to see if the keyword domain(s) you are looking for are available with the double dash (as in cellphone--batteries.com). We've done some checking and found several domains using double dashes (like auto--insurance.com). However the vast majority of keyword-rich domains are still available if you are willing to use multiple dashes.

And, provided that the total number of characters does not exceed 63, there is otherwise no limit to the number of dashes (e.g., hyphens) one can place into a domain name.

Admittedly, the double dash may look a little peculiar to someone who notices such minor details in print and, while it's true they're a bit awkward to explain verbally to a person, to a search engine they look like keyword relevant URL's -- and that's what you want!

### About This Contributor

Stephen Mahaney is one of the Industry's leading experts on top search engine placement. Stephen is the President of Planet Ocean Communications Inc. (Publisher of best selling ebook, "*The UnFair Advantage Book on Winning the Search Engine Wars*"), and Senior Editor for Search Engine News (a monthly look at the latest search engine changes and strategies). To maximize your search engine placements, pick up "*The Unfair Advantage Book*" today at:

<http://www.MarketingChallenge.com/senews/>

Are you curious, confused, or completely frustrated about search engines? Send your search engine question to:

<mailto:sebytes@MarketingChallenge.com> and include your name and website URL. If selected, your question will appear in a future installment of the Chronicles.

## 4. **CONTACT THE CHRONICLES: Got questions? Get Answers!**

Do you have Internet marketing questions? Do you want to share your thoughts? If so, send your lemons or your laurels at: [Share@MarketingChallenge.com](mailto:Share@MarketingChallenge.com)

Are you a successful cybermarketer? Do you want to contribute an article in exchange for some free exposure? If so, send your contribution, with your brief, promotional byline, to: [Article@MarketingChallenge.com](mailto:Article@MarketingChallenge.com)

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