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How can i get people to find out about my website without paying big money for Search engine optimisation?

How can i get my website to come up on the first pages of search engines for free and without pay per click (which is a total waste of money)?

A few preliminary remarks:

1) WebSITES don't rank in the search engines, rather webPAGES do. Most websites have numerous webpages, and each webpage has the potential to show up in the search results of the major search engines (i.e., Google, Yahoo, MSN, and Ask.com).

2) Sites show up in the search engines after someone searches for a particular keyword (a keyword is a short, 2 - 5 word phrases -- also known as search terms). This means that what we really want to know is what do we have to do to help a particular webpage rank well in the search engine for a particular keyword phrase.

3) Not all webpages and keywords are equally valuable when it comes to ranking well in the search engine. Some keyword phrases are more popular than other keyword phrases, some less so. Some keyword phrases are more relevant to your product and services, some less so. It is important to clarify your goals for ranking well so that you can gain the maximum benefit from showing up in the search engine results.

With that said, here is an article which summarizes the steps you need to take to rank well in the search engines: <http://www.sembasics.com/sem-blog/the-se...>

The site contains other articles which explain in-depth how to do each of the steps outlined in the article (those tutorials can be reached here: <http://www.sembasics.com/sem-blog/search...>)

Here is a brief outline of the article:

1) Create a search engine friendly website (proper use of HTML code, good URLs, etc.). If the search engines can't process your site, you can't rank well, no matter what else you do -- your site will essentially be invisible to them.

2) Good keyword research -- find the words and phrases that your customers use to search for your products, organize those keywords according to popularity and competition.

3) Create web pages each of which is focused around 1 - 2 keywords.

4) Get high-quality links from related, high-quality sites which link directly to the appropriate web page. This is perhaps the most important part of ranking well in the search engine, although it's effectiveness is determined by how well you do the other steps in this process.

5) Track and analyze your optimization results so as to improve the effectiveness of your optimization campaign.

In terms of creating a site on Yahoo Website, you can find all of the relevant information here:

<http://smallbusiness.yahoo.com/...>

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