

# Information Traffic Jam

Isn't it great to find something that works! I love it too, but these days I find that those things that worked well before don't always work well later. It is not because of bad design. It is because the web environment is forever changing.

**Note:** If you find that Microsoft's Internet Explorer is not working the way it should, show your defiance and download [FireFox](#). It's free and works better for both Mac and PC users.

As the internet keeps evolving, we must keep up and understand that what we knew yesterday won't necessarily help us today.

## Case in point:

I do a lot of research on the internet to answer questions for my customers and for my own knowledge. I find that more often I am seeing blogs, directories and articles rising to the surface. They should...

The problem is that the content that is raising to the top is not quality information. Most of it is teaser text that goes no where.

There is a lot of disingenuous planting of topical (keyword laden) text designed to get you to the page. Of course you see that the page is about 80% advertising.

In fact there is a lot of writers hired to write at nauseam by digesting anything out on the web and regurgitating it as fresh content.

The trend I am seeing is short essays that do not offer a solution to their argument. It is just enough text to get the page indexed for the key terms it is using.

Information is the commodity and the top advertisers are using it to steer eyeballs.

Here is a good example: [www.about.com](http://www.about.com)

Search itself is getting useless. It is taking too long to find pertinent information. As a web owner, it used to be that you could climb to the top with a combination of good SEO and a few quality inbound links.

## It is getting tougher to compete with just that.



Now I see information kludge setting in. With the advent of huge topical web sites that have large user bases to contribute mostly unchecked garbage. Today, SEO doesn't have the same advantage as it used to.

Here are some sample sites that add to Info Kludge:

- [Wikipedia](#)
- [Yahoo Answers](#)
- [About.com](#)

The content is provided by users for free.

### **You should not discard SEO.**

Meta tags, especially titles, are part of the mechanics of document description in a search engine landscape.

So, the very rules that we have come to learn about making SEO content pages is starting to lose muster.

Many customers come to me and ask if I do Search Engine Optimization.

What I offer is SEO Lite. I just make sure that your meta tags reflect the content on your web pages. This is pretty academic and should be part of any web page. However, SEO doesn't guarantee that you will be found,... if at all.

**Note:** The three most important meta tags are "Title" tag, "Description" tag, and the "Keyword" tag.

For those who consider SEO as a part of their web marketing scheme, more resources are needed to research trends and analyze results.

That is going to have to be serious web marketing and it will come with a high price tag.

Ultimately you will be steered in the same direction:

Looking for profitable keywords and then capitalize on them with blogs and topical pages. That is where someone will see your banner or link. Plus it makes you more relevant.

It is smart because topical pages should attract the appropriate customer for higher turn-over rate.

## So what can the small business web owner do?

I say contribute what you know to the web at [Wikipedia](#) or [About](#) or [Yahoo Answers](#). There are others.

The point in this strategy is to join the kludge, but remember the real point is to get a link back to your site.

You can apply this same strategy at [YouTube](#), [MySpace](#), [FaceBook](#), [Linkedin](#), etc...

Look for blogs that you can add comments to, news portals, opinion portals, online pubs, directories, social and community sites. Engage the web...

You can create **Buzz** all by yourself. You just need to participate.

SEO is important, but it is not the only answer to web marketing. It needs to be used in tandem with topical inbound links and as much exposure as you can get.

Look for any opportunities to get yourself inline with traffic from community sites that rank well.

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