



## Feng Shui: A Secret Search Ranking Tool

**Would you like to enhance your website with the secret search ranking tool I've discovered? Create an intensely dynamic and mesmerizing site that delivers traffic to your front door with a search ranking tool that keeps your viewers on the crest of your wave rather than moving on to another part of the ocean of websites selling the same merchandise as you do.!**

Use Feng Shui principles to help design your web site and attract new clients and business with this little-known search ranking tool.

Read on for the secrets of even better search engine optimization with this unique tool, using Feng Shui, the newly discovered ancient Chinese art of placement and design.

Whether you're a non-techie like me or a whiz kid on the computer, building a web site these days has become a fine art, requiring the knowledge of keywords, search engine optimization, special copy writing skills and a plethora of advanced concepts to wrap your brain around. It's a headache-maker for many of us and a joy for the fortunate few who know what they are doing.

So, learning how to utilize an effective search ranking tool to propel your website into the dizzying arena of high rankings on the search engines has become a new game of sorts for web savvy designers, and the novice alike.

Read on for tips and ideas that will help you understand how to engage your readers and hold their interest as they surf the net and discover your site.

### **But first a little background and an explanation...**

Because your environment and everything in it influences you and your readers, using proper Feng Shui design techniques helps you to create a more pleasing environment for your potential customers. It enables you to harness the power of secret techniques that your competitors haven't discovered and gives you an edge to make a really dynamic web statement.

*There's more, turn the page...*



# Sacred Spaces Feng Shui

**Now that I have you attention, here are some risk-free ideas you can put to use right now with this fabulous search ranking tool enhancement.**

***The hills are alive with the sound of music:***

- How about utilizing sound, one of the many types of 'cures' available in Feng Shui to seduce your web surfer into relaxing and remaining on your site, while quietly surfing through your pages and taking in all you have to offer?
- Add a music audio clip in the background of soothing flute music, or if you like, why not add some uplifting, rhythmical music to your site if it's content appropriate?
- When using music be sure to choose something that fits the overall content of your site and represents your product synergistically so that it complements, rather than grate on the reader, as he or she spends time visiting your site.
- And while we're at it, remember to add a voice audio of yourself to help educate those folks who are 'auditory' learners and resonate best with the sound of words and voices.
- Using Feng Shui as a powerful search ranking tool and it's many techniques and facets helps you to win in the search engine ranking game and adding sound to your site is only one way to do it.

**Read on for more ideas...**

***Flowing like a river:***

- Since Feng Shui is all about creating harmony and flow, be sure your site navigation flows easily, having all the links working well and your navigation bar and table of contents easy to read and understand. Make sure your links are all live because hitting a dead link in Feng Shui is like floating down a river in your canoe and hitting a hidden log under water. Bam! You're off course, cursing and capsizing and wanting out as quickly as possible. No broken links please!
- Use simple words that do not reflect jargon unless they are specific to your industry or product. Be sure the reader can understand what you are saying, and keeping it simple is the best way to do this.
- Allow for the 'chi' or energy of your message to flow throughout your site. If you have a weak area go in and work on it to help it to integrate into the rest of the site easily and effortlessly with correct linking, good visual design and a strong message.
- This is an obvious use for the Feng Shui search ranking tool and one which many people have already discovered. But... just as many have not and if you are one of those, making your site flow will improve it for your readers and drive traffic and business in your direction.



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## ***Color me happy!***

- Use of color is important on a website. It must be easy for the reader to understand your text and using dark, murky colors in the background disturb the senses and chase folks away. Choosing colors that represent your industry is one great way to go. Also consider colors in your web design artwork that are clear, crisp and comforting.
- Best to choose a background color that is either white or a soft cream or other pleasing pastel. Black font is always the best, or dark blue or green for contrast. Choose a font that is clean and simple and a point size that all ages can take in. There's nothing more off-putting than finding a great website and getting there only to discover you can't read the font because it's too small. Remember, the majority of the population wears glasses. Make it legible.
- And speaking of legible, make sure not to use a black background with white or yellow text. It's impossible to read.
- So many sites are unoriginal and boring to look at. Be creative in choosing your color scheme and if color is not your thing, ask for help from your friends or hire a web designer with a good graphics background. Better still, hire a Feng Shui consultant to help you decide on colors and format for your site.

## ***Ding dong, bells, whistles and zap!***

- Another piece of good advice in utilizing this creative search ranking tool is to keep flash and trash to a minimum. Flashing bells and whistles may attract attention, but more than likely they will also repel the reader and compel him to click away from your site as quickly as possible due to the visual distress caused by these gimmicky tricks.
- Smooth, gentle lines and visually flowing movement throughout your pages will encourage folks to stay on. Stay way from hard edges, pointed arrows and sharp visual barbs. If you do have pointed graphics or points in your logo, be sure they don't point to your business name or anything really important you want to say.
- Use Feng Shui to help you create a restful place for the eyes, a focal point of stillness. Having your logo appear on every page, along with a pleasing photo or an artful piece of eye candy for your viewers to rest their eyes upon, can greatly enhance the look and feel of your site.

*there's still more, please read on...*

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## ***Home sweet home:***

- Your home page should be appealing and welcoming, drawing the viewer in and inviting participation. Carefully arrange images and text to flow around the page rather than lining them up in straight lines. Remember your home page is your front door to your site. The front door is the most important place on a building inviting visitors in and also welcoming the nourishing energy or 'chi' into the space.
- Make sure your home page is welcoming, engaging, and a place where someone would like to linger. Remember, the first thing you see when you enter a house is what creates that "first impression" and influences your feelings, positive or negative, while you are there. If you have elements on your home page that are enticing and comforting your viewers will want to venture into your 'web house' even further.

Follow these simple suggestions and use Feng Shui as your secret search ranking tool. It will enable you to climb to the top of the pack in the search engines much more effectively, and will act as a gateway in helping you create a more successful business.

*Make sure you write down and visualize your goals so that they are clearly defined.  
This energizes your intentions and helps them to manifest in your life.*

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