

## Understanding SEO

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## **Introduction**

If you type a term in the search engines and press the 'enter' key, you receive a summary of website results which include that search term. Have you ever asked yourself why a select number of these web sites rank much better than others? If so, then you definitely should know that it's because of a powerful online marketing strategy called Search Engine Optimization (SEO).

Online marketing happens to be one of the greatest ways for businesses to broadcast their message to people searching for their services. Regrettably, because the web has now become home to an incredible number of businesses, it is very hard sometimes for new web sites to score well in the search engine ranks.

SEO is really a technique which helps SE's (search engines) find and rank your website better than the majority of other websites in reaction to a search query.

In last ten years, SEO has been changed drastically with an enormous growth in competition. Becoming as experienced and knowledgeable in this subject as possible, therefore, can only be of benefit to all businesses who advertise online.

In this ebook, we aim to give an overview of some different aspects of SEO and provide a selection of resources for further study. SEO is not difficult but, like anything worth learning, it does take some time and application before you can start to see results. Rest assured, the results you will get from successful implementation of SEO will pay back all your efforts in learning it many times over.

Hopefully, by the time you have finished reading this ebook, you will be more aware of the opportunities SEO presents to you and more confident in your ability to do it yourself.

## **Chapter 1: What Is SEO?**

Search Engines such as Google show websites after searching for results they think are relevant and authoritative. They quantify relevance by content analysis plus they determine authority predicated on a number of things, especially the quality and amount of the links a full page has. Links are, therefore, in a way just like votes. Still confused about exactly what SEO is? Well, continue reading!

How can you turn your website into the type of site that the various SE's will show when they are searching for results? Simple: Good Content plus Quality Links equals SEO Success!

So how exactly does Google decide where your page should rank?

Google promotes the pages it regards as authority webpages to the highest point in its rankings. It is your task- or the task of any company you hire to complete your SEO - to produce authority pages. Basically this requires building links and writing content.

So basically SEO involves writing pages that use key words, which are words

people use within searches, and securing links from other pages to exhibit how essential your page is when compared with the others. Links are votes and votes enable you to get elected to page 1.....

An easy 1-2-3 Guide to Improving Search engine results:

Write content that will be utilized by the people who look for your product.

Build links to your pages to exhibit their importance.

Keep carrying this out!

SEO is just the simple activity of ensuring that an internet site is available to SEO's online for keywords highly relevant to what the website is providing. In several respects, it's simply a quality filter for sites. With that said, if there has ever been a business which was poorly comprehended by 'outsiders' then it's SEO.

Ask some SEO businesses about SEO and they're going to try to blind you with science and confuse you in to thinking it is a black art. Ask some businesses: 'what's SEO.?' and two hours later you will be none the wiser. This is why, if you do hire a company to complete this task, you should not only understand what they're doing for you, but why!

Links appear to be essential, so how do I get them? Correct, links are essential but do not confuse quality with quantity. 10 or 15 links from quality relevant resources (pages) to one of your pages may have a far larger effect on the way your webpage ranks than the usual 1000 poor quality links that are sold by plenty of SEO businesses. Actually, if an SEO. company provides you with a collection of links for a set charge, run away because they are definitely spammers!!

Alternatively, look for great links from other great websites, as long as you have some thing that is worth linking back to because good websites do not connect to poor quality ones, why would they?

To sum up

Produce a good site, provide some thing people want and are searching for then share your website with some other great websites and you will quickly begin to notice your site traffic increase.

## ***Chapter 2: Why Do I Need SEO?***

What's encouraging about the highly visible aspect of the main Internet (i.e. the content pages of the web), is that we now have an incredible number of available pages, waiting to exhibit to you info on a fantastic number of topics. The bad news about such content is that more than half of it isn't even indexed by the SE's.

If you want to locate details about a specific subject, how can you know which pages to see? If you are like the majority of people, you key into your browser the URL of a major SE and begin from there.

SE's have a brief listing of crucial operations which permits them to supply relevant webpage results whenever searchers utilize their system for locating information. They're special websites online that can help people discover the pages stored on other web sites. There are several fundamental differences in how various SE's work, however they all carry out 4 essential tasks:

Scanning the net

A web scanner, also called a robot or spider, is definitely an automatic program that browses the webpage in a specific, constant and automated manner. This method is known as Web crawling or spidering. SE's run these automated programs, that make use of the hyperlink structure of the net to "crawl" the pages and documents that define the web. Estimates are that SE's have crawled about 50% of the present web documents.

#### Indexing webpages and documents

Following on from a page being crawled, it's content could be "indexed" - i.e. saved in a database of documents which make up a search engine's "index". This index needs to be tightly managed, to ensure that requests which must search and sort vast amounts of documents can be achieved in a fraction of a second.

#### Processing queries

Whenever an information request is made on an internet search engine, it retrieves from its index all of the documents that match the query. A match is decided if the terms or phrase is on the page in the way specified by the searcher.

#### Ranking results

When the internet search engine determines which outcome really is a fit for a requested query, its algorithm runs some calculations on every one of the leads to determine what is the most highly relevant site to show. The ranking system of the search engine displays these results in order from the most highly relevant to the least to ensure that users get a much more suitable visual placement of the sites the engine believes to be the very best. Users can then make a decision about which site to pick.

Even though a search engine's operations aren't especially lengthy, systems like Google, Yahoo!, MSN and AskJeeves rank as the most complicated, process-intensive computers on the planet, managing an incredible number of functions every second and then channelling demands for info to a massive number of users.

If your website can't be found by SE's or your articles can't be put in their databases, you lose out on the unbelievable opportunities available via search - i.e. individuals who need what you've got visiting your website. Whether your website provides products and services, content, or information, SE's are among the primary ways of navigation for nearly all online users.

Search queries, the key words that users type into the search box that have terms and phrases pertaining to your website, carry extraordinary value. Experience indicates that internet search engine traffic could make (or break) an organization's success. Targeted prospects to an internet site can offer publicity, revenue and exposure like no other. Purchasing SEO, whether through time or finances, might well have a great rate of payback.

Why don't the various search engines find my site without SEO?

SE's are always working toward improving the technology to scan the web deeper and get back increasingly relevant leads to users. However, there was and will always be a limit to how SE's can operate. Whereas the best techniques can net you a large number of visitors and attention, the incorrect techniques can hide or bury your website deep in the search engine results where visibility is minimal. Along with making content open to SE's, SEO may also help boost rankings, to ensure that content that's been found will undoubtedly be placed where searchers will more readily view it.

The internet environment has become increasingly competitive and businesses who perform SEO will probably have a decided advantage in attracting visitors and clients.

### **Chapter 3: What Are Search Engines?**

SE's make the web convenient and enjoyable. Without them, people might have difficulty online obtaining the info they're seeking because there are vast sums of webpages available, but many of them are just titled based on the whim of the author and the majority of them are sitting on servers with cryptic names.

Early SE's held an index of a couple of hundred thousand pages and documents, and received maybe a couple of thousand inquiries every day. Today, a major internet SE will process vast sums of webpages, and react to millions of search queries daily. In this chapter, we'll let you know how these major tasks are performed, and how the search engines put everything together to enable you to discover all the information you need on line.

When most people discuss searching on the internet, they are really referring to Internet SE's. Prior to the Web becoming the most visible aspect of the Internet, there were already SE's in position to greatly help users locate info online. Programs with names like 'Archie' and 'Gopher' kept the indexes of the files saved on servers attached to the web and significantly reduced the quantity of time necessary to find pages and documents. In the late eighties, getting proper value out of the web meant understanding how to make use of Archie, gopher, Veronica and others.

Today, most Online users confine their searching to world wide websites, so we'll limit this chapter to discussing the engines that concentrate on the contents of Webpages.

Before the search engines can let you know the place where a file or document is, it has to be found. To locate info from the vast sums of Webpages which exist, the search engines employ special computer software robots, called spiders, to construct lists of what is available on Websites. Whenever a spider is building its lists, the procedure is known as Web crawling. To be able to construct and keep maintaining a good listing of words, the spiders of a search engine have to check out a great deal of pages.

So how exactly does a spider begin its travels within the Web? The usual starting place are the lists of well used pages and servers. The spider begins with a well known site, indexing what is on its webpages and following each link located in the site. This way, the spider system begins to visit and spread out over the most favoured portions of the net very fast.

Google initially was an academic internet search engine. The paper that described the way the system was built (written by Lawrence Page and Sergey Brin) gave a good account of how fast their spiders could conceivably work. They built the first system to make use of multiple spiders, frequently three at a time. Each spider will keep about 300 connections to Webpages open at any given time. At its peak capability, using 4 spiders, their system was able to scan over one hundred pages every second, creating about six hundred data kilobytes.

Keeping every thing running quickly meant creating a system to feed necessary data to the spiders. The first Google system had a server focused on providing URLs to the spiders. Instead of using an Online site provider for a domain name server which translates a server name in to a web address, Google obtained its own D.N.S., so that delays were minimized.

Whenever a Google spider scanned over an H.T.M.L. webpage, it made note of a couple of things:

- What was on the webpage
- Where the particular key words were located

Words appearing in subtitles, titles, meta-tags along with other important positions were recorded for preferential consideration after a user actioned a search. The Google spiders were created to index each significant phrase on a full page, leaving out the articles "a, " "an" and "the. " Other spiders just take different approaches.

These different approaches are an attempt to help make the spider operate faster and allow users to find their info more proficiently. For instance, some spiders will keep an eye on what is in the titles, sub-headings and links, combined with the 100 most often used words on the page and each word in the very first 20 lines of text. Lycos is believed to make use of this method of spidering the net.

Other systems, for example AltaVista, go in another direction, indexing each and every word on a full page, including "a, " "an, " "the" along with other "insignificant" words. The comprehensive aspect of this method is matched by other systems in the interest they direct at the unseen part of the net page, the meta tags.

With the major engines (Google, Yahoo, and so on. ) accounting for over 95% of searches done on line, they've developed into a true marketing powerhouse for anybody who understands how they work and how they may be utilized.

## ***Chapter 4: Who Needs SEO?***

Your site is lost in the maze of the world wide web; Google (or Bing/ Yahoo!]) will try to find your site and SEO. is the way you enable them to do this quickly. By writing better content and code in your pages, you are now helping the internet search engine robots to locate your site. After they class it as good content, they reward it - by ranking it higher within their listings.

All very basic stuff and sounds quite simple.

However, given that there are 38 trillion websites online, how can the robots understand how to find yours and put it higher up the listings? The solution is based on the calibre of the SEO, the calibre of the website construction, the calibre of the hosting server, the name of the domain, the age of the domain plus some other random facets which are very technical.

We'll cope with the simpler ones here:

The calibre of the SEO.

With every SEO Company claiming to be able to place your site towards the top of the various search engines (usually over night!), how can you choose? SEO is probably most easy to understand when compared with the building trade: an excellent builder will understand how to dig the foundations, therefore the house will last for centuries and not just before the guarantee runs out. (S)he'll realize that the calibre of the workmanship will determine the end result. Select a cowboy builder who ignores these basics and your house won't last and your hard earned money will be wasted.

Choose your SEO. company cautiously; consider the results they've achieved (and ensure that they genuinely have done the job they demonstrate) and talk to their customers, if you're able to, to convince your self that the outcomes you see actually are those of the SEO. company's doing!

It's the quality of the SEO. which will determine the following:

How much business you receive on your web site.

How well your hard earned money is spent.  
The calibre of the leads you obtain via your site.  
Just how much time you have to spend coping with inappropriate/ low quality leads.

The calibre of the website construction

Oh yes - the architecture of the web site is equally as essential as the page content and SEO. We're back again to our builder scenario - quality workmanship means greater results and increased value.

But does quality need to be synonymous with costly? No way! A professionally designed and built web site, packed with the features you need (CMS, CRM, SEO-ready, Analytics and Reporting and so on.) can be completed by a good company for well under £2, 000.

Something we'd always recommend though, is to always get your web site built by SEO experts, not only designers. Designers design; developers develop. The SEO is really a development issue and shouldn't be attempted with a designer. We see a lot of cases where this happens and the effects could be costly for the company owner. Sites must be built around SEO, and not SEO done around the sites!

The calibre of the hosting server

Attempt to imagine yourself as the Google bot and you have the whole cyber-world to go to every twenty four hours! How would you like it if you had to hold back before you could browse the code of a web site? Move ahead! Ensure your hosting server is both reliable and fast to react to the bots.

Age and name of the domain

Ageing is essential, especially to Google, but don't allow this to worry you an excessive amount. Many have achieved page one positions on Yahoo and google for completely new domain names within two weeks before. Broadly speaking though, the older the domain the greater the likelihood of higher rankings (however, you still need good SEO too!)

The domain name can also be vitally important. Google, along with other SEs, browses the entire URL and when key words are found in the URL, this can further boost the rankings. If you're trying to sell red peppers in Ohio, do not choose [www.pqrz.com](http://www.pqrz.com) as your domain name - choose [www.redpeppersohio.com](http://www.redpeppersohio.com)!

## ***Chapter 5: Do I Need To Hire An Expert To Help With SEO?***

Now, you have your site in position, all polished up and prepared to start receiving internet search engine traffic. You would like sales to begin rolling in. First things first, how can you start to get traffic to that particular, nicely polished site? Well, in the event that you actually want to see your site flourish in the various search engines (by that I am talking about highly targeted visitors and lots of them), you'll stand the very best possibility of success if you turn to an SEO consultant for help.

SEO isn't rocket science, it's chemistry!

We may be the first ever ones to suggest it but, in our experience, SEO is much like chemistry. A proper mixture of the best compounds might have great results, but mix the incorrect compounds together, and you may be set for a call to the A and E! It's the same with SEO, get things wrong and the outcomes could be devastating. Knowing which techniques produce which results is important. This knowledge can only come from the years of experience and expertise an SEO



consultant has.

SEO must be completed by a professional, but clearly you'll be able to do some SEO yourself. Personally, we would not advocate this method to anybody, as SEO is that essential. In order to complete it professionally, like any skill worth having, it needs to be learned thoroughly.

Lots of people don't have the spare time or the mind-set to handle SEO efficiently. Just like many do not either have the time to venture out and take a plumbing course to determine how they will fix their blasted kitchen boilers. It requires knowledge, creativity, the best tools, patience, and lots of effort to become a specialist in SEO, and that's what an SEO consultant has by the bucket load.

SEO isn't a black art or shady from of marketing, unlike what individuals might say. SEO is really a skill-set that needs lots of effort and a focus on detail.

With all due respect to web-site designers (and we use many of them and know them personally), they're not SEO consultants. They might offer SEO services included in website design packages, but this isn't complete SEO. Usually, our designer colleagues' SEO strategies vary too much from those of an SEO expert's.

It requires years of work and training before you become great at website design, and when you are qualified and working as a designer, your free time is extremely limited. Consequently, it might be hard for a person who is really a web design service to go and take some training and establish themselves as being an expert in SEO.

It's a similar for SEO consultants when it comes to website design. SEO experts might have routine knowledge of website design, for example, HTML and perhaps just a little CSS in some places, but it is difficult to find the time to venture out and become great at it.

Also, it's quite common place for customers to come up quickly with a brand new web site design, which will be sent to be SEO optimized by the web designer, only for incredibly little to actually be done. This happens more regularly than you might think. Consequently, the site will not begin to receive quality internet search engine traffic.

In the event that you actually want to boost the quality and quantity of your organic internet search engine traffic, then you definitely must consider utilizing the services of an expert SEO consultant.

However, if you have tighter budget constraints, there are still several things you can do yourself. These are some ways to increase traffic but they take some time and effort for positive results:

- Social bookmarking
- Blog and Forum (by signature) posting
- Link exchange
- Press Release Posting
- Blog commenting
- Creating a squidoo lens
- Yahoo answers

Be sure to look at Web 2.0 methods as well, as they are all about bringing traffic to a site. You can also find SEO techniques detailed on Internet Marketing forums with forum members who will suggest tried and tested methods.

Off-page and on-page activities are very important to get visibility in search engines. Off-page optimization can give you good results in less time, but if you work on on-page factors like keywords optimization, it will benefit you for the long term.

## **Chapter 6: When Is It Best To Start SEO?**

The quick answer has to be: yesterday. And this is true regardless of how well developed your web business might be. In the event that you have already been on line for years or months, you have already been missing an excellent chance to utilize that point to build up your web presence.

Probably one of the most usually asked questions we get from prospects is: 'How long will SEO take?'. The response we always give is: 'It will require time.'. And, based on your financial capabilities, as well as your competition, it might take plenty of time. Don't believe the fly-by-night, charlatan, snake oil, alleged 'search engine optimization' firms who claim to ensure rankings in days or, perhaps, a couple of weeks. These kinds of guarantees usually include unbelievably low prices. If it sounds too good to be true, it always is!

But, even though the cost sounds reasonable (and by 'reasonable' I am talking about the kind of cost that would support a good working wage for an informed individual carrying out a heck of a lot of work for you every month), any temporary 'guarantees' should be avoided.

For this reason, the optimum time to start an SEO project is definitely yesterday. It takes time. And every day that you wait, you're losing ground to your competitors.

But I haven't even launched my site yet! It's still under construction!

Well, the song remains exactly the same. You ought to have started your SEO campaign yesterday. We've had customers (and we are sure we're not the sole SEO specialist who have had these kinds of results) rank at the top of Google for very competitive key-phrases prior to the client's website even being live! Then, once the website is launched, voila! In come the customers!

One method to try from this would be to firstly go on and buy your domain. Ask your SEO firm to put a place-holder webpage up with good quality title tags along with some paragraphs of content associated with your own future internet business. And let your own future clients know the entire site is not far off. If you are an established 'brick and mortar' business, go on and include contact information, for example, your address and telephone number. Maybe incorporate a map.

Then, if you are a physical business with a home address, go on and get listed in Google Places. This gives you a totally free listing on Google Maps. Actually, you don't even require a web site with this. In either case, your SEO firm will understand how to do that.

Now, for several companies, physical or else, lets return to the placeholder page. Include on the placeholder page a hyperlink to your site (yes, you'll need a weblog, whether you knew that or maybe not). A great SEO firm will install your site at [yourwebsite.com/blog](http://yourwebsite.com/blog) while the front-end, finished model of your website remains under construction.

The SEO firm you have hired can then start producing regular content on your blog, advertising that content, and building links to that content. Following this methodology, you can get on the first page of Google prior to the launch of your final site. Even if you don't get on the first page of Google prior to launch, you have that running start for when you do launch.

Therefore, the time for you to begin your search engine marketing efforts has begun. Oops - I am talking about yesterday. Best of luck!

## **Chapter 7: Is It Too Late For Me To Start SEO?**

The answer to this question is best demonstrated by the following story about a friend of the author's father:

He had an issue. He wasn't sure if SEO could really change his pottery business's direction. He said that pottery wasn't like rock bands and Super Bowl, and no body was thinking about it any-more. Gone were the times when little children were so subservient to every thing simply to learn the art of pot making.

He was about to turn fifty six and had not known anything about the internet. He had never even attempted to put one word into Google's search bar and knew nothing about hi-speed computers. He was, nevertheless, astonished with my Mac and the way my touch-screen cell phone worked. He believed he was too old for SEO but I refused to agree with him.

I opened Google and typed in: 'Pottery in USA'. I quickly said, while pointing to the incredible number of Google search engine results, 'On the web, every thing could be the Super Bowl and rock stars.'. For the 1st time, I witnessed his eyes widen. I quickly knew: he'd try SEO. He'd believe in an advocate of SEO like me.

From the beginning, it had been hard to describe the concept of SEO to him. Irrespective of his age, he was a genuine country man who had been never taken to new technology and was actually a genuine blue pottery artist. I even had to simplify my explanations for him to obtain my message. But, nonetheless, he allowed me to return everyday to show him more about SEO, and he listened each time I spoke. I knew that he was really very interested. At that point, I wasn't concentrating on closing a deal with him or creating a profit. I needed him to understand and experience something wonderful even at his time of life.

Being an SEO professional, I will plainly say that this was the turning point of my career. I had been rejected before and doubted by business people, but this friend of my father just turned sixty five last month and he is still very busy managing his 3 brand new local shops. He has also started online networking groups and has registered on Twitter. He has even got a WordPress weblog to teach people all about the art of pot making.

Obviously, what this story demonstrates is that it's never too late to begin SEO. Today SEO is really a serious business and thought to be an essential tool for internet marketing and promotion. Small entrepreneurs made large amount of bucks by remaining in the top search engine ranks. Now we begin to see the popular brands also investing a significant chunk of money on SEO. This shows how optimization is becoming essential for any sized business.

There are several essential facts associated with the usability of the various search engines which make them a great medium for marketing websites. They are certainly one of the more popular resources globally for choosing the best services or products, both at the neighbourhood and worldwide scale. This means that, whatever the function or nature of one's business, there's a good likelihood that somebody somewhere will be searching for your kind of business on the various search engines.

You will find a large number of things you can do to SEO your site and build traffic. All the searchers will probably find what they need on the very first page of the result pages. Therefore, the smart SEO operator will concentrate on probably the most relevant key words, and attempt to devise their SEO strategies so that the web site pops up on the very first page of the result pages, where it is likely to be found by most people.

The crux of effective SEO is based on understanding the internet search engine algorithms precisely. The greater your knowledge of the various search engines,

the better you'll be in beating the stiff competition. Therefore, it might pay immensely to partake in continued research to review the various elements that get websites to rank higher.

## ***Chapter 8: What Is At The Heart Of What I Need To Do?***

In any online marketing campaign, keyword research is one of the most important factors because 90% of searches start with a Google keyword search. A great way to get started in choosing the perfect keywords is by using the Google keyword research tool. In order to get maximum exposure, it is essential that you get your site into position 1, 2 or 3 on the first page of the Google search results. Many people do not bother to click on the sites further down in the Google listings, so this will help you drive large amounts of traffic to your site.

It's important to choose key words which have a lot of searches monthly and which are targeted specifically to each page of your site. It's also crucial that you choose key words that do not have a great deal of competition. In the event that you choose key words which are difficult to rank in the search engines for, it will cost you hours in attempting to compete successfully against much older and more established websites.

A good example of choosing good key words is the wide topic of pets. In the event that you wanted to obtain a good ranking on line for the keyword "dog", this could be acutely difficult. Truth be told, there are over 83 million searches monthly for that term in the Google key word research tool and your competition will be fierce. But, in the event that you changed your keyword to: "how to prevent your dog from barking", you'd find no more than 4, 000 searches monthly and your competition will be reduced.

The Google key word research tool will help you out by also suggesting other key words. It provides you lists of other words that fall under the same categories as well as expanding your current search.

Competition for key words may be the 2nd issue you'll need to cope with if you wish to rank highly on the various search engines. In the example used above with: "how to prevent your dog from barking", the monthly searches utilizing the Google key word research tool were at 4, 000, but just how much competition can there be? This question is actually asking how many websites you need to contend with to be number 1 and do those other websites utilize quite as strong SEO tactics as you. If that's the case, you'll have an extremely difficult time ranking at the very top.

Google Insights is definitely an additional Google key word research tool that will help you spot trends. In the event that you enter a particular term, you receive a line chart displaying the interest of this keyword with time and also a forecast of just how many users might look for it soon. For example, when I entered "Ipod" into the Insights tool, I noticed that the entire searches for "ipod" have already been decreasing because it reached the peak of its popularity in 2005. I also noticed an enormous rise of interest in that keyword round the festive season. It is a useful tool to observe what is losing and gaining popularity.

You may also gain search engine attention by displaying adequate Latent Semantic Indexing (LSI) keywords. Presently, SE's do not determine site ranking on the amount of main phrases in your write-ups on your site. SE's favour content that utilizes many phrases that confirm a relationship with the primary keyword.

To locate LSI (Latent Semantic Indexing) keywords, you may use an internet search engine. Latent Semantic Indexing is available easily and sometimes falls naturally whenever you compose articles.

Google provides many functions in addition to its main function. To create the LSI, place in your keyword in the search box and execute a search as usual. At the end of search result list, you will discover an entry indicating searches associated with your phrase. Underneath this sentence, there's a row of keywords that are related to your main keyword and you should use them as your LSI phrases.

Google's 'Wonder Wheel' is really a hidden service of Google. To make use of Google's wonder wheel, perform a standard search. Following the arrival of the search engine results, you will see the 'Show options' selection precisely at the end of the search box. Click that choice and you'll find yet another panel menu on the left of the search page. Across the menu, there's a 'Wonder Wheel' selection. Click on the 'Wonder Wheel' option and you are also served with many LSI (Latent Semantic Indexing) phrases.

Google's standard key word research tool may also be used to create more LSI (Latent Semantic Indexing) words. To get this done, enter your keyword in the search box. After which, enter the characters in the captcha picture and push the 'get key words idea' button. Once the results arrive, scroll through the page to discover the "Additional key words to consider" section. In this segment, you'll get the LSI, i.e. the connected words to your primary keyword.

With so many tools available, it's easy to forget that your mind is the best tool to get LSI phrases. If you want phrases on computer topics, the LSI words might be: 'computer virus', 'software package', 'hardware' and many more.

## ***Chapter 9: What On-Site SEO Can I Undertake?***

It's important to make your website SEO friendly. If your website isn't SEO friendly, it will likely be difficult to rank on the internet search engine. There are numerous methods for you to enhance the visibility of your site in the search engines using on-page optimisation.

It is important to realize that it isn't about backlinks, anchor text and directories. Some simple changes and additions to the website it self can significantly improve its performance and exposure. Paying an excessive amount of focus on off-site optimisation could make little, if any, difference if your site isn't optimised and offering interesting, original content.

One method to make your website SEO friendly would be to shorten the timeframe for the webpage to be downloaded. If your site takes quite a long time to load, no body will want to consider visiting it anymore. Everyone loves to browse a web site that loads fast. The homepage and the interior pages should just take under 5 seconds to load. If your website is taking quite a long time to load, you just need to take the required actions to get it to load faster.

Websites which are hosted on an inexpensive server will require quite a long time to load. If your server hosts lots of web sites, your site will most likely take quite a long time to load. Hosting that is on a shared server includes a limited bandwidth. If you work with the bandwidth up to the limit, you will discover that the pages will take quite a long time to load. To resolve this issue, you should proceed to another hosting that is a shared server which has a higher bandwidth and bigger disk space. The very best solution would be to host all of your websites on a virtual private server.

The virtual private server provides a larger disk space and higher bandwidth. A virtual private server is definitely an option for people who do not have money to purchase the dedicated hosting. The dedicated hosting costs a couple of hundred dollars monthly, whereas a virtual private server costs less than twenty dollars monthly.

Yet another reason that causes the webpage to load slow may be large images. Before utilizing an image in your article, make certain it is compressed. You shouldn't use PNG or bitmap pictures in your articles. The very best image format you should use are JPEG and GIF image files. The PNG and bitmap image is often as large as a couple of hundred MBs even if it's a little image.

In the event that you own Photoshop computer software, you are able to decrease the image quality by lowering the standard scale. The JPEG options dialogue box will appear whenever you make an effort to save yourself the image. In the dialogue box for JPEG options, you are able to adjust the standard scale to under 5.

Additionally, you will have to perform key word research, using tools such as the Adwords Keyword tool, to locate high end keyword combinations with reasonable competition and use these as the basis of your optimisations when writing your website articles.

Your write-ups shouldn't be full of a lot of key words. If articles are full of key words, it's not going to get indexed in the internet search engine. Keyword stuffed articles will undoubtedly be viewed as spam by most SE's. You can examine the keyword density of articles by counting the amount of key words. The perfect keyword density for every article is 2% to 3%.

Different article directory sites have different keyword densities. You can look up the submission recommendations to discover the minimum keyword density in the content. For instance, if your article has 600 words, the amount of key words allowed is 12 to 18. Ergo, if the keyword is wedding cake, you are able to repeat it 6 to 9 times.

If you work with Microsoft Office Word to organize the content, you should use the highlight feature to highlight the key words in the content. The highlight feature is accessed from the find search box.

Here are a couple of other effective strategies for on-site optimisation:

#### Semantic Code

Quite a clear one, but one which may be easily overshadowed by other problems. Coding your site semantically can make it simpler to maintain, write and crucially help SE's index its content. Proper utilization of HTML factors, for example, H1, H2, H3, DIV, URL and so on, can make a positive impact on the optimization of a website. Always attempt to ensure your code validates utilizing an on line tool like the W3C markup validator.

#### Page Title and Meta Description

The meta title is one of the most effective elements in SEO when done precisely. It may seem like writing a descriptive title to attract readers is the easiest method to tackle this. However, in fact you should attempt to optimise the meta title for SE's because, in the end, being ranked highly by search engines is more valuable for you as an internet site owner.

Try to carefully keep the meta title short, concise, yet descriptive and containing your desired keyword. It's really rather difficult to optimise the meta title this way and this can require some thinking and rewriting to be able to make it right.

The meta description tag can be used to greatly help determine the rank of an internet site. Even though it's not as effectual as the meta title, you should attempt to incorporate your targeted keyword(s) in the beginning of the meta description for most useful results.

## **Chapter 10: Off-site SEO**

Off Site SEO is, just like the name suggests, methods which make a web site internet search engine friendly that don't alter the web page it self. Off site SEO is really as essential, or even more essential, than On Site SEO.

One of the greatest benefit of Off Site SEO is that it directly affects the ranking of the page. It's the system that determines what will be an essential web site and what will not be essential. This determination is based on whether other sites link right back to or make reference to your web site. The bigger the quantity of backs links, the larger the rank the web site gets.

Getting started off with Off Site SEO is very easy providing you comprehend it well. There are several items you'll want to get right about your site and lots of work that you'll have to do off the web site. Here's what you're looking for for effective Off Site SEO:

**Content:** The fundamental prerequisite for effective Off site SEO is for the web site to possess useful and good content. The Off Site SEO depends a great deal on this. Many sites provide links on the webpage for reference purposes. If the content on your site is good, some sites can make reference to your page that will enable you to get points when it comes to page ranking, without actually needing to do anything yourself. An internet site with good content by itself could possibly get links to it and therefore a higher rank.

**Link Exchange:** Link exchanges are, as their name suggests, linking to a different page as a swap for that page linking back again to yours. With the quantity of information on the internet, you will see many web sites that pertain to the same topic as your site. Carrying out a link exchange with such sites can not only enable you to get a great rank, but additionally attract more traffic.

Building the site's link popularity is among the backbones of off-site SEO. The popularity will make reference to the amount of back-links the web site features. You will find simple tools on line which you can use and through those tools you can examine the link's popularity.

**Article Submission:** Yet another way to conduct off site SEO would be to submit good quality, keyword optimized articles every day to directories with a higher page ranking like Ezine articles. Many directories offer free article hosting and allow you to give a link right back to your site in your profile displayed along with the content. Once your article is published, you can post it to more directories like Article Base or Ezine Mark.

The drawback here is that this is time and labour intensive. Have you got the free time to produce good content regularly? If this isn't possible, why don't you take to forum marketing?

**Blog / Forum Signatures:** Join blogs and forums, and spread the message about your website. Maybe you already did this, posting a remark together with your signature link onto a forum thread bearing the website address. Many forums and blogs permit you to post links in your signature. This doesn't take very long to action each day, particularly if you use the free Google Alerts service to notify you of any blogs that are relevant to your business. You can just visit the sites straight away and make a comment.

To use Google Alerts, you visit the home page and enter a query that matches the type of content on the website you want to promote as closely as possible. Be as precise as possible and use quotes around words if you are looking for them together (e.g. 'Dog Food'). Use the minus sign at the start of words to eliminate any words that aren't relevant (e.g. travel - Europe). Use the plus sign in front of words to only return results that match that word exactly (e.g. Michael +Jordaine to stop Google from sending you results about Michael Jordan).

Use the entry site: operator to confine your search to certain sites (e.g. internet marketing site: digitalpointforum.com). Use the entry site: operator along with a dash to omit certain sites (e.g. 'Jon Doe' - site: facebook.com). All of this will ensure that the alerts you get will be as relevant as possible to your marketing campaign.

After this, you just enter your email address and confirm the alert you have made. Google will send you an email to verify all of this if you aren't signed into a Google account. Once you have clicked the link in the verification email, you are finished and Google will send you an email every-time it finds a fresh result for your search term(s) which you can opt out of any time you wish.

Furthermore, you can advertise online in a more traditional way. Advertise on websites with a greater PR which will, without a doubt, help in developing your off-site SEO campaign. If you have a physical business then you should, obviously, also advertise your website there additionally. Make sure your website address is displayed on all your business documentation and be sure to direct any new, potential customers to your site whenever they telephone you or your staff with queries.

Off-site SEO is all about the things that can make your website more favourable in the eyes of Google and let it obtain a higher PR following the time that webpage has gone live. The off-site SEO is much like the job following the previous work on the site.

## ***Chapter 11: What Can I Expect SEO To Do For Me?***

SEO is a marathon not a sprint. You have to keep your site updated consistently over the long term while working to increase the number of backlinks you get from authority websites.

Selecting your key words or phrases to focus on your audience, SEO helps to ensure that you, as well as your company, are located globally or regionally by people who require precisely what you offer.

You are barely able to claim to be the best in the commercial world when nobody has heard of your company. Sometimes, you have to focus on making people conscious of your organization, even though that does not lead to immediate sales. You'll gain more revenue in the long run because it builds you up and makes certain your target audience knows about you.

Lots of people don't know what SEO is and they'll assume that, should you show up at the top on Google, then it is because you give a good service and give the solution to their search query.

These users will even assume that any big company should be established on Google and, if you are not, they'll wonder why.

Also, by doing SEO, your site will, undoubtedly, be syndicated out to other external sites to achieve links, this can also help with putting your name on multiple web sites.

SEO campaigns can increase the amount of visitors for a web site for the targeted keyword(s) or phrase. Essentially, more targeted visitors equal increased sales.

Every company is after increased traffic and clients, even though you may not receive any revenue from those clients until a later date. Wouldn't you rather those users knew about your site for when that 'interest' became an 'intent to buy' (rather than them knowing more about your competition)?



Traffic also helps you to improve SEO further as you are perceived as being more authoritative.

A successful SEO campaign may bring a greater ROI than every other kind of marketing for a company. This can, therefore, boost your profit percentage over all. Once an internet site obtains position via a SEO campaign, it will also stay there for the long run (as opposed to PPC advertising).

SEO is economical when compared with other marketing techniques and requires the minimum quantity of capital for the most exposure of one's web site. The particular cost of SEO depends completely on your budget.

Ignoring SEO is nearly impossible when users are constantly using engines like google to locate what they are after. Sites gain so much traffic from their optimised web sites, you'll need to get involved to stay in contention with other companies, that's why SEO is so effective.

It's a unique quality of SEO campaigns that you are able to quantify the outcomes of SEO by positioning reports of SE's, visitor conversion and other facets of this nature. Google Analytics is a software package offered, totally free, that provides you with comprehensive data concerning the visitors to your site. Many performance based online marketers make use of this computer software to comprehend and optimize their visitor experience and increase conversions.

It is probably the most used analytics computer software for highly visited websites. The cause of its' popularity is due to two main components: it is completely free and very flexible. Google Analytics is able to monitor almost all traffic sources, including: PPC, Internet search engine, Banner Adverts, Social networking, and so forth. It may even detect links clicked from PDF documents. All these well honed tracking components would be the driving force behind the tool's popularity.

Google Analytics plugs in well using their PPC program and enables users to measure their sales success right down to the keyword, the area used on the site and many other specific facets, based on how knowledgeable the consumer is in its' setup. The amount of usage, as well as the free access, prove the stability and accuracy of Google Analytics.

Google Analytics can also be scalable. Users can track as much as 50 sites using their analytics profile. Monitoring the visitors in your site will help in the decisions you have to make when it comes to further monetizing your site. The statistics supplied by this program are invaluable and required for honing your website's performance.

The Google webmaster tool is the greatest tool for a webmaster to exhibit his web site to google.

Google will list all of the pages in your site that it has indexed in a single place. This is handy in the event that you run numerous websites, or in the event that you make sites for others.

Google is definitely an essential index and using Webmaster Tools is really a direct method of telling Google your website exists. You may be sure, if your webpage isn't indexed, that Google hasn't heard about it, so you can then attempt to boost your backlinks to it.

If you've got a big web site and your navigation for the site is extremely poor, do not worry since the google bot will still crawl all your pages.

Nearly every web site has thanks pages, contact pages or order pages. These pages shouldn't be indexed for obvious reasons. In your website's sitemap you are able to restrict some pages from being indexed by Google.

Google will show an errors list for the web site that it might get while

crawling your site. Google can show HTTP errors, Sitemap errors, not followed pages, prohibited pages, timed out pages and out of reach pages.

Webmaster Tools will let you know exactly how many pages are available that link to your home page and, separately from that, it'll let you know just how many pages available connect to other pages in your website. This really is the main data Google uses to look for the Pr of every one's pages.

You realize it is necessary, for SEO reasons, for back links to contain relevant keyword terms. Using Google Webmaster, you can observe what terms individuals are using within their backlinks.

You should use Webmaster Tools to get rid of a full page from Google's index that was indexed already but you wish now wasn't.

Webmaster Tools will let you know what words folks have been typing in to find your website. Additionally, it tells you these details along with exactly which position of the Google search engine results your terms appeared on.

You should use Webmaster Tools to ask Google to index your pictures. Set the enhanced image search up in Webmaster Tools, after which, be sure you have full image descriptions (with relevant key words) in the ALT attribute of every image.

For completeness, also put in a title attribute so the user can easily see more information concerning the image if they would like to. All of this helps Google index you better.

## ***Chapter 12: Where Can I Find More Info About SEO?***

The thing about SEO is that there is always more to learn. You should invest in your SEO education as a serious, long term and on-going project. As the internet evolves and more companies take to cyber-space to promote themselves, competition will increase and only the most astute marketers will be able to stand out.

If you have put in the groundwork and learned your trade as an SEO marketer thoroughly, you will have a much better chance of ensuring that your website is the one appearing at the top of the search results whenever someone types in some relevant terms into Google.

Below we have listed some of the best free online resources for continuing your journey into SEO. Be sure to check them out and make the time to familiarize yourself with them properly. It's only by taking action that you can achieve results and, remember, Rome was not built in a day! -:

1. <http://www.reviewmyweb.com>

ReviewMyWeb is a totally free on line service that demonstrates how you do in SEO versus your competition. It measures and gathers the way you are performing over the web against your competitors in all of the key SEO metrics and offers key tips about ways to enhance your SEO performance.

2. <http://www.dnsright.com/>

Free DNS and Network tools. Run port scans, always check smtp mail server blacklists. Tools: Trace route, Ping, NS Lookup, MX test, Dig, CNAME lookup plus much more.

3. <http://www.sheerseo.com>

Free on line computer software to track SEO indications with time. Provides current and historical views in a definite graphical interface. SEO indications which are tracked by the program include: back-links, SERP in Yahoo and google, main referral links analysis, PR of opted for URLs, quantity of indexed pages in Yahoo and google, keyword density.

4. <http://seoreel.com>

SEOREel offers videos and instructional videos for all those seeking to learn SEO methods and recommendations. Countless SEO Videos on key word research, link constructing, and anything else, all free of charge.

5. <http://www.wordtracker.com>

Compiled database of key words that individuals look for. Tells how frequently people look for the word and just how many competing websites use that same term on the search engines. Free trial offer available.

6. <http://www.seokeywordranking.com>

Track your ratings in the SERPs with time, filled with charts and step by step tracking information. Includes export choices for Word and Excel. Automated reports are emailed weekly or monthly predicated on your preference.

7. <http://www.linkvendor.com/seo-tools/seo-challenge.html>

At SEO challenge two domains combat one another. A total is determined with a self-constructed algorithm and whichever domain is the most abundant in points will be the winner.

8. <http://www.prospectmx.com/professional-seo-link-building-services->

Create a well rounded link constructing strategy by looking at our link constructing diagram. This chart makes link constructing clear to see, taking down link constructing in to 5 main categories. This PDF document can be obtained to down load free of charge at the ProspectMX web site.

9. <http://www.vertical-leap.co.uk/seo-tools/>

Free gadgets and tools to greatly help bring together your internet marketing repertoire from Vertical Leap.

10. <http://www.b-seenontop.com>

A cost-effective organic SEO Company on the primary Line in Philadelphia PA. Email us to understand how exactly we make optimization affordable. We customize methods to fit our client's needs and budget and offer a free site evaluation.

11. [http://www.text-link-ads.com/blog\\_juice/](http://www.text-link-ads.com/blog_juice/)

Link Text Ads - Blog Juice Calculator

12. <http://www.reelseo.com>

On line video search engine marketing techniques news. Tips about how to optimize videos for SE's (video SEO or VSEO). Video search industry news and video sharing websites guides. All you should know about Video SEO.

13. <http://www.juiceanalytics.com/writing/introducing-concentrate-long-tail-search-analytics/>

Search analytics tool to greatly help comprehend and act on the long-tail of search. Load search data from Google Analytics along with other common sources. Identifies repetitive search sequences, visualizes phrases, filters by words,

and summarizes performance by each word, pattern or query.

14. <http://www.easywebtech.com/rank/Alexa Google Rank check tool.php>

All-in-one SEO tool: Alexa Rank, Google Pagerank, No. of indexed pages on Yahoo/Google/MSN, No. Of backlinks from Yahoo/Google/MSN and much more... Google pr | Alexa Rank always check script | Page Size | Backlink always check | Google indexed pages.

15. <http://www.webconfs.com/search-engine-spider-simulator.php>

This tool simulates the search engines by displaying the contents of a webpage just how the search engines would view it. Additionally, it displays the hyperlinks that'll be followed (crawled) by the search engines when it visits the specific webpage.

16. <http://www.webuildpages.com/cool-seo-tool/>

For a search term, finds the very best 10 results (as well as your U.R.L.) in the Google listings and, for every one of these websites, finds MSN and Yahoo rank, quantity of indexed pages, back links (domain/page/. edu), allinanchor and Alexa Traffic rank, domain age (whois), domain age (way back machine), search term count on every page, along with a hyperlink to locate related pages in google.

17. <http://www.serpengine.com>

SERPengine tracks the most effective 20 search engine results for the key words that you are looking at. By monitoring the most effective twenty results, web masters, SEM/SEO pros and bloggers can easily see for the very first time how their actions, their competition's actions and the actions of Google impact on the results page search engine rankings. Test, Watch, Take over!

18. <http://www.essential-seo.com>

The webs most useful free SEO, SEO training, tools and information resource. Join us today.

19. <http://www.CleverStat.com/>

CleverStat offers SEO and web ranking computer software solutions, both free and free-to-try, including web site content analysis, web ranking and backlinks checking solutions.

20. <http://www.toprankblog.com/tools/social-bookmarks/>

Create bookmark links for a weblog and allow it to be possible for people to share and save your articles. Free weblog advertising tools from Top-Rank.

This list is just a small sample of the information that is freely available online which can help further your knowledge of SEO. You should also do your own independent research and join internet marketing forums to get all of the latest news and views from people who are implementing SEO on a daily basis on their own websites. Hopefully, there is enough info here to get you started though, so why not get going today?