THE
BOOK ON®
SEARCH ENGINE OPTIMIZATION

re:think
your online strategy

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ACKNOWLEDGEMENTS

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STARTING OUT WITH SEARCH ENGINE OPTIMIZATION

SEO is the core foundation for any content on the Internet. It is one of the only ways that you can make your content visible in a sea of competition online. Simply launching high quality content is not enough. Without the right SEO techniques and keyword optimization, no one will ever know that your content exists.

That is why it is vital that your content ranks well for certain keywords. It is these keywords that will help search engines like Google, Yahoo, and MSN recognize that your content is relevant—and they will rank your site accordingly. The ideal thing would be to rank on page one for targeted keyword searches.

The SEO industry has grown enormously over the past few years. Businesses that manage to take advantage of the best SEO tactics enjoy a much higher ROI than those businesses that ignore search marketing. When people can find your content easily, your marketing messages have a greater chance of being successful.

You could say that SEO fuels all marketing on the Internet. From web copy, articles and blogs, to social posts, sales letters, and press releases —the success of your online campaigns hinges on your ability to understand and implement quality SEO. It sounds simple enough, but there is a huge amount of strategy involved and competition out there. Keep in mind—it is not only about finding and using quality keywords.

Your business also has to compete with an entire niche sector, all vying for top rankings on the same search engines. In addition, you

have to maintain the integrity of your content so that human readers will still respond to it. Right now, you are starting out with SEO because you want to expand your business identity on the Internet.

It is a good start. What we must impress on you is the fact that any old SEO won't do. You have to know where and how to begin, and you need a strategy that will help you reach and maintain the goals that you have for your online content. This book is about building your critical foundation knowledge of SEO so that you understand what you can do and what you should not do when optimizing online.

Anyone can begin with lofty goals in mind. The truth is that implementing and maintaining your rankings is not easy—it takes time, effort, and extensive research. The good news is that anyone can learn how to optimize content effectively as long as they have the right information from the beginning. The Internet is packed with bad advice about SEO, which is why so many businesses struggle on the outset.

From top to tail, this book will inform, educate, and inspire you to become a master SEO strategist. In these pages, you will find some of the most valuable advice any new marketer can get when they are starting out. You will be rewarded with content that performs well online, that people can find in an instant and with long term high impact sales strategies that contribute to the online success of your company.

Let's start at the beginning.

THE BASICS OF POWERHOUSE SEO

There is a big difference between "SEO" and powerhouse SEO. Powerful SEO gets your content ranked faster and higher than the other competitors in your niche do. Pay attention to these early chapters; it will help you make the right decisions in every SEO campaign you launch in the future!

What Is SEO and Why Bother?

SEO, or search engine optimization, is the practice of ranking well on specific search engines in order to attract higher traffic ratios to your content. In other words, SEO is about improving the number of people that are able to find your content on the Internet. There is an art to optimizing your site content, but when you do it properly, you will get a huge boost in visibility and social popularity.

When a consumer types a search term into Google, Yahoo, or Bing, for example, it is the search engine's job to display the most relevant sites that relate directly to their search term. That way, content can be found on the Internet in a matter of seconds. But how do search engines decide which sites are the most relevant? It will use a specific algorithm to determine which sites get the most exposure.

Using a combination of factors, search engines calculate if your site is worth ranking. It is these little factors that will allow your site to move up in rankings or disappear into the cyber-sea.

There is a never-ending quest for rankings on the Internet going on right now. Driving traffic to your websites is the only way that you can

become successful. That is why SEO should be a prominent factor when you decide to publish content online.

There are many ways to convince the search engines that your site is relevant enough to rank on the first few pages. The goal is always to get your content there so that people will have the opportunity to see your websites. There is a fine line between success and failure with search engines. Your SEO might be good enough to rank you on page 4, but moving up to page 3 could exponentially increase your traffic and your earnings.

People tend to stick to the first three pages. These pages are like online real estate gold. Imagine an entire city built around one main street where people prefer to shop. If your business is on this main street, you are guaranteed success. The farther you are away from it, the more you are going to struggle to find customers.

Quality SEO involves a combination of on-page and off-page optimization. If your strategy is sound, search engines will see your site as highly relevant, and you will find yourself on those first three pages.

But, why is this optimization so important?

When people search for a service or product, they use keywords on the search engine's homepage. If your business isn't there, you're missing out on a customer that is already looking to spend money on your business. This is where impressive online revenues come from—high impact, powerhouse SEO. If you want to make money on the Internet, SEO is best way to do it.

Drive enough traffic to your sites, and you can earn enormous revenue.

How Search Engines Work

The first thing that you need to know about search engines is that they are strange and mysterious things. No one really knows exactly what they require from businesses—although a lot of research and time has been dedicated to figuring that out. All you can do is apply the best SEO knowledge out there to your content.

No two search engines are the same. They have different algorithms, or different ways to assess if your site content is relevant. Search engines do four main things when they come across your website: crawling, indexing, calculating, and returning relevant content to searchers. These make up the inner workings of all search engines. Your SEO will determine how the search engine perceives your content.

Crawling Your Site

A crawler, robot, or spider, as it is called, is basically a program that scours the Internet consistently providing up-to-date information to the search engines. These crawlers will come across your site content and crawl through the text. This text can be content, html code, tags, alt text for images and things of that nature.

Crawlers do not read flash content, videos or images very well, which is why these need to be accompanied by keyword text.

The crawlers themselves have nothing to do with your ranking; they simply find and store the keyword content for the search engine. On arrival, they ask your site to retrieve the "robots.txt," which tells it what pages on your site are available to visit.

The crawlers also investigate your links by crawling them, or storing them to investigate later on. If much of your content is non-optimized flash or multimedia, the crawler will not have much content to crawl. As a result, your website will not be seen as a particularly relevant site —even if your videos are outstanding.

Creating the Index

When the crawler stores the information that it has retrieved from your site, it is indexed in a data directory on the search engine. If there are any pages on your site that you do not want the crawler to index, you can add that information to the robot's text file. This is useful for keeping paid page members secret, for example.

Meta tags also give you more control on what you would like crawlers to see. By adding meta titles, tags, and descriptions to each page, the search engine will use these instead of pulling random text from your pages when they display results.

Having high-ranking links are important as well because it increases your chances of being indexed more often. Busy, high-ranking sites are indexed more often, and when they contain a link to your site, it brings your content to the attention of the crawlers. They will explore your site as a result of these inbound links.

It is possible that your code can stall these crawlers, which is bad for indexing. Crawlers have better things to do than repeatedly attempt to index your content. Make sure that your code is clean and that all of your pages load quickly so that they can be crawled at lightning speed.

Calculating Your Ranking

Once the crawlers have searched your site and indexed your pages, it is up to the search engine's independent algorithm to sort out your domain prominence and ranking relevancy. These calculations are why you need to optimize your page content. If you have touched on enough of the right factors and practices, the major search engines will be forced to rank your site well.

There are many different factors that you need to be aware of, but we're not going to mention them all here. That's what this book is about! A few of the main ones are general practices like keyword placement, bounce rate, content readability, ads vs. content, pain link efficiency, and social connectivity.

All of these contribute to the ranking that search engines will assign you. Over time, these rankings can be improved by split testing, tracking, analysis, and monitoring. You want the search engines to love your site so much that they assign a page one placement to it for specific keyword searches.

Showing Up in Results

When a search engine like Google has deemed your content worthy, it will be stored with a specific classification in mind. That way, when someone searches a particular search term on Google, your site will come up in the results. It is not only about being found for main keyword searches, it is also about variety.

That's why marketers often choose to rank well for low competition keywords. Thanks to the lack of competition, any SEO for these

keywords will result in a higher chance of appearing on Google page one. In this way, you can diversify your SEO campaigns to get the maximum amount of traffic from the search engines.

It's also why adding fresh keyword content that supports your SEO goals is very important. Content networks are invaluable for businesses that want to be highly visible online. Your keywords need to appear systematically on a variety of different platforms to get the best results.

The Overview

Now you know how search engines work. At any one time, there can be a number of different crawlers checking out your site content. Some of them are only there to see if you have keyword descriptions or alt tags for your images. It all counts towards your overall ranking. Now you can see why SEO is tricky and needs to be constantly improved with content marketing and the expansion of your content networks.

If you want your content to rank on Google page one, you must adhere to their rules. All search engines have rules to follow. This book will help you define what those rules are and how you can use them to your advantage. In the meantime, make sure that your web pages are not blocked from the crawlers.

If you fail to be crawled, you will never rank well. This is the first rule of general search engine optimization. Do not prevent the crawlers from indexing your content!

Why Websites Need SEO

Getting your website ranked on a search engine costs you nothing, yet it can be the most powerful advertising tool in your online arsenal. Launching a website that hasn't been optimized is like shooting a television advert and only keeping it on your home TV. If you do not invest in airing it on the right stations at the right time, you are not going to sell anything. Websites must be optimized.

If you expect a large income from your website, then you have to be prepared to invest in extensive SEO techniques. A shop without

customers is like a website without traffic. Everything relates to marketing online, and SEO is inevitably tacked onto every marketing goal you have there.

Why Your Website Must Be Optimized

- If you are looking for brand exposure, or to expand your brand identity online, then you need quality SEO. Exposure is wholly and completely controlled by keyword optimization on the net. Each page of your website must be *keyword* specific so that it ranks and attracts high volume traffic streams.

- Successful business people are always looking for high ROI at a relatively low cost. When you compare SEO to other forms of marketing online, and in the real world, it is cheaper and much more effective at getting people to buy your products and services.

- The bottom line matters, and in the end your website has to make money. The only way you can make good money on the Internet is if you have a lot of traffic moving through your site. If your traffic volume is high, your net sales will be high. You should <u>never</u> stop trying to source new traffic streams on the Internet. They are directly related to your income potential.

- To overcome the threat of competition, you need to be ranked higher than your competitors. The fact is: businesses that are ranked higher do better. Customers see you as more important because of your placement and choose to buy from you instead of a competitor on the next ranking page.

- To build authority and a reputation online, you need SEO. Any brand can become a global leader if they sit prominently on the search engines. Because more people are visiting your site, you can build better relationships with them and will automatically become a market leader.

- People know how to select companies from page one. The search engine will suggest your business, but they will

only click on your company if you have invested time optimizing your content for people. That means directly offering a solution to their problem or enticing them with descriptive words.

In order to stand out from the crowd, your website must be optimized organically for search engines _**and**_ for people. There's no point being on page one and then deliver a poor message in the results. It will unnecessarily lower your click through rate. This book will teach you how to do both.

Beating the Secret Algorithm

You've probably heard that Google is the only search engine that matters. To a large extent this is true as Google receives over one billion unique visitors a month. There are many conflicting stats that try to communicate the relevance of optimizing your site for Yahoo and Bing.

One thing is certain—Yahoo is the second largest, and Bing the third. Focusing on these three search engines is a good idea. That said, these search engines are quite similar. You might get subtle differences here and there, but on the whole, employing the right SEO techniques will help you rank well on all of them. A great example is that Google puts a lot of stock in links, while Yahoo focuses more on keyword placement.

The whole point of any SEO campaign is to beat the search engine's secret algorithm. The only way to do this is to understand the key features that they're looking for in your content. There are several main factors that jump out at you and should be priorities in your SEO strategy.

- Above all, keywords are the most important part of your strategy. You must invest time and money into finding your niche keywords in both high and low competition. Find out how to use them to advance your online exposure.

- Keyword links are critical, both outgoing and incoming. Link to great websites and use anchor keywords to

describe the link. Create an internal link network on your website. Try to get as many authority sites to link to your web pages as you can, using ethical marketing.

- Page freshness is another key factor, as search engines like Google believe your web pages should continually expand as you add quality content to them. If you have fresh content all the time, these search engines will see that your site stays up to date and is therefore more relevant to users.

- Bounce rate matters. Bounce rate is the amount of time that people spend on your site. If you have a high bounce rate, it means that people are leaving your site quickly, while a low bounce rate means that your content is good, and they're spending time to read and interact with it.

- The age of your site can be a main point, especially for Google. The longer your site has been up and running, the more important it is. This helps Google separate those fly-by-night websites that are spammy, from long, well-built websites that continue to grow.

- The size of your website means something to search engines. Smaller five-page websites struggle to make it onto page one if they don't have a blog or news feed that adds to their internal content network. Static, small websites are a low priority for search engines. They want interaction, relevancy, size, and frequent visitors.

To beat the search engine's secret algorithms, you need to focus on your content. Text is the beginning and the end of all SEO marketing.

Four Principles of Expert SEO

As you begin your first SEO campaign, it is important that you keep these four principles of expert SEO in mind. It will keep you focused and will prevent you from being tempted into those "short-cut"

techniques that can be damaging to your business. This is a great page to print out and pin to your office note board.

#1: Content Reigns

Just recently Google updated their algorithm and has now placed an even higher emphasis on original content. If your business can continually publish optimized original content that readers love to read, then your ranking will increase naturally.

This means content that is unique, insightful, and offers something to readers that they cannot find anywhere else. Original means new and not copied.

#2: A Multimedia Explosion

Multimedia content attracts people to your sites and keeps them engaged. It is vital for improving your bounce rate and attracting inbound links. But for every video or image that you publish, there must be corresponding content SEO. Always optimize your multimedia to get the most out of it.

Pleasing people and search engines matters! Interaction is becoming equally as important as written content, so do not forget to use multimedia to boost your SEO.

#3: Build Your Content Networks

SEO works best when keywords are embedded in lots of content or in content networks that support your website goals. Networks can include blog posts, Facebook pages, Twitter pages, sales pages, article platforms, blog comments, websites, and other social platforms.

Keywords become more powerful when used to support a variety of content networks, which direct the sales funnel to your sites.

#4: Focus on Link Building

Your link networks will play a large role in your SEO success. Google, especially, values the links that are on your site and lead to your site

from other domains. Focus on creating internal link networks on your sites to decrease your bounce rate. You should also work hard to get quality content on other websites so that search engines can tell that your site is valuable.

Links are the life-blood of your SEO campaign. Don't overdo it. Quality links are worth more than thousands of bad, poor links.

THE DOS AND DON'TS OF EFFECTIVE SEO

When you enter the world of content ranking, you will find yourself facing a lot of ethical dilemmas. Make no mistake, in SEO there is a right way and a wrong way to do things. Doing it the quick, easy, and wrong way can get you into a lot of trouble.

White Hat SEO Defined

In the wonderful world of SEO, there are two types that you can practice. The first is white hat SEO, or the right way to get your site noticed by the search engines.

A complete definition might be: a collection of SEO techniques and strategies that are focused on appealing to the human element in search and not simply to search engine processes. White hat SEO is also called ethical SEO, and it is fast becoming the preference for businesses that are serious about a long-term ranking investment.

If you are interested in beginning your SEO campaign the right way, then you need to become a white hat SEO master. Keep in mind that all SEO techniques require some form of "manipulation," or optimization as we call it, to catch the attention of the search engines. But this optimization must be done ethically, using proven SEO tactics that won't get your site red flagged by sites like Google Panda.

White hat SEO is a user-centric, intelligent, hard-earned way to get your site ranked.

Common practices associated with white hat SEO are creating internal link networks and devising a quality reciprocal linking strategy. The main difference is that this SEO is built on the foundation of person-to-person interaction and not trickery or underhanded techniques that have nothing to do with socially focused SEO.

Die hard SEO firms that use white hat SEO and reject all forms of black hat SEO are leading the way for companies on the Internet. They are getting better results, stronger returns on their time and financial investment, and traffic that can actually be converted into sales. This is very unlike the second SEO practice, which relies on a host of "tricks" to get traffic.

It goes without saying that white hat SEO is the technique you should be using. But businesses become desperate after they realize that a real investment will need to be made in long term SEO. Many of them give in to the dark side of SEO, and as a result, they damage their reputation and business name forever.

White hat SEO will help you target any obstacles that your company's site faces when trying to get ranked and it will solve them. These ethical practices are becoming increasingly valuable, and many large corporations that once used unsavory techniques to get ranked have changed over to white hat practices.

SEO is not spam. There is an entire tech industry built around the processes that need to be employed to rank well online. Make the decision right now that white hat SEO is your ***only*** option. You will not believe the trouble you'll save yourself as you build your business online.

Why White Hat Is a Winner

Today's Internet is a social Internet. You do not have to dig very deep to unearth this truth—and it's irrevocably tied to SEO as well. Search engines like Google even have their own social networks now. They have embraced the social revolution, and as a result, the SEO practices they accept are all based on ethics and people.

White hat SEO is a winner because the SEARCH ENGINES are behind it.

Of course, if Google, Yahoo, and Bing do not want marketers to employ false, spammy, misleading SEO techniques—you need to take notice of that. After all, these are the sites you need on your side. The first thing you need to familiarize yourself with is the Google TOS and Webmaster guidelines document.

Google has actively contributed to putting a stop to sites that employ black hat SEO to rank well. They do this by offering advice in this document on what you should be focusing on. They have even taken it a step further and launched algorithms such as Google Panda. This algorithm was created to improve the quality of Google's search results. As you can imagine, they don't take kindly to ranking tricks.

Because black hat marketers found their techniques so effective, and because traffic in essence means money, the Internet was bombarded with useless, meaningless spam, advertising or sales nonsense websites that had no place being on Google page one. The worst of these was the content farm. Panda was launched in a concerted effort to blast content farmers off the face of the Internet.

A content farm is a site that steals other people's content to generate enormous traffic. This site is usually loaded with adverts, and the site owners earn a nice chunk of income from theft and trickery. The Google Panda algorithm has the power to lower your rankings drastically should you not be in compliance with Google's rules on ethical SEO.

Take our advice—be on THE RIGHT SIDE of SEO!

There is no point wasting your time on black hat SEO techniques only to have your "earned" ranking pulled out from under you because you FAILED to use ethical SEO. White hat is a winner. It works across the board on so many levels. It even helps your company be more social, which is excellent for sales.

Having said that—it is also a longer, more complex process, which requires a lot of time, effort, real strategy, and financial support. Your websites should legitimately be excellent contributions to the social

web. White hat SEO isn't cheap. You will find that a lot of black hat techniques are. Don't fall into that horrible trap.

Choose white hat SEO, and you will enjoy an SEO strategy that does not fail. There is virtually no risk to this form of optimization because the search engines approve of it.

Don't get too paranoid about doing the right thing! There is a big difference between white hat and black hat, and you'll be able to tell instantly.

Black Hat SEO Defined

Black hat SEO is the other side of the ethical boundary. This is the WRONG type of SEO to be playing around with. However, many companies still use these outdated and unsavory techniques. So, it is a good idea to understand what they are and how they will affect your sites.

Black hat SEO can be defined as the use of techniques that are prohibited, discouraged, or banned by search engines. If a practice violates their terms of service, you can bet it's a black hat technique. Most famous black hat practices were used before the social Internet to trick search engines into ranking any site well, even if they were rubbish, empty, or crammed with spam.

The sites that use black hat SEO destroy the credibility and integrity of your content, which ruins the end-user experience. If your website is not geared for people, it is not built to survive the social Internet. These unethical practices may get you to page one for awhile, but don't bet on staying there. Plus, the mere nature of black hat practices will ruin your content, so you won't sell much anyway.

Black hat SEO is an UNETHICAL AND PROHIBITED SEO PRACTICE!

There are a number of black hat SEO techniques that you will recognize. Have you ever seen a site so crammed with a single

keyword that it makes no sense at all? This was the old black hat technique of keyword stuffing. These days, keyword stuffing does not work and can get your site flagged and demoted on Google.

A few other well-known techniques include hiding text, using auto-link software, cloaking, and using doorway pages. Hidden text is most often a list of keywords hidden on your page to optimize it. This text is either really small or blends in with your design background so that no one can see it. It's really a manipulative way of making your page "relevant" with targeted keywords.

Hidden text or links is a big no-no. Auto link software does just that— it uses a program to post spammy, horrible comments and links on other people's sites. This is supposed to build a link network for you of inbound links, but it really doesn't work these days.

Comment moderators are robot-savvy and won't publish these comments. A total waste of time and reputation!

Then there is cloaking and doorway pages. Cloaking happens when a page owner shows Google a different version of their site and the visitors see something else. Doorway pages are specifically optimized pages that behave as doorways to other content. Someone clicks on hair accessories and instead gets redirected to your sales page on hair products. Black hat marketers build these fake site networks to redirect one to their one sales page to boost traffic.

Directly tricking a user is a first class ticket to being removed from the search results. Google does not tolerate doorway pages.

Why Black Hat Is Forbidden

All is fair in ranking though, isn't it?

No, says Google. Black hat SEO is prohibited because it does a lot more damage than you'd think. It destroys the efficiency of Google's service profile. It devalues ranking placement and niches. Worst of all, it steals from businesses that are working with ethical SEO.

There is NO SUCH THING as ETHICAL black hat SEO!

A lot of companies will try and sell you the fact that black hat SEO is still relevant. However, just because it works doesn't mean it's good for your business. In a moment, your entire investment could be snatched away as your sites are forced to lower rankings. You could lose set income, damage the reputation of your business, and irrevocably associate your name with spam and scams.

Black hat SEO is forbidden because it hurts everyone. If you choose to use it, you are not only maliciously attacking Google's service profile and its users, you are also throwing the future of your company away. There are far too many algorithms in play today to get away with such blatant tactics for too long.

Tricking, cloaking, hiding, and spamming are UNACCEPTABLE SEO PRACTICES!

Black hat SEO tries to play an increasingly smart system. It's the dark marketing behind every get rich quick marketing scheme online. There is no way to get rich quick on the Internet. Little features, like a shockingly high bounce rate, will alert Google to your dubious practices.

In other words, black hat SEO is a great way to ruin your business chances online. It is focused on trickery and most of the time is completely irrelevant to people. As we have already discovered, people need to be the center of all of your marketing efforts online. That's how the social Internet works.

If you are not prepared to steer clear of these questionable tactics, you'll learn the lesson the hard way. It does not matter what you've heard, black hat SEO is the WORST thing you can do to your online business. Even if a credible company contacts you offering these services, you must say NO! They may even guarantee incredible results for next to nothing.

Just remember that everything they would do for your company is worthless. You can't trick search engines and get away with it. And even though getting fast, high traffic volumes sounds inviting, at the end of the day the practice is prohibited for a reason. It adds no value to your business, and it pollutes the progressive social goals of online marketing.

Search engines WON'T STAND FOR IT!

SEO Rules to Live By

Now that you have a clear understanding of the two different SEO practices, you can focus on white hat SEO. Let's get started! Here is a list of SEO rules that you should live by. Each is important to remember, so take note of this page.

1) **SEO Relies on Quality Content** – Quality, valuable content is THE most important part of any SEO campaign. That means instead of posting 1,000 poorly written, keyword stuffed articles online, post 50 quality, organically optimized articles. You will always get better results with quality over quantity. It has been proven repeatedly!

2) **Sharing Is Central to SEO** – The social Internet encourages sharing, but this also promotes great SEO. When you post a guest blog on someone else's page, or when you leave quality comments on blogs and forums, these links become highly valuable. If the quality of your content is good, it will drive a lot of traffic to your site, and that will impress Google.

3) **People Centric SEO** – One thing the search engines make perfectly clear is that your site needs to be focused on user experience. Is your site user friendly? How much of your site is designed to be valuable to your user and not just sales talk? To achieve an excellent ranking, you have to start considering your visitors. That means adding in convenience, multimedia, and interactivity on your sites.

4) **Social Media SEO** – If you're going to use social sites like Facebook and Twitter to help with your SEO campaign then learn to use them properly. They are not the new spamming platforms. You will have to spend time and effort coming up with a long term strategy for each of them. A large, optimized, well-maintained social network can be incredible for white hat SEO.

5) **Death to Flash** – Flash websites are impossible to crawl, and they take forever to load. In other words, the search engines hate them and so do people. Steer clear of large,

complicated flash websites. There are other ways to make images move in code.

6) **Blanket SEO –** All content needs to be organically optimized. From Facebook updates, Twitter posts, comments, forum discussions, YouTube comments, blogs, and articles—each must be part of your long term SEO campaign.

Where there's a word, there's a crawler!

Smart SEO: Search Engine Intelligence

The truth is that search engines want you to be social, engaging, and an active participant on the Internet. If you can do these things, they will reward you with a high ranking. Remember that search engines value quality, interaction, relevance, and social proof most of all. They've been built to recognize it in your site, with both on-page and off-page SEO.

Links are a great form of social proof, which is why they're important. Constant updates and fresh content promotes relevance, and page interaction or sharing are great quality indicators. This is smart SEO, the way the search engines would like you to behave. If you provide them with quality, interest, and interactivity, you are improving their customer service. As a result—you rank higher.

Search engine intelligence has reached a certain level now, and they're becoming harder and harder to trick. A smart investment would be in ethical SEO practices that support the search engines' development plans. Otherwise, you are going to be on the receiving end of a lot of new algorithms built exclusively to unmask your deceptive tactics and unethical way of doing business online.

Black hat spammers will always exist, but you do not have to be one of them!

Eventually we'll reach a stage where search engine algorithms are so smart, black hat SEO will have to stop altogether. Until that day, the choice is yours. On the one hand, you can opt in and give the social

Internet everything you've got, or you can sell out and choose the easy way instead.

WHITE HAT SEO = search engine support = No risk!

BLACK HAT SEO = prohibited by search engines = High risk!

Trying to market your business online is risky enough without being talked into making the wrong choices from the get-go. And believe me, black hat marketing can sound very appealing to even the most "ethical" business person. If you are going to invest in smart SEO, don't bet on black!

In February 2011, when Google Panda hit the Internet, it ruined businesses and income streams. This can happen any time. It is best to be on the right side of SEO.

Now that we've explained the differences, it's time to get into the serious bits of putting together a comprehensive SEO strategy. If you've never done this before, the word strategy can sound daunting —but it is just a dedicated PLAN OF ACTION.

You need to know:

- What you're going to do;

- How you're going to do it;

- Where and when you're going to do it.

This is an SEO strategy!

CREATING AN SEO STRATEGY

Your SEO strategy will determine how far up the rankings your site goes for targeted keywords. First you need to know where to focus your efforts so that you can build a simple, yet powerful strategy that will get the attention of both search engines and people.

The Three Point SEO Strategy

All great SEO strategies need to concentrate on three main points. These three points are essential if you are going to launch a site that has the potential to attract lots of traffic. *They are: content, design, and development SEO.*

SEO strategies can be applied to these three core building blocks of a website. SEO begins before the structure or design of the site is settled. There are a lot of things that you can do along the way to ensure that your site is SEO friendly.

An SEO STRATEGY begins BEFORE your website is BUILT!

Design and development SEO can be sorted out early by employing certain best practices and making sure that your site architecture and aesthetic doesn't prevent your site from being crawled.

Content SEO is the big one. It is this ongoing optimization that will ultimately lead to ranking success. But they all tie together to create the total SEO package. If the navigation of your website is wrong, or

your code prevents your content from being crawled, you might as well give up. This is what a lot of marketers don't tell you.

They promote on-page and off-page content SEO and neglect to check if the design and code on your website is optimized as well. You cannot achieve SEO success if any one of these three main points is not integrated into your strategy.

If you already have a few websites up and running not to worry. There are a number of simple changes that you can make to improve the SEO impact of each site. As you read this book, however, you will find out if your websites can be saved. If they are all wrong, then you will have to look at starting from the beginning.

Laboring to get your site on page one, with one of these ingredients missing, is like entering a cake contest. If you are going to win, you need eggs, flour, and sugar. Leaving one of these out is not going to improve the flavor of your cake. You will never be able to get as far in the competition as you'd like, as you would if you had remembered to secure all of the ingredients right from the beginning.

It's true that you can optimize other areas of your site, but ideally you need all of these points covered. As you begin piecing together your SEO strategy, use content, design, and development as your three core areas of concern.

If you fully optimize your design and code, your content strategies will be primed to work efficiently. So DON'T forget about them!

Working with Content SEO

SEO content is the fuel that will drive your strategy forward. Once you've sorted out what your website needs in terms of design and development, your content drive begins. There are two focus points for content SEO.

On-Page Optimization

On-page optimization involves the many SEO techniques that you can apply directly to your website. In other words, it makes up the various SEO strategies that you employ on your website itself.

This sort of SEO is concerned with content, your code, and site architecture.

Off-Page Optimization

Off-page optimization is a little less focused. It involves SEO techniques that will help your site rank well but are not applied directly to your website. You will have to venture out, onto the World Wide Web, to employ these SEO tactics.

Off-page SEO is concerned with links, trust, reputation, and social and personal interaction.

Creating SEO friendly content should integrate with your overall content strategy. This content will perform a variety of tasks depending on why it was created, what it is meant to do, and how much interaction it will encourage.

Your content strategy will always include SEO as its linchpin.

No matter where you go online or what you publish, every bit of content should be optimized for the search engines, but it should also perform well with people. The content does not exist solely to drive traffic, it also exists to prompt action, sell, communicate, promote, or share. Organic SEO does this.

Organic SEO is content that contains certain targeted keywords, which are then included in the content. The trick is that these keywords are invisible because they flow naturally with the text and don't look artificial.

There's an entire niche industry that works with organic content SEO, or the creation of quality text that also contains the right keywords. When you work with content, remember that the search engines want this organic placement.

On-page and Off-page content, above all, increases your search rankings.

When you invest in original, quality content, your site will stand to gain the most visibility on the Internet. This is why SEO and content marketing are very important. You'll have the chance to create content networks online, which will ultimately improve your website's rankings.

Working with content SEO is no small task. Luckily, we tell you everything you need to know in this book!

Shaping Your Design and Code SEO

Design and code SEO is the technical side of optimizing your site. You need to know the basics of creating a search engine friendly website so that your on-page content can be indexed and ranked properly.

The first point to take note of here is that even with design and code SEO, there must be html text that crawlers can index. If a search engine cannot READ anything, then it is not going to return that information to the database to be indexed and ranked. Flash, images, videos, and java apps are basically invisible to crawlers.

ALL MULTIMEDIA CONTENT can be OPTIMIZED using HTML TEXT!

We'll go into these details later, but for now be aware that for Google, Bing, or Yahoo to correctly see and interpret your site, all on-page elements must be accompanied with HTML text.

It is worth your time to check if your website does this? If it does not, you will have one of the first SEO fixes that you can add to your strategy.

What search engines see and people see are TWO different things. To check what the search engines see when they land on your page, use Google Webmaster Tools. In the labs section, you will find "fetch as Googlebot"—this will let you know what the crawlers are seeing and not seeing on your pages.

Your Site Structure

Your website design and code need to map out into a crawlable link structure. This is why links are so crucial for crawlers. If only some of your pages contain links to others, it is only these that will be indexed. If the crawlers have no link path to follow to your other pages, they cannot get to them—that SEO potential is lost.

Keywords also play an integral part of design and code SEO. These keywords are not only used in on-page content; they are also used in links and meta-data. This backend SEO supports your content and will help the crawlers identify your page as part of a group of keywords.

It works like this: A search engine cannot index every single page on the Internet, so it groups pages by keyword. These are called keyword-based indices. If you have taken the time to optimize your page code, design, and content according to a specific keyword phrase, it is likely that the search engine will index your page with that group of keywords.

This, coupled with the other algorithm factors, leads to you either rising or falling in the visible search rankings.

There are lots of small databases governed by keyword use and relevance. Make sure that your page is optimized per keyword to get the most out of this indexing process. We go into detail about this in the next few chapters.

The Role of Community in SEO

It is easy to see how keywords, links, and site structure will help a crawler grab and index your site. But what about the other less obvious factors? Community is playing an increasingly pivotal role in determining search rankings.

We've already mentioned that trust, reputation, and social and personal interaction are key factors in SEO. With the rise of social media, and the ability to create communities of people around your brand, comes a whole new set of SEO challenges.

More and more, the search engines want to know if *people* value your site. Features like the plus one button on Google or the 'like' button on Facebook are becoming relevant to SEO. Blog comments on your

blog, or busy social pages with lots of interaction, are playing an important role in your website SEO.

This goes beyond driving traffic from your social pages to your website. Google is all about the user experience now, which means yours counts towards your SEO rankings. A great example of a valuable user experience might be during a product launch.

If your product is marketed well and it sets your content networks on fire—which in turns causes information to go viral or your links to be displayed on hundreds of new sites—this is a very good thing. Fueled by your social community, your ranking could skyrocket thanks to the interaction and sharing of your communities.

Community response relies heavily on your website usability. How interactive are your social sites? How much time and effort you spend stimulating and growing that community. A few years ago, SEO marketers dismissed the value of community in optimizing websites. Now, there's significant proof that it works.

Community building is KEY to a GREAT SEO STRATEGY!

It is no longer enough to post quality content online. This content has to speak to your communities and encourage sharing and interaction. Your content needs to be optimized and it also needs to have an impact in the social sphere!

In a nutshell, you need to get your community sharing your links all over the Internet for you. Sounds simple enough, but you cannot cheat or use auto-programs to do it. People are difficult to persuade, and they only respond to personal, real-life messages and posts.

Community is a HUGE part of SEO. Anyone that tells you anything different is not staying ahead of current trends in the market.

Wow! You have to optimize your code, your design, and ALL of the content that you create—while still paying attention to the social aspect of SEO.

It is a lot to do, and it is even harder to do well. But, if you learn to use the full force of SEO, you will never have a problem getting your site ranked on page one of the search engines. Most people fall short because they do not take the time to learn how all of these fundamental points collectively form a powerhouse SEO strategy.

What Matters and What Doesn't

Outside of this book, you will get a lot of information telling you what matters in SEO and what does not. To keep you on the right track, we have compiled some of the most important, and some of the more useless, points that can either advance or deplete your SEO efforts.

- *Quality content matters.* For the two reasons stated previously! Content needs to be organically optimized and highly attractive to readers. You just cannot use spinning programs, poor quality content, or mass produced content in a valuable SEO campaign.

- *Design and code must be readable.* Your site's development and design elements must be readable by crawlers, so they must contain text. That is why WordPress is such a popular CMS—it helps you generate html text for multimedia and on-page content.

- *SEO metrics matter!* You need to constantly keep an eye on your SEO goals and results so that you can tweak them to perform better online. No one launches a five-star SEO campaign to begin with, but you will get there quickly if you learn the value of tracking, monitoring, and adjusting your campaigns.

- *Using bold keyword text.* In your on-page content, strong evidence exists that suggests placing your targeted keyword in **bold** carries more weight with the search engines.

- *Structure of links.* If your link is confused and full of random words to weird code, it is time to neaten them up. The search engines like to see your targeted keyword in

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that link, accompanied by a short overall definition of the page content. Streamline your links!

- *Having a fancy, wildly interactive website DOESN'T matter.* You will hear that interaction is everything, so you will spend thousands creating little extras on your website. Moving images, little pop-ups, flash shows—these just do not matter to SEO. Quite frankly, they don't matter to anyone. It is better to be simple and interactive with your text rather than with design and code.

- *Link EXCHANGES don't matter!* Unless they are done because both sites are relevant to each other or the site owners have become friends. Ignore the companies that offer you instant page one results from random link exchanges. Never put a link on your website if it has no business being there.

- Fast article sites like Buildmyrank.com are a waste of time, and they can actually damage your SEO progress. Instead, invest in high quality, varied article campaigns on sites like Ezine, ArticlesBase, Hubspot, Squidoo, and Helium.

- Content republishing is also a waste of time. If you think you can get away with publishing the same article on multiple domains to build SEO power, think again! Search engines can recognize duplicate content, and they will penalize you for it.

Your only REAL choice is to stick to WHITE HAT SEO, or ETHICAL SEO.

Constant Changes in SEO

SEO is always changing. That is why one day you could be on Google page one, and a week later you're gone—lost in thousands of poor search results. Now, there is one thing you MUST understand about search engine optimization.

Your SEO STRATEGY is OPEN ENDED. It NEVER ends!

Even today you will get companies that tell you that once they have done your SEO your company will rank well forever, and that will be the end of it. This is a total lie. Search engine optimization is an ever changing thing. You have to work on it constantly to get ranked well and then to stay on top. If you optimize and forget about SEO for a while, you will lose your ranking.

It's a continuous process that is mainly centered around off-page SEO. Your website is constantly competing with thousands of others for the most exposure and visibility. Once you have optimized your design, code, and on-page content, you still need to focus on a monthly SEO strategy that will improve your link networks and encourage community growth on your social networks.

- *Keyword development*. If you constantly search for better keywords, you'll find them often. Over 60% of all keyword searches are four words or more. Do you have four-word long keyword phrases? Research must be ongoing.

- *Backlinks are forever.* One website needs a constant stream of inbound backlinks to rank well. That means you need to be out there often, creating guest posts, contributing on forums and social networks, and leaving valuable comments on article and blog sites.

- *The content monster.* Because of the need for SEO content networks, content is always in demand. You should be publishing frequently on other sites to create a great reputation for your company. There will never be a moment when you can say, "That's enough content."

- *Algorithms change.* The search engines are constantly changing their algorithms, and you need to keep an eye on this. Great ranking content one day may drop off instantly because of a subtle tweak in their system.

Search engine optimization is a multifaceted, ever changing process. If you want to stay on top, then you will have to implement an SEO strategy that never ends. If you create a socially-driven online SEO

campaign, you'll be able to elevate your content whenever you need to.

Ranking takes time. Do not expect to publish content, and a day later it's on Google page one. All content should come with supporting content—remember? If you publish a blog post, you should share that post theme on all of your other content networks. If you continue to do this, your site will keep hitting those top spots every time!

INTERPRETING DESIGN AND CODE SEO

Let's get to the first major pieces of knowledge that will make up your design and code SEO. Think of your website as a Formula One Car. On the outside, you have your shiny looks, on the inside, your super-fast engine. It's the same with your website. On the outside you have your design, on the inside your code. Both are equally as important in SEO if your "car" is going to win the SEO race!

Securing an SEO Friendly Domain

Before design and code have even begun, you need to settle on a nice, catchy, SEO friendly domain name for your site. You might not have known until just now, but your website domain address is a serious player if you want to rank well on the search engines. In fact, there is a booming trade in domain addresses online, specifically because certain keywords are contained in direct web addresses.

Take cheese.com as an example. If your business website sells cheese, this is pretty much the most effective SEO web address you can buy. While it won't directly cause your rankings to spike on their own, it will certainly contribute to driving traffic over time. Your goal with an optimized web address is to reach your audience and integrate your dominant keyword into your domain.

Google LOVES keyword orientated DOMAIN NAMES!

So the first thing you need to do is check which keywords are available in your niche. This is going to be a tough one, as many of the best addresses are already in use. That's why the sooner you can buy a great domain, the better. If you find one and wait to buy it, it will probably be gone in a matter of days!

Having keywords in your domain address is not the only concern here; you will also have to stick to "website domain efficiency" principles. These principles will affect your target users more than the search engines—but as we've explained, both are important to a high ranking website. The two main principles are:

- Short and memorable

- Securing the .com

Have you ever seen a website address that reads: forsalecheesetreatsyum.com? While this domain address includes the keywords "for sale cheese," it lacks in the short and memorable department. The longer your domain name, the harder it is to remember. If you find yourself short on niche keywords, be inventive! Often a memorable name is actually BETTER than a keyword infused name.

Just look at sites like: "Google," "Facebook," and "Zinga." None of these words had any real meaning before the domains were bought and launched. If you can't find any keyword orientated domains, try going for originality instead. However, be aware that it is in your best interest to source and secure a keyword domain, which describes your services or products. And ALWAYS go for the .com!

Choose KEYWORDS BASED ON SHORT, MEMORABLE, .COM ADDRESSES!

The Google Cache Revelation

Did you know that Google and other search engines only see a text version of your website? If only you could see what they see! That's

where Google Cache comes in. It's a snapshot of your website that Google keeps as a backup on their system. As an SEO tool, it's virtually indispensable if you want answers to what Google can and can't see on your pages.

It's also a great way to target and block private pages that you don't want Google to cache. We're going to talk about using both of these methods now.

Accessing Google Cache

The fastest way to check out your cached pages is to use the "CACHED" link when you search in Google. Pop in your web address and look for your website in the search results. Below your title and description, you'll see a large arrow appear that you can hold your mouse cursor over. Once you've done this, you'll see the website design example pop up with a link. Underneath the link is the word "Cached." Click on it to see how Google has cached your site.

Once you're on the page, you will notice that the keywords you entered to find your site are all highlighted. You can do this multiple times to see if Google is reading your data correctly. Use this function to see when Google last indexed your page and which bits of text they're paying attention to. Improve it!

Preventing Google from Caching Your Pages

If you have private content, hidden content or content that you just don't want people to see on your website, you can use a handy bit of code called the "robot metatag". It's very easy to use—just slot it in where your meta name should be, and the crawlers will ignore that page. Here's the code:

<meta name="robots" content="noarchive">

Use Google Cache to determine how important your page is to Google. Then, based on how the crawlers have interpreted your content, make the necessary changes. It's a good idea to check in on Google Cache throughout your SEO strategy. You can also use it to check out your competition's high ranking pages as well, to see how Google is indexing their content.

Once you're searching your page in Cache mode, you'll be able to spot on-site issues. Are there un-indexed links? How does Google see your images? Are you using header tags? What is your overall keyword prominence per page? The best optimizers in the world use Google Cache to check on their progress.

It will help you catch those irritating little "problems" that occur after you launch a website. Shop around, and take notes when visiting other companies' cached pages. You can learn a lot when you look through the eyes of a crawler!

BECOME a GOOGLE CACHE user to monitor your SEO PROGRESS!

Development SEO: HTML Text Basics

Your entire site needs to be in HTML text format. As we've explained, this is the only language crawlers understand. And it's not just your text that needs to be optimized, it's *everything*. All of your videos, images, audio clips, slideshare presentations, and uploads need to be optimized. If you fail to include html text for these, Google will never notice that these features exist on your page.

HTML Text for Images: Alt Tags

An Alt tag is a basic text description of an on-page image. You can set alt tags in your image section of WordPress. This is where content strategy comes in. Your image has to be relevant to the page text, so you should be able to use a keyword here as well.

Keep in mind that this is a description, so you need to "describe" the image. These descriptions need to be complete sentences that contain your keyword.

Example: <img src="thumbnails/cheddercheese.jpg"width="100" height="78" ALT="A giant wheel of Switzerland's best cheddar cheese, sitting on a table at the National County Fair Cheese Competition in Oakland.">

You can see here that the keyword is "cheddar cheese." Your website visitors may also see your description for a number of reasons. Google pays attention to sites that make use of the Alt tag function, and they'll rank you higher for it. Users can also scroll over your image to get the description.

This same concept and process applies for the other HTML text descriptions that you'll have to write. When you upload any multimedia, you'll get a chance to add a text description to it. It's important that you continue to optimize and publish these descriptions if you want to boost your SEO efforts.

Many site owners make the tragic mistake of overlooking how crucial multimedia text is, and they don't take advantage of the SEO benefits. As a result, they are unable to rank as high as sites that do pay attention to these significant details.

To Recap:

- All multimedia elements on your page must include an HTML text description.

- All of these descriptions must contain one or two keywords.

- They must be descriptive of the image content—highly relevant.

- They must be full, logical sentences that people can read.

These descriptions act as your basic SEO code. Together with your links, site structure and keyword networks; this will make up the fundamental architecture of your optimized website.

Structured Design for SEO

Design makes up the look and feel of your site, but it also maps out where your elements, content, and design features go. An SEO plan must already be in place BEFORE the designer begins to piece

together your site. Too often, SEO comes in as an afterthought, which is not ideal if you want to properly optimize your efforts.

It's the SEO designer's job to make sure that there is a decent balance between HTML text and crawlable images on the site. That means your header or logo needs to be indexable as well! There is such a thing as too much design flair in a website project. Once you've read all the hype about web 2.0 design, you'll become obsessed with creating a beautiful, image based site.

But this isn't always the best thing to do. In SEO, a simple minimalist approach is usually better than complex design, moving images, or dynamic interactive pages. If you take a look at the top ranking sites in most niches, they are very basic. They all have one thing in common —they placed SEO above aesthetics.

Relevance in Design

We went over a few things earlier in the book that were important to overall site SEO. One of them was relevance. It should go without saying that your design needs to have some features that will keep your site fresh and relevant to the search engines. Here are some design ideas to help you achieve this:

- Add a blog roll to your website.

- Add a Twitter plugin to the homepage of your website.

- Make sure your site contains new content in a news or press release area.

To Load or Not to Load

Another exceptional vital part of optimizing your website is the LOAD time. This seems like a strange thing to consider, but it really does matter. Make sure that your website images are not too large and that your code is clean.

Clean code means no unwanted or "pointless" code, no white spaces, and a reduction in the amount of JavaScript you use. Research indicates that if you work towards fast loading times, you can move up several places in the search rankings. Whether this is because people

stay longer on your site or they have easier access to information is unclear. But you NEED A FAST LOADING DESIGN.

To Recap:

- Plan for design and code SEO before you begin.

- Keep your design simple, clean, and well-balanced.

- Include relevant features in your design that will keep your content fresh.

- Make sure that your site loads super fast on all web browsers.

Now let's get down to the crux of the matter, your navigation!

Crawlable Website Navigation

Part of designing a great SEO website is getting your navigation spot on. There are many types of navigation that prevent search engines from seeing your content, and these need to be avoided. Crawlers can find a lot of these elements difficult to find, so instead, they'll just ignore them. Don't let it happen to your site!

Crawlers May Have Trouble With:

- Flash content!

- Login pages

- Redirect pages

- Pages with drop down menus

- Pages that are far away from the homepage

- Pages that don't contain internal links

Usability with Design

Your navigation will determine what your sites looks like, which means that when you plan your site structure you need to keep the way crawlers index your content in mind. Your website needs to have a site header and footer for SEO. Crawlers usually search your site from left to right, and the content at the top of each page is definitely the most important.

Be careful of having image-rich navigation bars. Search engines still struggle to read them, so you will want to focus on text only there. This brings us to parent and child pages. A parent page is a main page, or your tab title, that will lead your readers (and crawlers) to your sub pages, or child pages.

They look like this:

- Parent page (Personal Finance)

    - Child page (Finance for kids)

    - Child page (Finance for couples)

- Parent Page (Loan Repayments)

    - Child page (Personal Loans)

    - Child Page (Micro Loans)

Essentially, your site structure will contain your main title pages (parent), which then lead readers to your sub pages (child pages). Each of these pages needs to contain an internal link structure so that you can click from the main page through to the child page. The crawlers will then explore this simple navigation and find all of your pages for indexing.

If you use a complex navigation template, the crawlers and your readers will find it difficult to access all of your pages; as a result, they will not count in SEO. The easiest way to prepare a simple parent/ child page navigation is to prepare a sitemap. Then you need to add this sitemap onto your home page to make it even easier for crawlers and people to find ALL of your content.

Your sitemap should contain ALL your pages. They should all be linked and flow in a logical structure for maximum usability!

WordPress and Fast SEO

You can select many content management systems for your website, but the best is still WordPress. The creators of WordPress have made a CMS that is very good for SEO purposes. That's why the world's best marketers use WordPress sites, instead of back ends made from Joomla, Flash, or other more complex coded CMS's.

WordPress is a blog CMS, but it is also used for general website development!

If you want fast, accurate SEO, WordPress is great for these reasons:

- WordPress sites have pristine structures that are easy to crawl and navigate—a key component to optimal SEO.

- WordPress is simple to use for people who are not coders or designers, which means you can manage your own SEO!

- You can add SEO plugins to optimize your meta data on each of your website pages when you use WordPress.

- Use a WordPress plugin to auto-generate a usable sitemap that you can publish on your website. Great for SEO!

- You can adjust your permalink text to optimize your link structures with keywords on each page of your WordPress website.

- You can add many additional plugins to WordPress that will help you optimize your on-page content for certain keywords. An example is the Inbound Writer plugin, which significantly improves your content SEO.

- It's super easy to optimize multimedia elements on your website with WordPress. All you have to do is upload

them, and the SEO details will list below the uploaded picture. Optimize and publish.

- Adding in links on your own is great with WordPress as they have a toolbar that lets you add in the code without actually having to know any. This is excellent for fixes and adjustments.

- WordPress was created to be used by an individual page owner. Even if you're not a coder, you can manage your own content and conduct your own SEO campaigns with this awesome CMS option.

Needless to say, we fully recommend using WordPress as your CMS. It's flexible and any design can be matched to a WordPress back end. It's exactly what you need if you want to save money on coder costs and have the power to guide your own SEO results. Ranking, analyzing, and tweaking are a breeze on WordPress. Use it!

Google loves WordPress websites; they're highly crawlable and allow for fast, easy content creation, optimization, and publication. You just couldn't ask for anything better as a beginner SEO.

Get yourself a WordPress website now!

THE FINER POINTS OF CODE SEO

It's time for the more complex parts of code SEO. These little snippets of information will save you a ton of hassle and you will be able to stick to your SEO best practices so that your pages are never compromised because of a code fault. Let's check out the first thing you need to know: redirects and file name changes!

Redirects and File Name Changes

A redirect is simply the process of forwarding your selected URL to another URL. It's used to send readers and crawlers to your new content location. This can be tricky, and you could end up losing a lot of your "link power" if you do this wrong. Keep in mind that changing your URL will affect your rankings. The key is to try and transfer as much of your previous SEO juice as possible to the new domain.

The first step is checking into your Google Webmaster Tools. Inside, you'll find that there's a "change of address" tool for you to use. Change your URL here, and it will inform Google that they need to automatically display your new domain with your old search results. It's faster and easier than waiting for the crawlers to re-index your site. Don't forget to do this as you're redirecting!

Once you've taken advantage of your Google tools, you should use a 301 redirect. There are other types of redirect, like a 302 Found and a 307 Moved Temporarily redirect. But the 301 is the best to use for SEO purposes. This is because it allows 90% or more of your ranking power to move to your new domain.

That's what you want! The 301 redirect informs search engine crawlers that your website has moved permanently. It then leads them to the new location, where they can re-index the content. It will take some time before your new site has the same trust and weight as your old one had, but it will happen eventually.

File Name Blunder: A Common SEO Mistake

The worst mistake you can make when dealing with redirects is also the most common. If you've never done it before, you'll most likely change the file name and hierarchical structure of your website. It's always a good idea to retain the old file names from your site. Don't change them unless you have to.

Redirects can be complex, so if you have to do one, you need to research how to do it properly. Always create a custom 404 redirect page for your old site, which suggests the new site to visitors. If you have a new sitemap with additional pages or content, you'll need to resubmit these to the search engines.

Once your redirect process is complete, wait and see how the search engines index your new content. Pop into your Google Webmaster Tools section again, and visit the diagnostics tab. There, Google will tell you if they're having a problem indexing any of your new pages.

URL Canonicalization: What You Need to Know

The term "URL canonicalization" may be a mouthful, but it's crucial that you understand it for better SEO. Sometimes when you create a page, several other pages are created automatically, which can affect a single page's SEO.

For example, one page may be:

- http://www.yourwebsite.com

- http://yourwebsite.com

- http://yourwebsite.com/index.html

All of these pages lead to the same page, which is fine for searchers, but a bit of a disaster for search engine bots. When crawlers see the same content on a number of different pages, they don't know which one to index.

They also struggle to assign "link metrics" to one page (the stuff that helps you rank well) or to split it between the pages. And finally, they simply don't know which page to use in the search results.

Suddenly, you begin to experience a loss of traffic, and your site becomes less relevant to the bots. Plus, Google flags duplicate content, and that's never good if there are seven hidden duplicate URLs assigned to one of your pages.

In this instance, you need to make sure that the crawlers know and understand that all of these URLs are referring to one core page.

The Canonical URL Tag

If you've discovered that you're having a problem with URL canonicalization, then you need to use the Canonical URL tag to correct it. The tag will become part of your page header and will tell search engines that they need to treat the page as a copy of another page. That way, the search engines will continue to assign the link metrics (weight, trust, and relevancy) to your one core page. Crisis averted!

A Canonical URL tag is similar to a 301 redirect, but it's exclusively for the bots. A link with a canonical URL tag will look like this:

<link rel ="canonical" href = "http://www.yourwebsite.com/index.html". />

Websites create duplicate pages for many reasons, but you can never tell where they are going to come from; it is unique to your site. Sometimes you might get them from your category URL systems or your print-only URLs. These parameters create the duplicate content; now it's up to you to check for them and fix them!

It can make a huge difference to your page SEO. Imagine optimizing a page perfectly and then your efforts are divided because of this error! You may never know it's happening unless you know what to look for.

Ask your developer to check for URL canonicalization to ensure that your pages aren't suffering from this problem!

Dealing With Duplicate Content and Scrapers

As we've already mentioned, search engines are not a fan of duplicate content. There are just too many spammers in the world, so they flag this content like crazy. To avoid being caught in an SEO death-trap thanks to duplicate content, you should follow these basic steps.

#1: Unique Content Pages

Never publish the same content on your site more than once. In fact, never publish the same content twice. Even if you have several websites, publishing the same content on each of them will quickly tell Google that you are an unscrupulous website, that doesn't have any real value to readers. You won't rank well at all!

#2: Check your URL Canonicalization

As we discussed in the previous section, always check for URL canonicalization. These auto-versions of the same page will not do anything good for your SEO. Often, they can be the one single reason why your page isn't performing well. Make sure you add it to your list of strategy checks.

#3: Dealing With the Scrapers

It's a sad side effect of doing business on the Internet, but there are virtually millions of websites in existence that behave as traffic farms to get clicks on ads or promotional content. These websites will steal content from your website and use it to drive traffic to their various "black hat" websites.

Sometimes your content will appear as an exact replica, other times it's been run through a spinning program, which doesn't do much for the quality of the content. Either way, that's your content out there that

will be flagged as spam. The process of stealing content and using it for traffic is called *scraping*.

Even more depressing is that scrapers continue to do this because it works to a certain extent. They make money by displaying other people's content to drive traffic to Google ads or other ad programs. To avoid this, you need to be aware that publishing content in *"feeds"* requires ping functionality.

In other words, if you publish via RSS for example, make sure that you ping all of the biggest blogging services like Google and Technorati. Include auto-pinging when you publish your content if you're using a custom built CMS. This will help search engines recognize that it's your content.

It's also why links are so important. If you include an internal link structure in your articles, posts and content, often the scrapers will publish these links as well. The links alone will inform the Google bots that the repeat content belongs to you and that you aren't at fault for its duplication.

Unfortunately, the more popular your site becomes, the greater chance there is of scrapers invading it and republishing your content elsewhere. There are *plugins* you can use to help, but in reality there isn't much you can do. If it gets bad, contact the site owner and send a *take-down notice* to their OSP. It always works!

Optimizing On-Page Multimedia

One of the most efficient ways of ensuring that your on-page content is ranked well is to include optimized multimedia content. Multimedia includes any media that is not text-based. Examples are video content, images, slideshows, and PDF files and downloads. Each of these formats needs to be optimized for on-page SEO.

Multimedia Placement

Don't just slap a video on any page that is loosely related to the content. Your multimedia must be highly relevant in order to work with the keywords of the page. If you've optimized your content for

the search engines, you'll already have a list of chosen keywords that you can use for your media.

Whether it's an image or a slideshow, select your placement carefully. Choose a page that matches exactly with your media keywords. Google will love that your content and your media are relevant and in sync.

Multimedia Optimization

Now that you know where to place your media files, it's time to optimize them in WordPress or your chosen CMS. There will be a few sections that you'll need to optimize. They are: title, description, keywords, alternate text, caption, and link URL.

Title: Choose a short, punchy title that contains your main keyword phrase. If your title expands on a point in your text content, even better.

Description: Describe your multimedia element briefly and include your main keyword phrase and a secondary keyword phrase if it fits naturally into the text. Be as descriptive as possible and organically place your keywords so that they read well.

Keywords: List your main keyword phrases and couple them with descriptive elements. For example, if your main keyword is website and your video contains an interview with Alan Jones in it, list a keyword as Alan Jones website or Alan Jones on websites.

Alt Text: Optimize your alt text by creating a very short descriptive phrase that includes your main keyword.

Caption: Be creative with your caption but always include the main keyword in it!

Link URL: Check your URL—does it contain your main keyword? If not, alter it!

Potential SEO Hazards

Code SEO is a tricky business. Ideally, you want an SEO coder to make sure that all of these problems are sorted out. But often, if you don't bring it to their attention, it will continue to devalue your SEO efforts. It's best to know about them yourself!

Broken Links

If your site contains a few broken links, this can greatly hamper your SEO efforts. Links are the fuel that increases your site SEO! Crawlers use them to move effortlessly through your site, indexing as they go. Make sure that your site doesn't contain any broken or outdated links. Not only will this prevent bots from investigating your website content, but it will devalue your page content as well.

Cookies

You should only use cookies if it's absolutely necessary, as Google bots can't really crawl them. A cookie is a little text file that is uploaded and stored on your PC hard drive, which stores information about a certain website (for example, passwords).

While there are a lot of great reasons to use cookies, they sometimes prevent the crawlers from reaching certain pages on your website. So be wary of the fact that your cookies could be hampering your SEO efforts.

Flash

Flash is common on the Internet and a way to place visually appealing content on your website. But it's a huge red flag for SEO. Flash on a website slows down your loading time…It sometimes prevents people from clicking the "back" button, and it can't be crawled by the search engines. Put simply, it has no real business on your website. There are better image programs to use that can be indexed.

Dynamic URL

Dynamic URLs are the URLs that are automatically generated when you created content. They are usually very long and contain strange symbols or numbers in them. While Google says that they can crawl these URLs, the other search engines struggle with them. Plus, people don't like them at all!

You'll get less clicks and less keyword prominence, and they're more likely to cause 404 errors because they're so long and can't really be copied and pasted effectively. All in all, they're a bit of a mess. It's better to change dynamic URLs into static URLs by re-writing them to include your keywords!

Dead End Links

If your page contains dead end links, it's the same as having broken links—and your page will be devalued by Google. Dead end pages, on the other hand, are pages that have no outbound links. This is also bad, as users have nowhere to go once they land on your page. This also affects SEO, so be sure to include links on all pages.

Creating an Optimized Sitemap: Parent and Child Pages

Creating your sitemap is a very important part of your on-site SEO. If your website navigation is a little bit complex and doesn't contain a highly optimized link structure of inbound and outbound links—then you need an optimized sitemap. This sitemap will ensure that the search engines can crawl every single page of your website with ease —which means more link juice for you!

A SITEMAP should be created BEFORE your website is designed or developed!

A sitemap is really just an HTML table of contents for your website. It shows both users and bots how your site is laid out and where they can find the most relevant content. It begins with your homepage and should flow, using parent and child pages to create a link network of your site.

The first thing you need to know about your sitemap is that it's not only for search engines. You should include text beneath each parent link so that people can have access to summaries of your content before they click on it. This will also help with SEO if you sneak some keywords into those descriptions.

Your Optimized Sitemap

Keep in mind that all of your pages need to link to each other or flow along a series of links to create a network. Link to your sitemap on your HOMEPAGE. The homepage is the most important page of your website. You want the indexing journey to begin there.

Sitemap example:

- **Real Estate Developers in New York City** experience the best real estate development projects in the city, with a complete portfolio of homes, penthouses, and condos for sale.

- **Soho Real Estate –** Search for the finest properties for sale in Soho, New York.

- **Manhattan Hotels –** Choose from one of these 5 star hotels on your next Manhattan holiday.

    - **Hotels By Area**
        - **Soho**

        - **Hell's Kitchen**

        - **Times Square**

        - **Midtown Center**

As you can see from the example above, the parent pages are the core pages or tabs that display on the homepage. Some of these tabs have child pages that form a network of links. Each of these pages will have a simple internal link structure that readers and bots can jump from one page to the next. Example, Manhattan Hotels flows to Hotels by Area, which flows to Soho, Hell's Kitchen, etc.

Name your sitemap either sitemap.html or sitemap.php so that search engines can recognize it. You'll submit this sitemap to the search engine directories as well to get the indexing process going!

CONTENT OPTIMIZATION AND KEYWORDS

Now that you know what to look for with your design and code SEO, it's time to move on to content, the stuff that really drives the SEO power punch!

You've heard the expression: *"content is king"*? SEO content *is* king! Without it, your site won't rank well or rank at all. This SEO is time consuming but simple enough to understand once you know what to do. Let's get started!

Optimizing On-Page Content

Google and the other search engines mainly read text. This is where your excellent content optimization will come in. In-page content SEO will do more for your website than any other SEO practice you can implement.

The two key components of content SEO are:

- *Quality content:* Your content must be highly informative, interactive, friendly and offer real value to the reader. Quality is judged by the search engines according to page visits, bounce rate, and clicks.
- *Organic keyword placement:* As tempting as it is to use a bunch of keywords in your content, you just can't do that! Your content needs to contain organic keywords, which

means that you can't see them or notice them as you read, but they are there! This is the cornerstone of great placement.

On-page content optimization involves many key elements. All of these elements involve the keyword density and placement of your various keywords. You'll want to take your time with the use and application of keywords, *as many content creators get it wrong, right off the bat.*

Your on-page SEO should result in:

- Higher volumes of traffic reaching your site, not just the homepage but from individual pages as well. The better your content optimization per page, the higher each of them will rank according to targeted keyword searches.

- Higher traffic means more sales. As you execute your SEO strategy, you need to remember that SEO without sales conversions is useless. Your content needs to convert, as well as attract. This is called content marketing, or the art of attracting traffic and converting that traffic into sales via content.

If you get your on-page optimization right, there is no reason why your site shouldn't rank on Google page one for certain keywords. Even if those keywords aren't your main keywords; page one placement for anything is valuable.

You need to extend your reach and exposure online. Learning how to create quality SEO content will guarantee that all of your future marketing goals are successful online.

Quality and organic keyword placement will determine the value of your on-page SEO!

The Importance of Keywords in SEO

Keywords are the most important feature in SEO. A keyword is not actually a single word but rather a group of words that make up a search phrase. People very rarely use one word when they search. In fact, they use a simple statement or a direct question to source the information they need.

The art of the keyword comes from learning about users' searching habits and doing enough research to help you target the keywords that best suit your niche. Why do you need keywords, and why are they important to SEO?

The Internet as We Know It

The Internet is organized by the search engines based on many factors. Keywords are the ultimate factor! You could say: *the Internet is a hierarchical map of keywords.* As the search engines index content and rank it, they look for these keywords everywhere. They tell them where, how, why, and what a website is all about. Keywords have become the dominant factor in SEO because everything on the Internet is ordered according to these keyword groups.

Keywords have two main functions: to connect a searcher to relevant content and to help the search engines index the content so that the searcher can find it easily.

Keywords in SEO can be defined as: the combination of words and phrases used to assist in the categorization and sourcing of content.

The Keyword Process

Your keyword process will begin with researching and ordering the keywords you want to use on a specific page. From there, you will have to determine how and where to use them in your text. The end goal is to make the search engines believe that your website content is

the most relevant they can find. Once you've achieved this, you'll enjoy a high ranking place in the search results.

Making Your Keywords Meaningful

How is it possible to create a website with the right keywords, when there are so many websites on the Internet? This is a great question! Because keywords are so important, an entire industry has sprung up around them. You need to be able to do the best keyword research possible, and once you've done that, you have to know how to use them for optimal results.

Believe it or not, many people fail at the first stage of their keyword research. More than 70% of the sites on the Internet don't use keywords properly. It's really easy to use keywords but not so easy to use them with IMPACT.

Your SEO goals begin with keywords. They're integrated into your code, design, and content SEO. If you get them wrong, you'll lose out on having a powerful website that ranks well on the search engines. Don't overlook these chapters; they're the ones that are going to determine your SEO success!

How People Use Keywords in Search.

While the end user, or searcher, only comes in at the final stage of content SEO, they're still the most important concern when doing your keyword research. If you fail to target keywords that searchers use most often, you'll miss out on a ton of traffic that could've come your way.

Understanding HOW people USE search engines is the first step to SUCCESS!

You've probably used Google a million times—to find information or browse for interesting sites. This is the process that you have to grasp if you're going to target niche related keyword searches. It's not only how people search, but why, that will fuel your keyword targeting.

Why a User Searches:

- To find information on a specific subject

- To find a company or business

- To find interesting blogs, articles, and information

- To be entertained

The Search Process

The search process goes something like this:

- The user has a problem and needs to find a solution.

- They type in the bare minimum query, or string of keywords.

- Often they click on the Google suggested term!

- The search returns a list of possible answers.

- The user scans these answers based on HOW they are presented.

- They open one or more results.

- The user instantly scans the website for the answer.

- If the page doesn't answer the query, they return to the search page.

Notice how at each stage of this search process the user is looking for something extremely specific. The first phase is the keyword query they punch into the search bar. Once the results are displayed, they click on the pages that best suit their purposes—not on the first few pages in order of rank! In total, a searcher is looking for an answer to their query in ten seconds. Three of those seconds are spent looking at your site, determining whether you can help them or not!

This entire process relies on the WAY you USE your KEYWORDS!

We can take the following from this process:

- You must show up in the search results to be a possibility.

- You must have an attractive title and description on the search page.

- Your actual page must answer the question quickly, with page titles and subtitles that are easily scanned!

Only then will the user stay on your page and investigate your content.

10 Invaluable Keyword Research Tips

Keywords form the backbone of the search process. They prove, to the search engines and the user, that your content is relevant and valuable. Use these 10 invaluable keyword research tips to get ranked, discovered, and explored!

#1: Think Like Your Niche User

Think like your niche user. You know your field well, so try including some keyword combinations that you have used to source information similar to yours.

#2: Use the Google Keyword Tool

Use the Google AdWords keyword tool to determine how often certain keywords are used in your niche. List them and rank them for further investigation.

#3: Vary Your Keyword Values

It's always a good idea to mix low and high competition keywords to guarantee a high placement for certain terms. Keywords have different values. Use them!

#4: Get a Paid Keyword Service

Keyword tools like Wordtracker are extremely valuable for sourcing and using niche keywords. They can save you time and guesswork, so look into them.

#5: Spy on Your Competitors

Use Google cache and "view source" to check which keywords your competitors are targeting. Use them to fuel your own keyword research efforts.

#6: Locations Are Important

People often use locations in their searches, together with their keywords. Always include some of these location keywords in your page list.

#7: Don't Keyword Stuff

Try and find one main keyword and a few secondary keywords to use per page. Never keyword "stuff", or Google will penalize you for it!

#8: Track and Adjust

Monitor your keywords to see how well they are doing. If they aren't working, change them and try to get more traffic and clicks that way.

#9: Dominant Keyword Use

There will be one or two dominant keywords that you *should* use on every page. Sneak them in as secondary phrases to improve your overall page rank.

#10: Solve the Problem

If you can find a keyword phrase that immediately solves the problem —*use it!*

The Function of Keyword Networks

A vastly understated and little known fact about keywords is that they can be used to create an overall keyword network for your website. A keyword network is a collection of keywords that enhance the relevance of your site as a single unit.

When crawlers search your site, they'll see common patterns in your keywords and will therefore find your page content more relevant.

A keyword network can be planned out, just like an HTML sitemap. Only this time you'll be mapping out a keyword network that you'll use on individual site pages. When a relationship is created between words and other text strings, it strengthens the SEO on your website!

Creating Your Keyword Network

To create a keyword network, you need to immerse yourself into some heavy keyword research. Collect as many keywords and keyword combinations as you can that pertain to your niche. Segment them according to page relevance and begin using word associations to match different keywords to different pages.

For example, if you use the keyword *hire a good attorney* on your *about us* page, you can also use this term, or a similar term, on several other pages. *Hire an attorney* or *attorney hire* will go nicely on other pages that are linked to the *about us* page. While these pages may not be directly relevant to the phrase, they do tie in to the overall theme of your website—which is offering your services as an attorney.

Because of these keyword networks, the search engines will be able to interpret the theme of your website more clearly, which means it gives you more value and relevance—two core factors in determining search ranking.

Keyword Networks

You can use mini keyword networks alongside your page specific keywords to give your site an overall ranking boost on the search engines. You'll find that these keyword networks enhance your other

keywords and SEO efforts. They are also a great tool to use when you're creating link networks or heading structures.

Simply make a few of these network keywords links, or include them on certain pages as subheadings in your content. They support your goal of providing one dominant solution for your products or services. When people arrive on your site and see these keywords, they'll be more likely to read on.

This is because your main question—*where can I hire a good attorney* —will be answered on as many pages as possible, despite the niche keyword structures that you have in place for ranking purposes.

Keyword networks can be enormously beneficial to your search engine optimization strategy as a secondary method of raising the value of your site—for both users and search engines. See how many you can create, while keeping the quality and organic flow of your content intact.

Keyword Density and SEO

The SEO community is in two minds about how practical or useful keyword densities are to SEO. What you must understand about this process, is that it does not, by any means, support keyword stuffing or black hat SEO.

When I speak about keyword density, I simply mean the amount of keywords that you place in a specific piece of content. You can work out what your keyword densities are by using this basic equation.

(Number of keywords) / (total word count) x 100 = %

(7 keywords) / (350 words) x 100 = 2%

This calculation is used by content marketers to determine how effective their keyword placement will be. It's common practice to strive for a 2% or lower (or slightly higher) keyword density in all content.

This is to ensure that the search engines can find the value in each page and categorize it according to that specific keyword term. You

should use keyword density calculations to make sure that you're not stuffing keywords in your content.

You must use keyword density in conjunction with proximity factors as they play a part in SEO as well. Each keyword must be spaced appropriately, or Google will assume that you are keyword stuffing and will devalue your website. That's why each piece of content must be carefully planned.

The fact is, if you use keyword density to assist you in placing and structuring your text, it does have value in SEO. From years of testing, there is no question that pages with appropriate keyword densities rank better than pages without a structured approach to placing keywords in text.

While these formulas can vary, the fundamental point is that content strategy requires densities to help with the tracking, measurement, and analysis of keyword value. By testing your densities and waiting to either move up or down on the search engines, content marketers can pinpoint how many keywords are needed in text to achieve the highest level of ranking impact.

So, while you might read in many locations that keyword density bears no significant consequences on SEO efforts, leading content marketers will always disagree.

The simple act of placing a keyword in a header or subtitle can make a huge impact on your rankings—and the same goes for the amount of keywords arranged organically in your content.

What Keyword Density Is Not:

- A way to keyword stuff as many keywords in content as possible

- A black hat SEO technique used by unscrupulous marketers

What It Is:

- A way to structure, track, and monitor your keyword progress!

USING YOUR KEYWORDS

There are some important lessons to learn about keywords before you can use them effectively in your copy. Once you've got the basic principles down, *shazam!* They will all come together to create search engine friendly content.

The Different Types of Keywords

Keywords, as we've explained previously, are not really words. They're actually phrases, or groups of words commonly used in search queries. A specific keyword phrase has a few main characteristics. Get to know these well!

- Weight and popularity

- Geo location

- Combination

- Competition

Weight and Popularity

The most important feature for any keyword phrase is popularity. How often do people use this search term to find solutions to their queries? This information can be found by using a general keyword tool like Google Adwords. These programs make it very easy to find out how popular a keyword is and how often it's used.

#1- Check the popularity of your keyword phrases.

Geo Location Concerns

Next up is understanding how location based keywords work. If you're targeting a specific market, make sure to set that market on the keyword tool or all of your research will probably be geared towards the singular U.S. market. A keyword phrase gains more value and impact when you keep geo location in mind.

#2- Search for targeted keywords according to their location.

Combination Keywords

There are two forms of combination keywords i.e.; the long tail keyword and the short tail keyword. It's simple enough to understand. Long tail keywords are keyword phrases with three or more words in them. Short tail keywords are generic keywords used in niche i.e.; women's dresses. Your short tail keywords should be the building blocks of your longer, more valuable keyword phrases.

#3- Use short tail and long tail keywords to diversify your SEO content.

Competition in Keyword Use

Finally, we move on to competition. You can get high competition and low competition keyword phrases. High competition means that it's going to be tough ranking well for those commonly used keywords. Mix in some high and low competition keywords, for extra impact.

#4- Don't be afraid to try and rank for both high and low competition keywords.

Keyword Placement in Page Content

We're going to revisit the keyword density principle here and give you some great tips on where and how to integrate these keywords into your content organically. Remember that keyword density is the

amount of keywords that you use in relation to the amount of words in your content.

You've done your research and have a nice mix of high and low competition keywords. Some are location-based, and you've formulated long tail keywords out of your short tail keyword research. Well done! You've already managed to get the "one-up" on niche companies that don't really understand how keywords work!

Your Dominant Keywords

Your site has an overall theme, be it *accounting firm or buy scuba diving gear*. Crawlers are funny about keywords. They will determine what your site is about according to how many times they see your dominant keywords in your content. This doesn't mean you need to stuff in these words every chance you get.

It means that you should include your "dominant theme keywords" on every page of your copy, once or twice. You can place these wherever you like! This affirms the niche relevance of your site and will make it very easy for search engines to categorize and rank you based on your niche.

Your Title Keywords

Your content will contain your main title (article header) and your subtitles. A main title should accurately describe the complete content of your page, while at the same time including your page keyword. You only need one main keyword for each page. If the page is about Miami travel, then include this in your title.

- *Always place your main keyword in your page title (the H1 tag).*

You can also use your main keyword in your subheadings. These should reflect in your CMS as H2 or H3 tags. Don't be afraid to use your secondary keywords in your subtitle tags as well. Crawlers understand that titles are important, and they'll assign more weight to keywords in these titles.

- *Place your main and secondary keywords in your subtitles (H2, H3 tags).*

Structuring Your Copy

All copy, regardless of its function as a web page, article, or post, needs to follow a basic structure. This structure assists in SEO placement of keywords and is the ideal structure for Internet readers that like to browse content. Here are some tasty tips!

- Include an introduction at the beginning of your content.

- Include a conclusion at the end of your content.

- The middle should contain a few subheadings.

- Never make paragraphs longer than five lines max for online reading.

- Under each subtitle, include two short paragraphs.

In other words, your content should contain an intro, a body, and a conclusion!

Structured Placement in Structured Copy

The introduction of your page copy should contain your main keyword at the very beginning of the first sentence. Crawlers love keywords in your first sentence! If you can, pop in a secondary keyword at the end of your intro paragraph.

The very last sentence in your conclusion also needs to have your main keyword in it. End with something powerful—like a call to action—and slip in your keyword phrase for extra SEO emphasis.

You'll need to reinforce the rest of your great copy with your main keyword. Make sure that they are evenly spaced—and if you use the keyword in your subtitle, only repeat your keyword again at the end of the paragraph. Even spacing ensures that the search engines don't flag your copy as spam! And check your keyword densities! You shouldn't really have a density of more than 2% per page.

Use this practical template to guide your keyword placement:

<h1>Oh Look a Wonderful **Heading Title**</h1>

This **heading title** is such a nice one that it deserves it's very own paragraph of content. Pretend that there are two more lines of it here!

<h2>Why Do You Need a **Heading Title**?</h2>

Sometimes content can be tough to read for people searching online. These great titles direct them to the appropriate information, super fast. In fact, you could say that without these subtitles, crawlers wouldn't like your page and neither would readers. When you're going to use great on-page SEO, you need a **heading title.**

Do you see how the spacing is laid out? It's nice and even.

- **Title with main keyword (H1 tag)**

- First line of introduction with main keyword

- Paragraph 2, with main keyword in the middle

- **Subtitle containing your main keyword (H2 tag)**

- Paragraph 3, a secondary keyword or two

- Paragraph 4, your main keyword in the middle

- **Subtitle 2, with a secondary keyword (H2 tag)**

- Paragraph 5, with your main keyword

- Paragraph 6, a few choice related keywords

- **Subtitle 3, no keywords (H3 tag)**

- Paragraph 7

- Paragraph 8 is your conclusion, with your main keyword at the end

You can adapt this basic template according to your word count. Ideally, this template is for a 500-word page. But many websites prefer shorter pages, in which case you should lower the amount of keywords you use in your content.

This is not keyword stuffing. If you use these keywords organically in your content, your reader won't even know they're there. Then, when the crawlers come along, they'll be able to see instantly that your page relates to your dominant keyword, and it has a keyword of its own that they can index correctly.

Six Steps to Meta Data Optimization

Your meta data is simply the information that the search engines will pull from your page and use in the displayed search results. They look like this:

Why It's Important to **Optimize Your Meta Data** | SEO Specialists

www.**metadata**stuff.com/2012/**optimize-your-meta-data**/

Find out how to **optimize your meta data** for the search engines and how to create **meta** descriptions that readers will readily click on.

As we've suggested here, meta data serves two fundamental purposes:

- It supports your on-page SEO and helps search engines rank your content.

- It will determine whether a searcher clicks through to your page.

Your meta data includes your title, link, description, and keywords. Each of these needs to be optimized to perfection to be effective in the search results.

Step 1: Creating Your Title

The title should contain what your page is about. You can also use specific keyword sets to get a little bit more out of your meta title. You must include your main page keyword here. Don't forget to answer the question that the searcher is asking, or it's less likely that they will click on your website.

Example 1: Why It's Important to **Optimize Your Meta Data** | SEO Specialists

Example 2: **Miami Travel** Information | **Travel** Deals | Go**Miami**

A Bad Example—Keyword Stuffing!

Example: Optimize, Optimize Meta Data, Meta Data Optimization, Meta…

Your title should be 75 characters long or less, including spaces and punctuation!

Step 2: Creating Your Description

Your meta description is a key element here. People will read it, when they are deciding whether or not your website answers their search query. You must include your keyword here, as well as variations of your keyword if possible. Be descriptive, or you'll lose a lot of traffic even if you rank well.

Example 1: Find out how to **optimize meta data** for the search engines and how to create **meta** descriptions that readers will readily click on.

Use your main keyword at the beginning of your description, and use friendly, informative language that will prompt readers to click on your link. Descriptions should not be longer than 160 characters, including spaces and punctuation!

Another Bad Example—Keyword Stuffing Again!

Example: Optimize your meta data, for meta data techniques and meta data optimization to SEO meta data optimize your website

Step 3: Your Meta Keywords

You can get a little creative with your keyword section to properly explain what your page is all about. You must include your main and secondary page keywords, your dominant theme keyword, location based variants, and combinations of your main keyword phrase reworked into something different.

Example 1: Optimize your meta data, meta data optimization, how to optimize meta data, meta data SEO techniques, meta optimization California, California SEO company, California meta data optimization

There is no limit as to the number of keywords you can use here, but make sure that each keyword you include is there for a predefined purpose.

Step 4: Optimize Your Page Link

A link appears beneath the title of each result, and this link can help your page rank—if you optimize it. To do this you'll need to edit each link in your WordPress back end. Your link needs to be clean, short, and keyword rich. It needs to appeal to search engines and searchers. Make them count!

Example 1: www.**metadata**stuff.com/2012/**optimize-your-meta-data**/

Example 2: www.**GoMiami.com/Miami-Travel-Destinations/**

Wrong! Leaving Your Links Un-optimized and Messy!

E x a m p l e : w w w . **m e t a d a t a** s t u f f . c o m / **miami**id499586025y62056800?...

Step 5: Check Each Page for Original Meta Data

Each page of your website needs to have its own unique meta data to perform well. Don't copy meta data and use the same wording on every page. Google doesn't like duplicate content! Spend some time using your keyword research to create effective meta titles,

descriptions, and keywords. Always check that your links relate to your selected keyword.

Step 6: Find and Use an SEO Plugin

On WordPress there are many SEO plugins available that will allow you to optimize each of your pages in the backend. When you edit the content on your pages, you'll also be able to add in the title, description and keyword tags. Try the All-In-One SEO Plugin or something similar.

Whenever you launch a new website, your meta data must associate with your SEO on-page content. The worst thing you can do is leave it out!

Google and the other search engines will then pull random content off your site to show in the search results. These pieces of content are rarely optimized and do nothing to persuade the reader to click on them.

Use powerful optimized meta data to get a JUMP START on your SEO!

Internal and External Link Networks

Let's move ahead to the exciting world of link networks. As you already know, links are the main ingredients of SEO. There are two different kinds of links that you need to pay attention to: internal and external. Creating networks of these links will superpower your SEO strategy.

Internal links: An internal link is a link placed on a single website in order to help readers move from one page, or one section, to the next with ease.

External links: An external link is a link placed on a single website, which leads readers to a completely different webpage when clicked. These are also known as *outbound links*, and they're quite controversial.

You can see the benefits immediately from having internal link networks, which connect your pages together and help with bounce rate and navigation. What good could links leading away from your content offer? Some SEO marketers frown on outbound links altogether.

The trick is to follow a set of rules when using outbound links on your website or blog. First of all, they must be relevant to your niche, come from credible sites, and must be embedded in the correct, keyworded anchor text. An outbound link or two is great for SEO, but don't go overboard. Too many, and Google will get suspicious.

The Internal Link Network

Never underestimate the power of internal link networks. They help crawlers index your site, and they're superb for keeping people on your site longer. You'll want a few links on each page, carefully planned to connect with other pages on your site. Make sure that your link networks are one or two clicks in depth.

You don't want to create enormously complex networks that take people deep into your site and onto irrelevant pages. These "deep" link structures are known as breadcrumbs. If you have a large site, it's impossible to link all of your pages with your dominant structure—the tab pages.

Breadcrumb navigation looks like this:

Home > Tier Page 1 > Tier Page 2 > Tier Page 3

All of these tiers link back to the subpages, which makes for easier site navigation.

Using External Links

If you're going to use external links on your website (and you should), these need to be researched and planned very carefully. External links behave as a value added service—giving your reader the chance to investigate a specific subject further, even though it's not from your company.

Use these wisely, and only include them if the content is really great. You know the saying "cool by association"? External links can do this for your website.

OFF PAGE OPTIMIZATION

Until now, we've spoken in depth about the on-page optimization techniques that you'll need to implement for effective SEO. You'll find, however, that this is only the beginning of your never ending battle for rankings. Off- page SEO is just as important, and perhaps more so because it is continuous. The more effort and time you put into off- page SEO the better your site will do on the search engines.

The Value of Link Building

Didn't we just talk about links? Yes, we did—on-page links. These links are off-page links. In a way, they're like orphans looking for a home! These links are the most abused of all because black hat SEO companies send them out in bulk. They make no sense, are completely unrelated to the core content, and are perfectly useless, not to mention; they cast a dark, evil shadow on your business reputation.

Link building is the fastest and most efficient way to get traffic to your website. The more links you can build on the Internet, the more traffic you'll get. As your traffic rises, so will your ranking.

This is why your strategy needs to focus on link building:

- The Internet is called the World Wide *WEB* because sites are supposed to be connected to each other. When you explore content online and come across a nice blog, forum, or social page, you can interact with it and leave behind a nice link. These links are called inbound links.

- Inbound links connect people to your page. They also add value to your website, as the search engines place a lot of weight on incoming links. Whether other people use your links or you go out into the cybersea and plant them yourself, it's great news for your SEO campaign.

- When you combine research, link building, and keyword techniques, you get the opportunity to drive massive amounts of traffic to your website. Traffic converts to dollars if your website has a good sales pitch!

- You get more visibility from direct link traffic, as customers click through to your website from your chosen comment or interaction.

- If you plant your links on the right pages, these high quality links will tell Google and the other search engines that your site is valuable, trustworthy, and relevant. With metrics like that, you'll keep on rising in rank.

- If you're having trouble with indexing on your website, inbound links will help crawlers find, examine, and store your content. It's a fast way to let them know about those difficult pages you can't seem to fix.

- Last but NOT least—the larger your inbound link network, the higher your rankings will be. This is a proven fact. Focusing on inbound link networks will get your site to page one in the blink of an eye.

When, Where, and How to Link

We can all agree, then, that link building is incredibly important. A site that has been optimized well internally is nothing without inbound links. In fact, a horrible site that isn't optimized can rank better than yours if they have thousands of inbound links. That's why you still see so many terrible pages coming up in the search results!

When Do I Seize the Chance to Link Build?

There are a thousand ways to build quality inbound links for your website. But, like many processes on the Internet, it takes time, strategy, and planning. You need a link strategy to go along with your overall SEO strategy that never ends. Each month, you need to dedicate some time to searching and publishing links on the Internet.

You should only spend time on quality sites, where your link will have real value!

Where Do I Link Build?

In the social age of networking, there are many places to link build. Commenting is the most popular, and most sites let you leave an embedded link in your name—when you leave a nice reply on their site. If you've worked with websites before, you'll know all about those "generic" comments that masquerade as real comments just to get links. Moderators hate those! 99% of the time, they'll never get published.

You need to link build on multiple sites, with original content!

How Do I Build Some Tasty Links?

The link building process goes like this:

- You find several excellent, quality sites that suit your niche;

- You locate an appropriate article, post, or page to comment on;

- You craft a fantastic comment and leave your link in the designated area;

- You wait for moderation approval or denial;

- You analyze your data and rework your strategy.

This is just one link building process. You can also contact sites by e-mail for a link exchange. Or you could post on someone's Facebook page. You can even create an e-mail signature on a forum, and as you post, the link is left behind. There are lots of ways to do this, and we'll cover them all in this book.

Avoiding Temptation

Get thousand of inbound links per month for your website! You must have heard this before. It's a promise made by companies that want to ruin your online reputation. They'll go out online and commit heinous content crimes in your name. They use bots and programs to leave multiple "generated" comments on blog pages.

It's tempting to use these services because—to a certain degree—they can work. But keep in mind that Google will become suspicious of your site if it suddenly has 8,000 inbound links coming in. You need to space them out and focus on a few of them per week. NEVER, EVER adopt black hat link building techniques.

Three Link Exchange Techniques

The good old link exchange is the go-to method for a lot of SEO companies. It does hold merit but has a fairly low conversion ratio. See how it works for you, and if it doesn't, just stick to commenting, posting, and interacting.

A link exchange is when one website owner approaches another and proposes that they "swap" links as a mutually beneficial method of improving SEO. These links are then published on their respective websites, creating one unique inbound link for the website owner. It's usually done by e-mail—and is often seen as spam.

How do you link exchange without sounding like spammy rubbish?

Technique #1: Do the Homework on Your Target Site

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If you're going to use e-mail as your link exchange tool, then please—learn how to approach people in the right way. A general "Hello, I'm from X, let's exchange links" is not going to cut it. People are naturally suspicious of e-mail links and often they won't even click on yours to check out your site.

Only approach people directly in your niche. Find out what the owners name is, and use it! Mention that your link is safe and virus free. Keep it short, personal, and engaging. Comment on specific features of their website, or give them a solid reason why a link exchange would be mutually beneficial. That's how you'll get links!

Technique #2: Approach People on Social Media

The Internet is stuffed with social networks specifically meant for networking with people. It sort of makes you wonder why people still use e-mail! Instead of approaching people the hard way, connect with them on Facebook, Twitter, Google+, or LinkedIn. It's best to meet them first and have some light conversation before proposing a link exchange.

The good news is that people are more likely to respond to you if they know your face or business and have met you online. You'll find that gaining link exchange partners is far simpler with social media. Don't be afraid to reach out to people on their own networks. Introduce yourself and open a dialogue.

Technique #3: Sweeten the Deal

Link exchanges are a strange thing. Sometimes—no matter how much you've interacted with a person—they simply don't respond. To get their attention, you can offer them something more than SEO benefits. Open the dialogue, and offer them a free gift (like an eBook, whitepaper, case studies) to exchange links with you.

You could also offer to write a free guest post on their blog. You're both in the same niche, and you have expertise to share. Along with a nice link on that guest blog, you'll get the link exchange as well. Two links for the price of one, and on a really nice quality site. People respond to giving, so use this to your advantage.

Your Article Marketing Link Strategy

Another way to get your links out there is to focus part of your SEO strategy on article marketing. Article marketing involves creating expert niche articles for submission to certain article directories. Each article you publish will contain a link that goes in the bio section of your published piece.

It's easier than guest posting and can build your website hundreds of high quality links. There are a few things to consider, however, and we'll address them here.

- Article marketing requires quality content creation, or financial investment.

- Your article must adhere to the site guidelines.

- Each article can be keyworded for search visibility.

- The articles drive instant traffic to your website.

- The articles build you a quality inbound link network.

Planning Your Article Marketing Strategy

The first step is usually the most crucial, and this applies for the launch of your article marketing campaign. You need to source the largest and best article sites to submit to. Some of these sites are ethical, and some aren't—so please find out first. Some great options are EzineArticles and ArticlesBase. It's a good idea to pick three or four directories that you can use in your campaign.

Depending on your resources and budget, come up with a set amount of monthly articles that you'd like to submit to article directories. Then, divide these among the platforms you're going to use. Set your article topics and keywords out before you create each article. Then carefully select the link you want to use.

If you don't have time to create and publish these articles, hire a professional content marketer to do it for you. Set a budget for them, and let them do it. They'll publish articles daily for you, which will

slowly and steadily build you backlinks. Even if it's only five articles per month, diversifying your link building efforts is worth it.

The One Article Per Platform Rule

Many article companies or directories offer you amazing results because they take your one article and publish it on 500 different networks. Sounds like a great way to build backlinks, but in reality, it will ruin your SEO efforts. You've been warned about duplicate content before, and this is yet another trap people stumble into.

An educated content marketer will tell you that one high quality article, published on one platform, is worth more than 100 low quality articles published 5,000 times. You don't want to invest in poor quality $5.00 articles. You don't want to waste your time making yourself an excellent target for Google Panda!

Keyword use in these articles must follow the same principles we've spoken about previously. No keyword stuffing and no sneaky links. Make sure that you publish all of your articles under your own name. This will encourage brand reputation, drive direct traffic, and result in quality backlinks for your site.

Directory Submissions and Link Building

Imagine if you only needed to submit your site once to get thousands of inbound links to it. It sounds fantastic, doesn't it? This is the basic premise involved in submitting your website link to a directory submission website. These websites will list your link on their entire network of directories, sometimes for free, or for a fee.

The Value of Directory Submissions

Usually when something sounds too good to be true, it is. Directory to submissions to low quality web directories are a pitfall in SEO. They are not favored by search engines or SEO practitioners who know what they're doing. This doesn't mean you shouldn't submit your

URL to the RIGHT directories, it just means MASS directories should be regarded with caution, suspicion, and doubt.

Here's Why

- Mass directories are built exclusively for search engines. This is not a good thing, as they will never be seen by search engines as valuable.

- You need to submit to specific directories, not general ones. The more general a directory is the less value it will have for your SEO campaign.

- Any directory that links to low quality, spam riddled sites will be flagged by Google. As a result, the link value and metrics of that site will plummet. Even though your link is on there, it's not going to do much for your SEO.

You need to be careful which directories you target. Submit your link manually, one by one, to the directories that have a good reputation on the Internet. You can benefit from these backlinks, but they can be tough to get. To get you started, here is a short list of directories that carry weight with the search engines.

- DMOZ

- Yahoo!

- Refdesk.com

- Starting Point

- Business.com

- Best of the Web

Submit your site to these directories to gain that all-important link juice that you need. Avoid sites that contain mass spam and are difficult to use by real people. It's fairly easy to distinguish between

good and bad directories. Always avoid the ones that promise mass submissions or that mimic larger directories like DMOZ.

There are many copy-cat "link farms" that will take your money and deliver virtually no value in their services. Worst of all, these services may actually damage your SEO campaign or see your website fall in the search rankings. If you suspect the directory is one of these sites, avoid it like the plague.

Choose only the best directories and submit to each of them manually!

Using Google Places

Google Places is Google's very own business directory. For some reason, businesses overlook this unique opportunity to rank on page one for local search results with virtually no effort. A must-have in your SEO strategy is to create, optimize, and publish a Google Places listing. This is how it's done.

#1: Complete Every Section

When you create your Google Places listing, there will be a number of sections that you can fill out. Make sure that you take advantage of ALL of these areas. Google will give priority to businesses who have taken the time to create a complete listing because it offers more value to the individual searcher.

#2: Optimized Business Mentions

Make sure that if your business is mentioned on another website it matches the way you've listed your company on Google Places. That means, if you have your contact details, descriptions, or keywords somewhere else, they should be the same as your Google Places listing.

In this instance, duplicate content is a good thing. It will help Google identify your business and assign value to it—which means you'll move up in the Places list.

#3: Create Keyword Content

In each part of the details fields, you'll be required to write a bit about your business. You'll need to include your relevant keyword phrases here, as organically as you can. This will optimize your listing, which makes it more relevant for searchers. Choose your keywords carefully, and test them to see what your competition has used on Google Places.

#4: Get Those Ratings Going

Local people are able to rate or review your business, and these "reviews" hold a lot of weight for Google. Get as many of your clients, friends, and family as you can to recommend your business here or to say a few nice words about it. Make it a general practice to gather this "social proof" as often as you can.

Check in often on your Google Places listing, and tweak your content.

The simple act of adjusting the description on your listing can make a difference. Google loves fresh content after all. Sometimes you'll find that making a minor change leads to your listing moving up a few places. Ideally, you'd like to be at the top here—so work towards that using these tips and techniques.

Use a Google Places map in your contact area on your website. There's no evidence that this helps with SEO, but it certainly can't hurt. Before you advance with your directory submissions, list your business on Google Places. It can get you on page one when it counts, even though your website isn't ranking yet.

SOCIAL LINK BUILDING TIPS

Link building in the social sphere is where the magic happens for your website. Knowing how to approach people socially online, and how to implement certain social link tactics is key to your SEO success.

How to Create Link Bait Content

Link bait content is content that attracts a lot of inbound links as other content creators and site owners link to your content. In a perfect world, all content should be link bait content—but they do tend to require more effort and research on the part of the writer. Several link bait posts in your blog strategy are crucial for gaining those tasty backlinks.

The Link Bait Creation Process

I hate to refer to viral potential here because it is such a vague concept, but that's exactly what you're trying to do with link bait articles—make them go viral. A viral article is an article that is read, shared, referenced, and linked to often.

There are many different types of link bait content, but they all contain some essential features, which makes the article stand out.

- List posts are great for link bait as they create the ideal "problem/solution" scenario. For example, "5 tips on how to rank better in Google" provides five variations of the

searcher's question. Answer well, with a highly informative, well-researched post—and you'll get hundreds of people linking to it.

- Controversial or opinion posts are also valuable because they provide a unique perspective on a hot topic. The best writers seek out posts that are hugely popular and then go in the other direction. Arguing against the popular sentiment often leads to many interesting responses and links.

- All great link bait articles have an attention grabbing title and introduction. Because this is the first obstacle a reader has to overcome to get to the content, these two features are vital for a post to succeed. Deliver on the title's promise, and you'll get a massive influx of links.

- Content doesn't always mean text, so you can use these principles and apply them to images, video, downloads, or slideshow content. Go out of your way to make these posts interesting, original, and entertaining—and people will love to share them or have long discussions about them.

- Break the online writing rules. Online content should be short content (preferably less than 1000 words), unless you're really gunning for an exceptional link bait post. Search engines and readers love in-depth articles that fully and completely explain a concept or solve a problem. Break out of the 500 word limit, and try new things.

Always keep your reader in mind when creating link bait posts. Yes, you're out to get backlinks, but you'll only get them if your reader sits back and says, "Wow!" This is what compels people to link to extraordinary content.

The Art of an SEO-Driven Blog Strategy

Your blog strategy needs to work closely with your SEO strategy to be successful. It is one thing to create a blog and to feed it content all the time and something quite different to get a blog strategy going. There

are blogs out there that do well, despite the fact that they have never planned anything before. But these are rare.

You will need to learn the art of creating and implementing an SEO blog strategy!

A blog strategy involves creating strategic SEO posts and then promoting them on social media sites to drive traffic there. Content on the Internet does not succeed unless it comes with a method of attracting or driving traffic. Your on-page SEO will attract the traffic, and your off page promotion will drive the traffic to your blog.

The Life Cycle of a Blog Post

- Create a link bait blog post, which is keyword optimized. Include the correct meta data on WordPress and publish it to your blog.

- Create two more posts to make a series surrounding the same topic. Use internal and external linking to connect the posts. Publish them.

- Syndicate each post across your social networks. Write unique hooks for each update and publish the links on Facebook, Twitter, and LinkedIn.

- Develop some creative promotional strategy to attract attention to your posts. This could include uploading a viral video on the subject, hosting a live Twitter event around the topic, or running a Facebook competition based on the post.

- Manage your community interaction. Moderate and reply to comments on your blog and reply to your interaction across your social networks. Try to keep the conversation going as long as you can.

- Measure your results by using your social management tool, or analytics systems. Take note of the interaction, reactions, and comments you received and create a new series of three posts based on the data.

This is the basic lifecycle of a blog post. You'll notice that the post is supported by additional content in the form of two additional posts. This is to improve the bounce rate and to expand on a topic your reader enjoys. You can use your blog posts to build an e-mail list—a valuable asset for any business.

SEO strategies must be included in this post. That means you'll have to find similar posts on the Internet, comment on them, and then mention that you've written on the subject yourself—while providing the link. People will appreciate the information, and bloggers enjoy connecting with other writers in their niche.

The key here is to continually optimize each series, based on a reliable strategy that you can track, measure, and use for future posts. Think of creative ways to get the word out about your new series.

Often, you can interest an authority site in a guest post from you if you already have links to some great informative content on a similar topic.

Sit down and brainstorm. How you can make each post popular? How can you use a combination of on-page and off page SEO to drive traffic there?

Social Bookmarking Links

Social bookmarking is brilliant for SEO, so much so, that it deserves its own section in this book. Despite the very real ROI that marketers have observed when using social bookmarking sites to gain links, many business owners are completely unaware of the potential they offer.

Social bookmarking is a branch of social media where the user bookmarks, or saves, a website page that they like and shares it with their community. Social bookmarking sites like StumbleUpon, Digg and Reddit have massive online communities that actively participate in recommending sites.

If you take the time to recommend your own post on one or more of these sites, and encourage your readers to do the same, great things can happen.

- Content creators and journalists use social bookmarking sites to find excellent content for use in articles, posts, and content. Simply being on these sites increases your chances of getting high quality backlinks.

- Each social bookmarking site has a homepage where certain categories have ranked content. If a post or article is recommended enough, it can land on the front page of their homepage, which will literally explode your traffic as thousands of people click through to visit your highly recommended post.

- Getting recommended on these sites is a wonderful form of gaining social proof. The search engines love posts that have been reviewed or recommended by real people on social networks.

Not only do you get more backlinks, but you also get direct traffic and higher rankings from using social bookmarking sites. It should be a central part of your SEO blog campaign, and you should take great care to recommend your posts on each site, along with a prompt for your readers to do it as well.

You can get social bookmarking plugins for WordPress that you can display on your blog, and—with one click—people can help you gain massive exposure online. It's tricky to start out with, but if you persist with link bait posts and promotion, eventually your social bookmarking recommendations will take off.

Sometimes if a post goes viral on a site like Reddit you can get thousands of additional people visiting your site in a few hours.

At this point, you should have the on-page infrastructure in place to capture leads and e-mail sign ups and gain new clients from the visits!

Keep to the popular social bookmarking sites. They have the largest communities, and you'll be able to manage your accounts and interaction there more effectively. Pick about three or four that you'll target. Don't forget to spend time recommending other people's blog posts to get the most out of the service.

You can do this by installing a toolbar or by logging onto the site directly and searching the Internet for additional information...DO it!

10 Steps to Mass Press Release Syndication

Press releases for your company are an excellent way to gain quality backlinks to your website. Why do so many companies fail when they publish a news story? Because press release writers or businesses, on their own, don't understand how or why news outlets pick up and republish or use stories.

Here are 10 steps to help you write a press release that will get syndicated!

Step 1: It's Not About You

Well, it is about you—but why would people be interested in that? You have to make your press release *newsworthy*. Who does it affect? How does it affect them?

Step 2: Your Headline Matters Most

Your headline needs to condense all the newsworthy info in your article to attract media attention. Instead of the headline "Company x hires new applicant to expand once again," make it, "Proof that productivity increases with new staff additions."

Step 3: Your Remarkable Introduction

The media doesn't have time to read through 800 press releases, so all they read is your introduction. You need to sum up the main point of your press release here!

Step 4: Tell a Story

Facts are nice, but they have no significant human interest. Media people are more likely to go for good stories than good facts. Tell yours like a pro.

Step 5: Where's the Multimedia?

Your goal is to attract attention, right? So use multimedia to do that! Even a boring press release with some great infographics will get republished.

Step 6: Provide Source Material

Think of your press release like a research paper. If you make a claim, you need to back it up with relevant resources, linked in your release.

Step 7: Professional Editing Please

Your spelling and grammar affect your credibility, so make sure it's accurate!

Step 8: Find the Right Distributors

Find the right news syndication outlets and use them to get the word out.

Step 9 & 10: Four Versions and Split Testing

Create four versions of your press release and split test how well each of them does. When you track and measure results, you'll find syndication a lot easier to handle!

Link Building From Social Sites and Link Tracking

Another method of gaining valuable backlinks is by having certain social profiles. You'll find that LinkedIn, Facebook, Google+, and Twitter allow you to add your link details to your profile. If you optimize each platform for the search engines, using your targeted keyword list, you can get on Google page one even if your website isn't ranking there yet. It's really a win-win.

How to Build Links on Social Media Sites

Your social communities present an extraordinary opportunity for you and your link building strategy. Google is always looking for links embedded in content by people—and social sites have a very selective people filter! Individuals decide whether they want to publish your website link on their business or personal pages.

There are loads of ways you could do this: namely, running competitions and then recommending a "share" to your fans, offering free giveaways, or posting link bait content on your profiles.

These have a spin off—you meet people that like your content and join your networks, and sometimes they become customers or are willing to do link exchanges and guest posts with you.

The key to your link strategy success here is to connect with authorities in your niche. Focus on proving to them *that your content is superb*, and they will eventually repost, share, or write about it.

The Link Tracking Secret

With all these links going out everywhere, how do you know where your efforts have worked or where you've failed miserably? The trick is to enlist the help of a credible link shortening and tracking service. When you can track your links, you can optimize your efforts—and that's just good business.

All you have to do is sign up for one of the link shortening and tracking services, like bitly.com, and you'll be able to see a lot of data regarding your links. In other words, you can track and analyze data from your on-page links and from your off-page links. Why would you need to do that?

Content, of course! Most links accompany content, and when you use a link tracker, you can see which bits of content have caused the most clicks on your link. More importantly, you'll be able to see how many people clicked that link, where it came from, and where you're getting the most traffic from.

These link tracking services are usually free, but you do get paid versions as well. It's another highly important part of any link building

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strategy—to know where your efforts have worked best. That way if you see that your traffic increased exponentially from a guest post, you can reach out to that site and ask to do more.

Include your social media link building tactics into your SEO strategy, and track those links for extra analytics power!

Relevancy, Audience, and Rare Content

The three biggest and most widespread problems with combining content and links together are: relevancy, audience, and rarity. I can't stress these points enough. The opposite of these means your links aren't working and you're doing something very wrong. Keep an eye on these essential features of your link building efforts.

True Relevancy in Your Content

What makes your content relevant? Every single one of your blog posts, articles, updates, and syndication techniques must contain relevant information. What I mean by this is that your content needs to interest a specific audience. It must relate to your niche and add some value to the conversation on the Internet.

Relevant content is not only important to the search engines. You'll find that platforms like Facebook are also very interested in relevant content. You can increase your content relevancy by associating it with a date or upcoming event—or by including some new content that has just come out, in your posts.

Whatever you do—relevance, fresh content, and audience must be paramount!

Engaging the Right Audience

Link building can amount to nothing if you're wasting your time targeting the wrong audience .Don't make this mistake please! If your niche is horseback riding, placing links on horseradish sites is not going to make an impact. It's optimization at the very first level, yet people continue to get it wrong, or they get lazy.

Using tracking and analytic data, source the best platforms, sites, and niches to associate with. If your link building tactics aren't generating any traffic on a particular platform after considerable effort, then switch to another one.

Find out where your customers and fans are, and be there. Beyond that —you have no business being there.

Rare Content Always Wins

The Internet is chock-full of rewritten content. You can search any niche and find the same basic tips, techniques, and information across thousands of websites. For some strange reason, people think that high quality means well written. But that's only part of it! High quality writing means creating original, previously unseen content.

If you can create rare content that isn't available anywhere else on the Internet, your chances of SEO success will dramatically, and systematically, increase over time. The search engines want to see unique content—but more to the point—people want to read rare, useful, and new content.

If you can give the right people relevance and rare content, I'll guarantee that any and all of your link building strategies will be hugely successful. That's what you want at the end of the day. To get better rankings!

LOCAL SEARCH AND USER EXPERIENCE

Local search can be a real asset to your business, especially if you do business that is locally based. Usually, local SEO is easier to achieve because there is less competition for keywords and optimization. All businesses should attempt to optimize their companies for local search.

Micro SEO for Local Search Dominance

You need to target ranking for local search results, to pull in relevant traffic. If you're a small business just starting out, focusing on local search dominance, instead of targeting general high competition, keywords can help you get that initial traffic you need to make sales.

It involves all the fundamental principles of SEO and keyword research that we've already taught you—only on a micro scale. You'll be targeting your niche as well as your geographic location to source local traffic streams. There is no reason why you can't rank on page one of Google for your local search if you apply these practices.

Search Engines and Directories

The first thing you need to take care of is your business listing. You'll want to attract all the local organic traffic that you can! Register your URL on these services first.

- Yahoo! Local, Citysearch, Switchboard, Google Maps, MSN Live Local, SuperPages, and YellowPages

Once you've done that, check out the largest and most popular sites that are used to register local business. If your budget allows for it, sign up for a few paid advertising listings on these sites to gain more traffic.

Optimize Your Contact Page

Does your contact page contain your complete address or geographical location? Have you used this in your meta data? When people search for businesses locally, they often use city names, area codes, or street addresses. Don't forget to include your contact page SEO, to be found by these local searchers.

Dominant Keywords

We've already spoken about the selection of a few "dominant" keywords that should go on every page of your website and in your meta data. When you make these dominant keywords locally based, you can gain more traffic. Instead of writing "Tennis shoe sales," make your dominant keyword, *California* tennis shoe sales."

Link Building

Include local terms as your keywords in link anchor text to drive local traffic to your pages. Add these to your blogs, article campaigns, and guest posts—anywhere you can find place for a targeted link. The more you publish, the higher your local rankings will be. Use link building to increase your local search dominance.

User Experience and Interaction

The second most important part of optimizing your website for local search is the kind of user experience that it delivers. Your user experience is measured by the search engines and helps them determine the popularity of your website. People interaction is a secondary SEO concern but a crucial one nonetheless. To drive or attract local business, you need to have several features on your website. If you leave these out you will pay the ultimate price of a lower ranked site!

Your site has to be easy to use.

- How many clicks does it take to get to a desired page?

- How easy is it to contact you?

- Is your site easy to understand for the average user?

- Is the navigation simple and direct?

    Your site needs to have query relevance. How many questions does your website content answer? Will searchers be able to use this information? Is the information relevant to the searcher?

    Your site needs to be a modern, web 2.0 website. Is the design modern? Is your structure modern? Does your website work across all relevant browsers? Is it optimized for mobile search?

    Your site needs to have outstanding content. What message does your content deliver? Is it high quality? Does it offer real value to the reader, or is it just info on your business?

All of these factors will affect the user experience and the kind of interaction you get on your website. Show a positive attitude and you'll get a lot of inbound links that will prove to the search engines that your website is high quality.

Address your searchers' NEEDS first and YOUR GOALS second!

Promoting Interaction on Your Website

The search engines want to see that your website encourages interaction that makes use of the social functionality, which is vital to your site structure. This is even more important in local search, as local customers tend to interact more with the business establishments in their immediate vicinity.

Investigate the use of social plugins on your website. You need fresh content all the time—which is where these great plugins come in. Add a Facebook fan box on your site or a scrolling Twitter feed. Use a

Flickr plugin to promote your business images, and add YouTube videos to your website.

Always allow for comments in your blog section, as this will be where you get the most inbound links. Your site needs to be socially aware. Don't think you can leave out social marketing because it's too much work.

You need it, if you're going to create an interactive user friendly site. It forms a large part of your online customer relationship management, which is a big bonus!

Creating a Two-Sided SEO Campaign

Your SEO campaign needs to have two sides to it: the optimization that you do for search engines and the optimization that you do for users. One can't work without the other, and having a campaign that leans too heavily in either direction will not benefit your search results. There has to be harmony between the two.

This means that your content is just as important as your keywords. Take back-linking for example. Thousands of companies spend a lot of money on gaining huge amounts of back-links. They publish careless comments that are only just passable in order to get that link published.

This is one sided SEO. You aren't taking the *message* into account! What about all that direct traffic you could get from that comment if only it was written with insight? Take full advantage of all of your SEO tactics by employing the two-sided approach. The comment itself is worth just as much as the back-link you're trying to get.

The Double Edged Blade in SEO

Take the time and always publish valuable content. Your SEO tactics will convert quicker and be much more successful. This can't be stressed enough. Too often, in SEO, companies try to take shortcuts that may have worked in the old days, but not anymore. Think of your content and link networks as a giant map making up the reputation of your business online:

What kind of messages are you trying to communicate to people?

- Your web content needs to contain organic keywords. It also needs to be friendly, persuasive, and informative.

- Your articles, for article marketing, need to contain those links, but they also need to promote your business and generate *thought* leadership.

- Your blog posts must be keyword optimized, and they should also engage the reader, form relationships, and encourage community building.

- Each comment that carries a back-link needs to encourage direct clicks by being a fantastic answer, solution, or statement.

- Each social book-marking recommendation must be carefully thought out to encourage clicks and shares.

This applies to all of your content, everywhere. Content is not just the vessel for links; it's also a way for you to capture customers, communities, and fans. The SEO can't do this for you; your content has to do it. Without incredible content, most SEO campaigns fall flat.

Imagine that you've launched a website and done all the required SEO to escort traffic there. You're getting ten thousand hits a day. The only problem is that you're getting basically no new clients from this traffic! It's because you haven't optimized your content to convert those visitors into clients.

Be very careful of this common pitfall. If your content doesn't translate or reach people, then you can be the world's best optimizer and still not earn any money on the Internet. Factor this into your SEO campaign now. A two-sided approach!

Understanding User Search Results

The key to front end optimization is to understand your users search habits. You can learn a lot from keyword research, of course, but that's only a portion of the overall picture. To give you a better idea on how

people search, here are some great examples. Use them to further optimize your local search results.

Searching for Paid Business

Users search directly for the business they need. This involves searching for a general keyword with a geographical location in order to find a company that appeals to them. These searches can also be for certain services or for free trials or to create a specific account. Users who search like this are looking to find a local business, contact them, and eventually make a purchase.

Search results are your first obstacle. The design and content on your website is next. The user finds your site and then visits it. They decide, in a few seconds, whether or not they'd like to do business with you, based on looks and message.

Research and Investigation

These users are looking for content to educate, inform, or help them complete a task. These are most direct problem-solution users. They type in full blown questions into the search engines or refine their searches using suggestion tools. That's why how-to lists and opinion articles are so popular. They answer these questions from the title through to the conclusion.

During this process, you need to optimize long tail keyword phrases and create the best possible answer for the user. Pack that article with useful information, that is both rare and desirable, and you'll get a lot of clicks. These searchers want answers from your blogs, articles, and guest posts.

General Answer Queries

The Internet contains the world's knowledge. This is why people use it to answer simple questions. What is the name of the movie that starred Johnny Depp with scissors? Where can I find a cheap iPhone 4? General searches are like research searches, only a lot more passive. Users in this instance don't want to act, they just want the answer.

You can use your content networks to provide simple answers like these in the form of list posts for your niche. Optimize them, add in the direct search title with your long tail keyword, and publish excellent answers. *Boom!* Instant popularity.

Direct URL Searches

Users will sometimes type in a name, word, or phrase that they remember to find a specific URL. These searches often lead them to business directories. To take advantage of this, make sure your brand name and main keywords are covered in many posts, across a number of your networks. Spend some time filling in business directory listings. It will escort extra traffic to your brand pages.

Creativity and Valuable Content

Creating valuable content sounds easy, but it's not. If it was, no business would ever have trouble ranking on the search engines. The difference between a decent article and a great article is vast. You need to craft creative, valuable content all the time to ensure that your SEO efforts will gain traction.

The first thing you need to understand is that all content relates to three main features: platform, relevance, and competition. The way you create your content will depend on the platform you're using. Always deliver your message according to the best practices that are used on that platform.

Next is relevance. Your content needs to be relevant, or useful, in the time context that it is published. Never publish outdated, inaccurate information.   That's a one-way ticket to poor content. Finally, competition is a big factor. Before you write a post, article, or web content, you must check out the competition. You're doing that to improve SEO and to outdo the content that they have already published.

Creating the Best Content

To communicate real value on the Internet means you have to provide the best content in your niche. Step one is to make sure that your

content is findable, using the SEO practices we've described in this book. Your content then has to be readable and understandable. This involves your subject matter and the way your content is presented to your readers.

No one wants to read 100 lines of text bunched together in one article. Use spacing, subtitles, and points to get your message across quickly and efficiently. Your content also needs to be actionable—or have a predetermined purpose. What is the goal of your article? Usually the goal is interaction of some kind. Calls to action are vital in any content that you create.

At the end of this value process, your content should be sharable. This will promote social sharing, which will increase your reach and add to your SEO goals. Without these features in your content, you'll never achieve the desired results.

Creative Content Creation

Composing the best content on the Internet requires a lot of creativity on your part, or on the part of the writer that you may hire. If there are a thousand articles on why Google+ is the best social network, they'll see an opportunity and create an article on why it's the worst social network. If there are 200 videos promoting t-shirts on YouTube, your writer should create a controversial or alternative perspective in your video.

Creativity determines the context or angle of your content and the means of delivery. If you can nail down a popular subject and present it in an interesting and unique way, you're already setting yourself up for success. These are the features that drive all valuable content on the Internet: creativity, perspective, and medium.

Use your resources to create the most valuable content in your niche for more SEO traffic than you can handle!

Outdoing Your Local Competition

We've spoken briefly about outdoing your local competition, and this is a step that should be at the beginning of all of your content creation goals. Before doing your website, you need to see what content, design, and development your top ranking competitors are using. Before creating your blog posts, see what issues your competitors are addressing in their posts.

To stay ahead of your competition, you need to involve them in your business at every stage. It's a good idea to become part of your competitor's social networks. Subscribe to their feeds, like them on Facebook, and follow their Twitter posts. If you notice that they have moved up in the rankings, find out why.

When you're part of *their* social networks, you can do this. The outdated way of thinking; that you should dislike and steer clear of your competition is past. We are living with the social Internet now, which means that they can see your methods, and you can see theirs. You can bet that they're trying to outdo you!

Strategy Adoption

Imagine if you had access to a few highly effective SEO strategies that your competitors have been using. With social media, you do! If, for example, you see that they have completed a very successful series of blog posts, then mimic them in topic—but **OUTDO** them in content.

You should always target those business establishments that are ranking on Google page one and two. They have already achieved SEO success, so their models should be very interesting to you. Become an expert in your niche and a greater personality than your competitors to steal their traffic and, eventually, their ranking.

Style and creativity is difficult to copy. That's why writers who have the best online style, tone, and personalities are the most popular on the Internet. Publishing copy is one thing, but publishing with personality and SEO will attract a whole lot of people to your community. People love to follow people, not brands.

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Hidden Market Dominance

There will *always* be an angle or market that your competitors have overlooked. Find out what that market is and target it. When you gain the additional traffic and interaction from this hidden market, you'll overtake your competitors in the search results for your other search terms.

This is because the search engines will assign more weight, popularity, and link juice to your website. There are many ways to outdo your competition online, but at the core of it all, is your content. You must be competitive in this regard. If they have an excellent writer, you need a better one. If their website is action-packed and interactive, yours needs to be more so.

Keep in visual contact with your competitors at all times, so that you can monitor their online SEO progress, and stay ahead of their rankings.

BUILDING YOUR CONTENT NETWORK

Your content network will include all platforms that you've published on and will combine to form a great big map of what your business is all about online. This network will need to be consistently expanded for your SEO efforts. It never ends!

Working with Multiple Domains

With URLs being so important, you've probably heard that you should buy all domains that are similar to yours to protect your interests. This is true for a lot of reasons. First of all, you don't want someone else to capitalize on your hard earned web traffic by buying a domain that is so close to yours that they steal a lot of your traffic. This is a big concern for a lot of businesses that launch new websites.

All you need to do in this instance is buy the domains with different extensions to yours as well (.org, .biz). For local companies that choose a .com, you should definitely buy your local extension. But what do you do with all of these domains once you've bought them? Many webmasters do nothing at all.

Or, you could create a series of small websites or mini-websites to publish on these domains. The function of these smaller websites is to direct traffic to your main domain. This can be costly, but it extends your SEO reach and widens your content networks, which is always a good thing.

Your Domain Content Network

There are ways to get around the huge cost of creating a website on multiple domains. Keep in mind that each website needs to be different while sticking to your overall brand identity. You can buy attractive website templates from many credible sites on the Internet. Then you only need to install them in your WordPress back-ends.

Use these sites to further target your main keywords and to channel leads to your main domain URL. If you have the resources, maintain blogs on each of these sites and focus on one specific topic. Specialized blogs can do great things for SEO. You can use the same e-mail lists or newsletters for all of your extended communities.

These mini websites don't need to have much link connection, as their only purpose is to channel traffic to your main website. Focus on link building for your main website, and use the mini websites as blogging platforms for hidden markets or specialized topics. When you combine the outcome, you'll see that your wider content network actually gets you far more traffic than a single domain might.

Only do this if you can AFFORD it. If your mini websites are going to stand there, barren of content, it won't help your content networks. You have to utilize the space if you're going to benefit from it. Budget a small amount every month to keep these mini sites full of fresh content. Make sure that each site is directed to your main website, which will be content rich and have a high ROI.

This is one way you can not only protect your interests by purchasing your other extensions but use them to expand your SEO reach and goals.

Making the Right Web Friends

Across all of your content networks there are opportunities to make the right web friends. These "friends" are not your fans or clients. They're the authorities and thought leaders who will help elevate you into the same league as they're in. You need to use these relationships to build your own!

Gaining Authority, Credibility, and Reach

One of the most common challenges you'll face as a new business online is getting people to know who you are. Or more to the point, getting them to understand that you are an authority and that your opinion matters.

Business establishments that are able to do this quickly gain much more traffic early on, and it sets the stage for long term online success. You NEED to be seen as credible and as a thought leader.

Readers on the Internet are only interested in reading posts from people that matter. The "who are you," and "why should I care" riddle comes into play here.

Every business needs to make a name for itself online, before it can enjoy exposure, popularity, and authority. You want to get started on this right away so that you can make a name for yourself in your niche super-fast.

Cool by Association

The "cool by association" principle, that we spoke of earlier, makes a second appearance here. Right now, your potential audience only recognizes the *big authorities* in your niche. If you're going to divert their attention towards you, you need to become friends with those big authorities; but how?

- Approach the authority on their blog, and offer to write a free guest post. Don't forget to include why you are qualified to do this. Add in your credentials and samples of your writing from your blog. Keep it short. If they like what they see, they'll publish your post. Suddenly, all eyes are on you.

- Many thought leaders are darn near impossible to reach by e-mail or via their blogs. However, they do run their own Facebook, Twitter, Google+, and LinkedIn pages. Find out where they are the most active and join their community. Leave comments, insights, and content on their pages— and engage in a conversation. Become one of their biggest

fans! Then, after a few weeks, ask if you can create guest content for them. It works every time.

- Go out of your way to attract their attention. That means using social sharing to syndicate their content and being highly interactive on their platforms. When you give of yourself, you automatically get the attention of the blogger or business owner. From this you can request link exchanges, exchange guest posts, and even strike up joint venture agreements.

The Internet is all about who you know and who knows you. You want to make a name for yourself right from the beginning. It will divert extra traffic to your pages, and people will begin to count you among the niche authorities they like to read, interact with, and do business with. Don't ignore the power of "cool by association"!

Feeding the Content Monster

You're probably realizing about now, that your content networks need to be fed all the time. In the industry, this is known as *feeding the content monster* it refers to the never ending amount of content that you'll need to get ranked and stay that way. It's a lot of hard work and is very time consuming.

The social Internet has transformed every business online into a publisher. If you hope to become a high ranked, popular online business, you must also be a proficient publisher, or content producer. There are many ways to do this, but we're only going to mention the two dominant forms here.

Creating Original Content

There are three ways to continually create original content for your content networks. These methods will help your business stay relevant online, which is crucial to your overall SEO success.

1) *Create your own content.* Many small business owners take an hour or two out of their day, every day, to create content for their networks. The upside is that this costs

you nothing but time. The downside is that it diverts your attention away from actually running your business in the real world, which can be damaging.

2) *Hire a professional writer.* Many business establishments recognize that they have neither the skill nor writing ability to create content and maintain multiple content networks. In this instance they outsource the creation of content to a professional writer, who takes over these responsibilities. The upside is that for a small monthly investment, you continue to rank better from content creation and optimization. The downside is that not all professional writers know what they're doing on the Internet.

3) *Hire a content marketing company.* Business establishments, that are serious about SEO and rankings usually hire content marketing companies to handle their content networks. These writers are trained in online sales, writing, and SEO techniques, and their content usually ranks far better than normal. The upside is that hiring a company to do your content is a reliable, long term solution and is the best way you can climb the rankings over time from quality content SEO. The downside is that these companies can be a little expensive.

Curating Content from Other Sources

Imagine having to create content for your blog, articles, guest posts, forum comments, blog comments, Facebook updates, Twitter posts, LinkedIn group posts, and mini website contributions every day, continuously. This is a tall order, even for larger firms that have the resources to do it!

What you can do to shorten some of this work down is to strain content. Find the best content from other blogs or networks, and recommend it on your networks. In this way you act as a quality filter for your readers, and they'll love the new variety, insight, and regular interaction. This works for *social media* sites only.

Investing in Short and Long Term SEO

SEO is a long term deal, but you can split your investment in two, with both long term and short term SEO. Basically, your on-page SEO efforts are short term solutions, and your off-page efforts are long term. Depending on your investment, tactics and strategy, you'll need both in order to have a good ROI.

Invest in Short Term SEO

Investing in short term SEO involves the creation and publication of on-page content. We've established the parameters involved in doing this for your website. What about all the other pages in your content network? Pages like your blog, your Facebook page, your Twitter page, and your LinkedIn page can all be optimized. It winds down on how you set up each account and optimize it for search.

When you start your brand presence on the Internet, each homepage is part of your content network and needs to be optimized. If you neglect to do this, your networks won't be as efficient, and you'll lose out on valuable traffic streams. As a general rule, along with your website content, you should also budget for Facebook, Google+, Twitter, and LinkedIn optimization.

Your short term advertising campaigns can also be grouped in this section. All PPC, Facebook, and Twitter advertising is short term as you split test and change your adverts all the time. On launch of your website, it's always a great idea to run a few months worth of Google AdWords ads to get a traffic boost.

Invest in Long Term SEO

Like it or not, SEO never ends. Your off-page SEO strategy is directly related to the time and effort you put into them. Doing some backlinks and then forgetting about it isn't going to help your SEO. Posting some articles on EzineArticles and then stopping for six months is not going to impact your rankings.

We suggest you budget a set amount every month for long term SEO. Your long term SEO will include maintaining a link building strategy and contributing fresh, unique content to your content networks to

build authority, credibility, and community. These will be the actions that result in high rankings.

They will also be the driving force behind sourcing new customers, generating new leads, and making money on the Internet. Without long term investment in SEO, don't hope to gain new clients each month from online sources. With simple on-page SEO you might rank well—but you'll soon be supplanted by another company that consistently feeds the content monster.

SEO is a long term pursuit. You'd be wise to contribute time, money, and effort in a long term strategy. The companies that do, right from the beginning, are the ones that soon find themselves rapidly expanding from the sheer influx of new business or product sales. If you don't, you'll find yourself like so many others—wondering why they bothered to spend money on social marketing or online marketing altogether.

Five Ways to Regulate Your Web Presence

Throughout your SEO campaign, you'll be working to expand your web presence online. This is done with your content networks and by building links to each site. You'll also need to learn how to monitor your progress in this regard. Learning how to regulate your web presence is important.

#1: Continued Keyword Research

As you continue to create new content and build new backlinks, you'll come across hidden markets, or new keywords that you'll want to investigate. Save these in an *Excel spreadsheet* and research them at the end of each month. Then make the changes to your on-page content as necessary, or include them in a new article marketing / blog marketing campaign.

#2: Follow Your Search Engine Visibility

You should constantly check on where your websites are ranking on the various search engines. When you do this, you'll be able to determine why some rank better than others or what techniques have proven effective. You should also check how visible your company is overall, using specific monitoring tools online. Use a rank checker, or check your keyword phrases directly on the search engine.

#3: Website SEO Analysis

When a few months have gone by, you'll be able to check how well your website is doing on the search engines. If there are specific pages that aren't ranking, use the advice we've given you in this book to determine why and change them. That way, your website will rank for all of your pages and will be perfectly optimized after a few short tests and adjustments. Do this every few months to check for issues.

#4: Social Media SEO Analysis

Your social networks are important to the search engines. Check on them often. Keep your social profiles fresh and brimming with new content. Make sure that your brand identity is visible and relative across all of your networks. If a fan can't see the connection between your blog and your Twitter page you have a problem. You need unity in brand identity here, so update as often as you can!

#5: Your Competitors

Follow the progress of your competitor's SEO by joining their social communities and checking their rankings online. Determine where their strengths lie, and see how you can beat them by adjusting your strategies. Gather information on them, and keep a small general profile on the top ten, with their current stats over time. This will help you understand how their SEO is operating and how you can outdo them again.

When you regulate what is happening around your SEO campaign, you'll better understand how to improve it over time. Please keep these checks in mind, and include them in your overall strategy. You'll need them if you're going be successful in your SEO campaigns.

Why SEO and Social Belong Together

SEO and social belong together for a number of reasons: you can't have a great SEO strategy online without including social marketing in your campaign. In fact, the two are irrevocably entwined, feeding into each other all the time. When your business has a social presence on social networking sites, it expands your content networks. Any expansion of your content is great for SEO!

SEO and Social

In the past, social sites indirectly affected your SEO rankings when people shared your links on their profiles. These backlinks are still valuable today, only they carry a lot more importance than they used to. This is how it works:

- If your content prompts interaction from people on social networks, it directly affects the ranking of that content. For example, a tweet that is retweeted multiple times is considered valuable because it's popular—and the search engines will increase the ranking of that linked post.

In terms of SEO efficiency, this means that social interaction directly affects the ranking of your content.

If you're not on social platforms, you can't benefit from this ranking factor. Sharing has become a very large part of the search algorithms that we experience today. As a result, SEO and social are bound together.

- If you want your content to rank better, you need it to be on social platforms to encourage viral sharing.

- If you want your social content to go viral, it needs to be organically optimized so that people can find it on the Internet.

This is the natural progression of SEO—to encompass social sharing and make it an essential part of ranking new content. Of course it matters! Social proof is what the Internet is all about! The more content is shared, the better it must be. The search engines use this as a sign that your content is valuable, relevant, and social.

Including Social in SEO

If your only goal before reading this book was to rank well, you have a new goal: to generate viral content for your social networks. Virality is the key to extending the reach and popularity of your content, to organically gain higher rankings in search. Ignoring or avoiding social platforms is a terrible mistake.

They're not only for personal use, you know! That's why you have to include a social marketing strategy that works within your SEO strategy. It connects to your content networks and generates sharing and word of mouth advertising. Often this promotion is free. Take advantage of it with every update or post.

This is why SEO and Social belong together. They're so closely bound to each other; you'd have to be a novice to plan one without the other!

SEO TOOLS FOR CAMPAIGN MONITORING

Your SEO campaign is going to need all the help it can get. This is where tools come in handy. They assist you in creating, organizing, tracking, and monitoring your SEO progress. Without them, you wouldn't be able to split test your results and optimize your optimization! These tools should be used consistently throughout your strategy.

Google Analytics and Keyword Tools

You'll be working within the Google networks to get your site to rank well. It makes sense then that a Google tool can help you analyze the data that comes in from your website. This tool is called Google Analytics, and it will provide you with some powerful SEO data to use in your campaigns.

Once you've signed up for a Google Analytics account, you can continually check on a few things to make the necessary changes.

- Google Analytics provides you with traffic patterns and trends that are happening to your website. Using this data, you can find out which marketing or sales content works best and which customers are more likely to buy.

- Using this tool, you'll be able to see where your visitors come from and exactly how they navigate your site. Google will identify the keywords that make an

impression on your readers so that you can see how your prospects become clients.

- Check your bounce rate (how long people stay on your site and why) and target pieces of content that tend to be less effective than your other marketing pieces.

- Google Analytics syncs with your Google AdWords campaigns and you can track and analyze these ads inside your Analytics account. This makes the process of housing all of your key analytics data in one spot a lot easier.

Google Analytics is free, which means you won't have to pay a cent to use it. Many other tools aren't free, and they're not as good as Google. Be wary of them! Many SEO marketers advise that you use Google Analytics, even if you've already invested in another web analytics tool.

All web analytics are essentially content based. The who, what, when, where, and how always leads back to content. When you analyze your stats, ask yourself the tough questions. Why is this page so unpopular? Why is my bounce rate so low on this page? How can I change it to improve my stats?

Improving your stats will improve your SEO and your site content. Once you get the hang of perusing your stats every few weeks and making adjustments, it will become second nature. And SEO marketers who learn to use the stats wisely make the most money. That's been proven time and time again.

WordTracker and Keywords

WordTracker is an independent keyword research tool, which digs a little deeper into keyword research, combinations, and stats so that you can build powerful websites, from the best possible keyword phrases. Finding the right keywords is the beginning of every single marketing process that you execute online.

When you use a tool like WordTracker, you'll be able to find keyword combinations that use short tail phrases to create creative long tail

keywords. These keywords are often significantly more popular than the keywords you can find on a free tool like Google AdWords. These are high impact keywords in vast detail.

If you need to do "proper" keyword research but have no idea where to begin, WordTracker will automate the process for you. You can't use any old keywords, or guess which keywords will work, because then they won't. Keyword research is not a luck-of-the-draw process. Do it right, and you'll get a head start on your competition.

Let's be frank: keyword research can be time consuming. Searching through lists of potential keywords, coming up with new variations, searching sites, resubmitting keyword combinations—it's all very exhausting. WordTracker is fast. Within seconds, you're sitting on a list of valuable keywords, with virtually no effort.

One of the best features of a paid keyword tool like WordTracker is that it also helps you discover rare, or untapped, niche keywords. These keywords are incredibly valuable—especially if you go straight to page one with some simple SEO. Why use the high competition keyword that promises hundreds of thousands of searches when you can target a keyword with tens of thousands and get more clicks!

WordTracker is also loaded with a ton of additional functionality. They've really put together a good product for SEO marketers. You can check your keywords across multiple networks to make sure that you're targeting the right phrases. At the end of the day WordTracker saves you time and effort when compiling multiple keyword lists. No more Excel, no more copy and paste, and no more hassle.

We've used many keyword research tools, and this is one of the best. If you're planning on ranking fast, then you might want to think about spending a few extra dollars on a subscription to this keyword tool. It's not expensive, and in the grand scheme of things, it will actually earn you more money than the small initial investment.

WordTracker is more complex than Google Analytics--- which is a good thing!

Number one on your SEO strategy should be budgeting in the use of a quality keyword research tool. If you have a limited budget, then by all means use Google Analytics. With enough hard work and effort you

can rank for any keywords, as long as you consistently work at that campaign.

Some keyword research tools are not so much tools as tricks—and you can use these techniques to gain insight on your competitors' SEO campaigns. Coming up next is a sure-fire way to do this.

Viewing the Source: Competitive Analysis

When you start out with keyword research, you start from nothing. All you have is your niche and a vague idea on what words might apply to your research. These can be completely wrong, or so competitive that you'll need an army of SEOs to put you on page one. Even browsing the Internet to look at competitor websites may not be enough to give you a good idea of the words you'll have to use in your tool.

In order to find keyword combinations, you first need to have a keyword. And "shoes" is not always going to get you the best answer. Instead, why not skip the hassle and use your competitor's research to get you started? Many marketers do this to get a better idea of what they're up against *and* to get a firm keyword foundation to work from.

Viewing the Source Code

In every Internet browser, you're able to view the source code of any website on the Internet. Code? You can't read code—right? It doesn't matter. At the top of this source code is the page's meta data. In this meta data you'll find the webpage's title, descriptions, and keywords. These are the keywords they're targeting in their content. You can double check this by opening the website in Google cache afterwards.

How to Find the Code

At the top of your Google browser, you'll see a little "wrench" tool icon. Click on it, and it will bring up a list of options. In these options you'll find a tab called tools. Click on tools, and follow the window to "view source." You need to do this while you're on the webpage you want to inspect.

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Keep in mind that not all websites are properly optimized, and a few may not have meta data at all, or only select parts of their meta data. Once you've clicked on "view source," a page of code will appear. Inside this code, at the top, will be the meta data you're looking for. Open an Excel spreadsheet and list the information.

The details will look something like this:

\<title\>The title of the page\</title\>

\<meta name="description" content="The description"/\>

\<meta name="keywords" content="The list of keywords"/\>

This is the information you need to record. Find at least ten of your closest competitors—online and in the real world. Some can be local, others can be general. Look up the source code on each of the sites to record what their keywords are. Go from page to page to do a thorough search.

At the end, you'll have an excellent idea on what the keywords should be that you can use in Google AdWords, WordTracker, or other selected keyword tools. Then all you have to do is type them in and collect the data and keyword combinations that best suit your purposes.

View the source code on each competitor site to get you started!

Market Samurai and Internet Marketing

The only other epic keyword tool worth mentioning in this book is *Market Samurai*. Some say that it's the preferred tool for Internet marketers because it's so easy to use, and it's highly effective. It displays competition in a unique way so that you can glance at an overall image of your keywords and see what you're up against.

Don't be afraid of the thousands of sites that try to sell you *Market*

Samurai They exist because *Market Samurai* has a lucrative affiliate and advertising program. In reality, the keyword tool is excellent and

based on merit—even though there are many spammy looking sites trying to sell it to you!

Market Samurai also comes with some useful features, like a link tracking tool. If you use this platform for keyword research, you can also use it in your backlinking efforts to track and analyze your link networks. You don't have to use separate link tools and can store all of your main research and tracking in one area.

There are several layers within the *Market Samurai* platform. You can really get involved in some in-depth keyword research and competition analysis. This thorough keyword research will stand you in good stead, for all of your online marketing practices. It's a great one to test out.

The Role of Internet Marketing and SEO

Worth mentioning here is the role of SEO in Internet marketing. There are many definitions for Internet marketing online. They all seem to point to advertising and blatant hard core sales techniques. This isn't what Internet marketing is these days. It can now be defined as any sort of promotion online that will lead to sales.

What you're doing, right now with SEO, social, and your content networks is online marketing. It's the purest form of online marketing, and the foundation of creating an exceptional online brand presence. All of your content has an actionable goal, it's part of your online marketing strategy.

Your SEO and social strategies fit neatly into this overall plan. Marketing on the Internet involves all of these concepts that we've spoken about. It creates the sales channel that begins with your outlying content networks and social networks and leads down to your website and blog, where the conversion happens.

All of your online marketing goals need to be optimized and should point to your website and blog. In these two areas, readers will decide whether they want to be customers or your potential customers, by buying or signing up to your e-mail list. You'll use this list later on to promote your services or products for sale.

Now, let's briefly discuss the advertising aspect involved in online marketing and how it improves your SEO.

Paid Links and Advertising SEO

Paid links are a *Black Hat* SEO tactic, which often passes as a technique to pay for increased search rankings. When a website owner sells text links on their website, it's considered a paid link. Unfortunately, even the best SEO companies indulge in paid links, because they work.

Google has cracked down on paid links and does penalize websites that use them, but it's not foolproof. Many spam sites that throw a lot of money at ranking well do it through paid links. The process of buying links that lead to your website is just plain wrong and we discourage it on every level.

You might be tempted into contacting a webmaster and offering to pay for a link on their site, as is often the practice— but you need to be aware that it can hurt your reputation and your rankings if Google finds out. The only form of paid links that are accepted by the search engines comes in the form of advertising.

Advertising Campaigns and SEO

The practice of paying for advertising on the search engines, or on a social site, is known as SEO advertising. A business owner takes out an advert with the required ad program and includes targeted keywords that relate to their website. The advert is then displayed in a place of prominence where and when a user searches for that keyword.

Google PPC Ads

Google pay-per-click adverts are the most popular and a fantastic way to get your website on page one with a small cash investment. All you have to do is sign into AdWords with your Google account, create your optimized text advert, and set your maximum bid amount. This is how much you're willing to pay per click.

Once the advert is published, you'll only have to pay when a user clicks on your advert. This is pay-per-click (PPC) marketing. These ads appear at the top of the search results in yellow, or along the right hand side of your results.

All of your content efforts should be supported by an ad campaign. PPC ads are published instantly and can start generating business for you within 24 hours. Do this while you're waiting for your site to rank well organically. You can also use these ads to split test keyword combinations, titles, and calls to action.

That's why we suggest always launching two ads simultaneously. See how they perform, and compare the results. Then change certain features on each to optimize their performance. If both ads have a small conversion ratio, try two new ads instead of persisting with ads that don't work and don't get you sales.

PPC campaigns are almost always run successfully with SEO campaigns. They work well together and will drive more traffic to your pages virtually instantly. Budget in enough money to run a PPC campaign for your business. It's worth it!

Social SEO Advertising

The PPC models you find on Google can also be found, in one variation or another, on the social networks. Building a community is essential, so use these optimized adverts to do just that. You can get excellent results from Facebook, Twitter, YouTube, and LinkedIn ad campaigns.

Advertising on Facebook

On Facebook, you can create SEO adverts that will show up in targeted communities, and sponsored sections of their profiles. You can also make any page post an advert, which comes with a thorough analytics section so that you can streamline your efforts. Facebook ads are also available on mobile phones now.

If you want to reach your fans, ads will show up in their newsfeeds and on their phones as well. This makes the ads a lot more relevant, and interactive!

Advertising on Twitter

Twitter has recently launched a whole lot of new ad offerings that are great for SEO marketers. You can sign up for their promoted tweets, promoted accounts, and promoted trends ads. Each has its own function and delivers more fans to your Twitter account by being placed in certain highly visible areas on Twitter.

Each of these ads can be optimized for targeted communities, and you'll find that it's a much more efficient way of building a quality Twitter following.

Advertising on YouTube

If you want to get some exposure for your YouTube videos, YouTube also has a great advertising program. There are several types to choose from; including branded video channels, promoted videos, InVideo advertising, and making use of their internal annotation system.

Ads on YouTube, that support SEO videos, drive a huge amount of traffic to web pages, and as a reminder: YouTube is the second largest search engine in the world.

Advertising on LinkedIn

LinkedIn offers targeted self-service ads to their users. You can choose to opt in to the LinkedIn display advertising program or to create a text ad. These ads are displayed all around LinkedIn, and as it's a business network, it gets a fair amount of clicks that turn into real leads for your business.

Social SEO advertising is used in conjunction with your other SEO techniques when you're trying to promote a particular piece of content, or account, or your website! Like Google PPC ads, they help to direct a lot more traffic, which is fantastic for your rankings and for gaining social interaction!

Use PPC and social advertising networks to boost your overall site SEO!

TRACKING AND ADJUSTING YOUR SEO RESULTS

You'll soon realize that tracking and adjusting your SEO campaign is part of the whole experience. You'll find out what works and why it does, so that you can do it again for better results.

That's how the Internet works, and it's also one of the main benefits of being online. Everything is measurable, and therefore easy to improve.

Tracking Your Progress

On the Internet, you'll find that determining the ROI of your SEO efforts is a very large concern. This is usually done using some basic methods of measurement.

- To measure your ROI, record the amount of money you spend on SEO every month. Record what you spend the money on. At the end of each month, calculate how much return you are getting on that investment. For example i.e.; how many sales have you made? How many clients have you gained? How many people have you added to your e-mail list?

- If you sell products directly off your website, it's important to take note of your leads and sales ratios. Track your SEO investments and rankings. Then check on how many sales you've made according to your on-site

analytics. You can't do this in one month, so track it over time using Google Analytics.

- Track how many leads you've received from your SEO efforts. This will include a calculation, based on the amount of traffic your site is receiving, against how many of those visitors take the next step to inquiring about your services, signing up for an account, or clicking through to the last step.

- Track your conversion rates: a conversion rate is the amount of people that acted on your desired prompt, or call to action. You can use this for all actions, clicks, form submissions, links, or interaction. Also check on the conversion rate of your keywords.

- Check your rankings, using a rank checker, and check on the numbers of incoming links to your site. The site SEO: book.com has a number of free tracking and analysis tools that come in handy at this stage.

Once you've compiled a list of stats based on the data you've received, you can create an overall picture of your SEO ROI. It's important to watch these stats, as they will be the foundation for immediate changes should problems occur or if you happen to change something that drops your ranking.

Always record all of your data in an Excel spreadsheet. Once you have it in front of you, you can make educated decisions on which actions you should take to improve your current SEO ROI. Sometimes this may mean pumping more money into your campaign; other times it could simply mean revamping your homepage text.

Whatever it is, you can't know where you're going--- if you don't know where you've been! Remember that!

Alexa, Indexing, and Online Web Page Analysis

Alexa is a website that calculates the rankings of other websites based on analytics data. There, you can find all kinds of metrics for competitor sites, and even your own site, once it reaches a certain age or traffic threshold. It's basically an Internet statistics engine that everyone uses to further their research online.

How to Use Alexa for Research

When you visit Alexa.com you'll get the opportunity to evaluate a URL domain. Simply type in your, or a competitor's, address to see the metrics you desire. If you type in "Facebook" you'll see the domain, a description, rank, and reputation of the site, along with various other data.

Included in this data is traffic rank, reach, pageviews, pageviews by user, bounce rate, time on site, and search percentage. This is very useful information if you're looking for instant access to your site info. It's also helpful to get an overall impression of your competitor's site. Alexa is also useful for keyword analysis, and it gives you details that you can use to improve your site SEO.

Record your Alexa details, and try to improve them every month!

Online Web Page Analytics

Aside from Google Analytics, there are a number of other tools that you can use to get realistic, useable data. It's a good idea to use these tools to compare the results that you get from Google. To give you a head start on finding the best tools to use, here are some excellent suggestions.

eWebAnalytics: A free software tool that tracks your website visitors, conversions, click paths, traffic history, bounce rate, and other associated stats

VisiStat: Excellent for real time tracking. It comes complete with all the above data, and is organized in usable graphs, charts, and reporting features

ShinyStat: Comes in free and paid versions. The paid version being the most valuable as you can manage your campaign internally in their business edition

LoadStats: Offers its users two separate options: both come with page views, visitor tracking, geolocation tools, ad tracking, etc.

MetaTraffic: This web analytics tool is one of most popular and gives users all the tracking onsite data they need along with tracking for multimedia files, downloads, and ads.

Many of these are free to use, like Google Analytics. Don't be afraid to sign up and see which one offers you the best package. It's useful to compare other metrics with your Google metrics in case there are slight differences or variations in data. It's important to sign up for at least one of these, as you will need the data to shape the future of your SEO goals.

Pick any one of these suggestions and use it with Google Analytics!

Monitoring Your Campaign

Monitoring your SEO campaign is crucial to your long term success. This will involve the use of many analytics tools. You will have a whole lot of data coming into your view. To *simplify* the basic process of monitoring your progress, you'll need:

- *To collect and analyze your website analytics.* This will involve all of your key website based data e.g. page views, traffic, clicks, and bounce rate. Use this data to improve upon your stats. If, for example, your site is still getting low traffic returns after three months, ramp up your content marketing strategy.

- *Monitor the use of your contact form.* Sometimes traffic, conversions, and leads can be very different. You might still have low traffic, but you're getting an influx of

contact requests from your website. This is good news! Record how many queries you receive from your website, and improve upon it.

- *Push to rank on page one for your business name.* Monitor where on Google your business is ranked for a direct name search. When you attend conferences or hand out business cards, people will often punch in your name directly. If you're not there, you're losing leads. *Make sure to include your business name in your content and meta data.*

- *Collect your social analytics.* Each social network offers its own unique analytics data for you to use. We've established that social and SEO are tied together, so these stats are vital to success. Keep track of who joins your communities, why, what they share, what they interact with and then you consistently improve on these factors.

- *Collect your ad analytics.* Advert analytics can be a little more complex, but the principle remains the same. You should be able to see exactly why an ad did well or didn't do well based on the data. Make changes, and split test your results as often as you can. Sometimes just a tweak to the headline can generate thousands of extra clicks.

- *An upswing in calls.* If your business is receiving more calls than usual, it means that your local SEO is prospering or you've begun to rank well on business directories or Google Places. Ask your clients where they heard about you, and record their remarks in your analytics spreadsheet.

These are the basic building blocks of collecting and analyzing your SEO data. Using these stats, you should be able to form a comprehensive idea of how effective your SEO has been in any given month. There are also many paid management tools that can assist you with content publication, tracking, and analysis.

These are sold as "social management tools" and they store all of your social data in one program. These are nice to have because they present your social data in graphs and charts. It's much easier to read

and analyze data that way. You can print pages from these tools, which can save you a lot of time in Excel.

Frankly, there is no limit as to how many tools you should use. Some marketers use dozens of tools, each with their own purpose. It's your decision how much you want to invest in the analytics side of your SEO campaign.

Maintaining Your On-Page SEO

You have to MAINTAIN your on-page content! There's no such thing as creating content and leaving it there to stagnate in SEO. The only real difference between on-page content and off-page content is that you can leave your on-page content longer without having to change it.

Really good SEO firms and a lot of social marketers say that you should update your web presence at least once every two years. That means a total redesigning, updating, and refreshing of all of your content, design, and development. It's the only logical way you can stay ahead of fast paced online SEO trends.

Step one: schedule in a complete redesign every two years to maintain your on-page SEO rankings. In the meantime, you should follow your data. As you sift through your web analytics results every month, you'll notice when something has gone awry. If a link becomes broken, or a plugin turns off, you'll be aware of it.

The last thing you want is to receive an e-mail from a client saying that your contact form has stopped working, and you haven't checked your analytics in ages. For all you know, that could be the reason why you've been losing business all those months. Keep an eye on your keywords as well; trends can change and so can the entire direction, or theme, of your website.

Please be aware that your *website needs to be a mirror image* of your business. Maybe you decide to drop a few services and adopt a few new ones. Your website should be the first place that gets a revamp. There is no excuse for old, outdated content on a website. It really irritates clients when they contact you, and you don't offer a product or service that they are looking for anymore.

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Keep your web copy FRESH, UPDATED, and SEO FRIENDLY, always!

Install a plugin on your WordPress website that allows you to back up your content. You should back up your website content every few months, for your protection. We've heard absolute horror stories about coders trying to place a new design on a website, only to lose five years of content during the transition!

Be PC-wise, and always back up your website and blog. If you don't, you could lose those search rankings you've been working towards for years. It's frustrating, disappointing and nerve racking! If you have to remove an entire page, use the redirect code that we mentioned in a previous chapter.

Don't forget to update your sitemap and resubmit it every time you make a substantial change to your website. And keep a list of all the directories you use, so that if your address or phone number changes, you have all the login details and site URLs that you need to make a quick adjustment.

Your code needs to work, your design needs to run perfectly, and your content needs to maintain its fresh, SEO glow!

That's why updating is vital every few months!

Maintaining Your Off Page SEO (links, trust, social)

Maintaining your off page SEO is a little harder. It involves your link metrics and vague features like trust, authority, and social connectivity. Be aware that just because you have a link one day doesn't mean you'll have it forever. Things change on the Internet rapidly. If you lose a link that has been driving a lot of traffic to your site, you'll notice it via your link tracking system.

This sometimes happens if your link shortening service changes or goes out of business! If the site owner changes their site, or removes

old content, it can also happen. Or if your business is somehow flagged for spam content, it can damage your link juice. Any of these circumstances requires immediate action.

Your Content Networks

Granted, once you achieve a certain rank, it's easier to stay there, but consider for a moment the implications of stopping your off page SEO for a few months. These are the ramifications of your actions:

- You could lose your ranking. Due to continued competitor SEO, you could be knocked down to page 3 in a few short months.

- You could lose authority if you stop feeding your content networks. Your blog becomes stagnant, you lose your communities, and your ranking suffers.

- You can lose direct sales from your social networks. Leave your social pages for too long and you lose out on engagement, not to mention you'll be letting all of your fans down. No more direct sales for you!

To prevent this from happening, here's a list of the finest social media management tools available to you. Some are free, and some you have to pay for.

Sprout: Sprout is a cloud-based social management tool that helps you deliver great content to all of your social networks. You can even automate some of these processes to save you time and effort.

HootSuite: HootSuite comes in both free and paid versions and is a powerful analytics tool for your use. Above that, it's also a great social content publication tool, where you can schedule posts to publish at different times, months in advance. This is definitely one of the social content front runners.

TweetDeck: TweetDeck is similar to HootSuite, except it's laid out differently. More in tune with the Twitter audience, this content management tool is also superb for publishing content across networks, scheduling posts, and answering replies.

Argyle Social: Our personal favorite, and surely one of the best tools around, is Argyle Social. It will cost you a monthly fee to use, but it is well worth the benefits. You'll be able to launch content campaigns, set goals, create posts, compile reports, and publish across all of your social networks while receiving powerful analytics data to use in your following campaigns.

Maintain your off-page SEO by keeping tabs on your links and content and by continuously collecting the right data for use later on!

10 Best Practices of Long Term SEO Tracking

There will be a lot of information at your fingertips in no time, so to keep things in perspective; here are 10 best practices when tracking your long term SEO.

1: Watch Your Direct Navigation

Direct navigation includes your bookmarks, any trackable e-mail links, and the type of traffic you're bringing in from the search engines.

2: Watch Your Referral Traffic

Referral traffic refers to any trackable links that you've published during link building or any promotional campaigns that contain your brand and URL links.

3: Watch Your Search Engines

Keep an eye on the top three search engines, and record which engine has produced the most leads for your business.

4: Check Performance Across Search Engines

If you compare search engine performance by country, it will give you a great idea of where your main traffic streams are coming from, and you can segment accordingly.

5: Monitor Your Top Referring Phrases

Always keep tabs on what your top "referring phrases," or keywords, are in your niche. If you spot better ones, then you can adjust your on-page SEO instantly.

6: Monitor Your Top Conversion Rates

Check out your list of phrases, and compare your visits to actions and conversions. Different phrases will have more conversion power, and you can use these to drive more business if you replicate them across your website.

7: Watch Your Indexed Pages

All of your on-site pages should be indexable. At the beginning of your SEO efforts, check to see that each has been indexed if not fix the fault.

8: Watch Out for Drops in Traffic

If a search engine stops sending you a lot of traffic, it could be for a number of reasons. For example, you've been flagged for content violation, your site has somehow switched to blocking crawlers, or the search algorithm has changed!

9: Keep Your Analytics Spreadsheet Close

This Excel spreadsheet will determine your future success; keep it close at all times.

10: Have Fun With Your Content!

Have fun with SEO! Reach for better results, and enjoy the rewards when they come!

THE RULES OF SEO OUTSOURCING

Any business that is serious about optimizing their website needs help from an outside SEO company. These companies range from excellent to downright dubious, so you must be careful when looking for an SEO partner. This chapter will teach you how to find one that best suits your needs.

What to Outsource and Why

To be frank—search engine optimization is a huge niche and one that requires years of study, practice, and effort to get right. While it is possible to do SEO on your own, it's going to take up a lot of your time. I don't advise trying to sustain a long term SEO campaign on your own. You will need help, or your efforts will fail.

There are several areas of your SEO that you should outsource to get right.

Design and Code Optimization

It can be incredibly difficult for someone who is not a designer nor coder to conduct all the checks required to ensure your site is SEO friendly. It's imperative that you hire a web design and development company that is known for quality SEO to do it for you. You can suggest that they check the list of issues we've given you in this book to ensure that you're on the right track.

You also need a design company that will create the right site structure for you!

SEO Content Marketing

Content is the most competitive feature of SEO and shouldn't be taken lightly. Few people have the skill and writing talent required to implement a quality content marketing strategy for your business. While you can write your own web content, it will not be uniquely streamlined to perform in a competitive environment.

Content marketers study SEO and social writing so they can reach both the search engines and your readers. This in turn creates an ideal sales channel that doesn't hinder the sales on your website because of poor content delivery. Hire a content marketing company to create your on-page content and to continuously sustain your off-page content.

They'll ensure that your SEO content is published in the right place and at the right time and speaks to the right audience for maximum SEO benefit.

Social Marketing Company

Many content marketing companies fall into this category as well. Just to make it clear, there are also social marketing companies that can handle your ongoing social content. They will create your blog posts and syndicate them across your networks. These companies provide you with monthly progress reports where you can readily see how your SEO is progressing.

Professionals handle SEO marketing far better than novices, and they can get you the results you need the first time.

Do It Yourself SEO

If your budget is too small and you can't afford to hire companies to keep your SEO efforts going don't stress! There are ways to maintain SEO content on your own. It will require you to use a few programs and to designate an hour or two a day to your marketing efforts.

On-Page Content

For any business, infrastructure is the most important. You can get away with average off-page content SEO, but on-page content SEO is a different story. You must budget for a professional designer, coder, and web copywriter for your on-page content, at the very least. This is where the sales magic happens, and you can't afford for the channel to break down at this point because you're trying to save a few dollars.

Off-Page Content

The great thing about off-page content is that it's scalable, according to your needs. If you can only afford to do a few things per month, then that's what you should do. Here's the bare minimum you should be doing for SEO each month.

Linkbuilding

- Create at least 30 unique, quality links on other authority sites for your website each month.

- Create at least three blog posts per week, or 12 per month, for your blog.

- Publish your blog link with a unique description on your Facebook page.

- Publish your blog link and description to your Twitter feed.

- Publish at least five articles to article marketing directories each month.

- Write at least two guest posts per month for authority sites.

- Approach at least three sites for a link exchange each month.

- Publish at least one SEO press release each month.

- Check your analytics data once a week.

If you adhere to this simple plan, you'll find that in six months time, your SEO will be really paying off. Very few firms maintain an SEO strategy, which will give you the edge online. Even though your efforts are minimal, they are sustainable and mean that you'll be ranked well as you commit to ongoing social and SEO tactics.

Once you have established yourself on your social pages, you can encourage further interaction by posting videos or hosting live Twitter discussions on your profile. These creative solutions will fuel your SEO efforts. Just think for one minute, that you can create a DIY video. A web cam and basic talking is all you will need!

Every time you add to your content network, you are expanding the reach and SEO potential of your business. As the months go by, you'll enjoy page one success if you stick to the principles we've given you in this book. You can do off-page optimization on your own if you're sufficiently dedicated and you understand the fundamental principles of content SEO.

If this is your goal, then do it! If you find you're not ranking fast enough, you can always hire someone to do it for you.

10 Must-Haves When Sourcing an SEO Firm

How do you tell if an SEO firm is black hat or white hat? How do you know if they're helping with SEO or destroying your online reputation? These are the things you _need_ to think about, before you hire an SEO firm. Look out for these features to be sure!

1. Back Up Claims With Results The best SEO firms can always prove their SEO works with case studies or high ranking websites that they've done in the past. Be careful, however, because their sites rank well now doesn't mean they've used white hat tactics to get them there!

2. Ethics for Everyone to See! If the company that you approach is unwilling to tell you how they achieve their results, be wary. White hat SEO firms will announce it proudly on their websites and have no

problem explaining exactly what they did to get a site to rank like a champion.

3. Past Clients You can usually tell the efficiency and quality of an SEO firm by their list of past clients. If they're really as good as they claim to be, they'll have a lot of client testimonials, brand recommendations, and social proof on their side.

4. Higher Cost, Better Results Unfortunately, in this instance it seems as though the more you pay, the better your results will be. Cheap, foreign companies that promise the world and deliver nothing will claim to be highly effective and will be cheap. Better companies will cost more.

5. The Right Principles Quality SEO firms will never promise or guarantee a ranking because it's impossible to know when or if that will happen. Over time, they can certainly work towards it, but outright saying—"page one in two weeks!"—that's a big, big red flag.

6. **Project Management** A good company will always suggest a timeline based on your needs. They'll work towards a solid deadline and show you proof of their work as they go along. Bad companies won't do this because they use automated systems to achieve results.

7. Friendly, Approachable, and Professional The best SEO firms are always approachable, friendly, and willing to help. Full stop! You'll find a lot of attitude in dubious SEO companies, especially when you begin to question their processes and costing.

8. Look at Their Own Website Does their website rank well? There is no reason why it shouldn't if they are experts. Always look at the website itself. Do they practice what they preach? If all you see is a dodgy old website with poor writing—then they aren't the firm for you.

9. Reporting Each Month It's easy to get lost in a SEO uproar and end up paying for services when there's no real evidence that work has been done. Always request an SEO report if you outsource work. Then you can see what you're paying for.

10. Check Out Their Blog If they don't have a blog—red flag. If they do, and it's terribly written or full of nonsense or article spinning—red

flag. You want a company that spends time nurturing a successful blog because it helps with overall SEO.

Setting Your SEO Goals and Objectives

At each point of your SEO strategy, you'll need to set goals for yourself so that you can keep track of what you need to do and what you've already achieved. Be realistic about these goals and push yourself to achieve them in your allotted time frame. That's how you get things done!

- *Set budget goals that concern your SEO strategy.* According to your projections, you should get five new jobs from SEO in three months time. You'll have X amount of additional income. You'll channel X amount back into SEO.

- *Set time frame goals.* If you want to move up two places, then set a goal for yourself. In two months, you will move up two places because of X, Y, Z. Track how you achieve this, and replicate it if it's successful. If it isn't successful, find out why, and readjust your goals to be more realistic.

- *Set specific goals.* Don't just say: *in three months I want to be on page one.* Detail that you want a specific page, to rank for a specific keyword in three months, using this outlined strategy. Stick to the strategy to track your progress. Adjust as needed, for a measurable goal!

- *Set actionable goals*. Every goal needs a list of actions, or an actionable path to move across, before the goal can be achieved. If you fail to set yourself specific actions or objectives, to meet that goal, it won't materialize. Be ultra thorough here—with five blogs, three articles, and 100 backlinks using these keyword phrases: *I will take my page three ranking to page two in one month.*

- *Record everything*. There's nothing more frustrating to a business owner or SEO marketer than jumping up to the top of page one and not knowing how they got there. For every strategy you put in place, for every goal—you need

to detail and <u>record</u> how you're going to achieve it. If you don't, you could miss out on a process that might take all of your pages to number 1 fast!

- *Don't Overdo It.* Tracking, analysis, and goal setting can become something of an obsession to driven marketers. Take the facts and data into account, but don't get stressed out if you aren't achieving the goals you've set for yourself. There are still marketers in the world that have been working with SEO for ten years and sometimes they rank well, sometimes they don't. It's all a bit of a mystery. A niche specific mystery!

Reports, Feedback, and Rankings

Because monitoring, tracking, and analyzing your progress is such an enormous part of successful SEO, it stands to reason that this is some of your most valuable data. You need to create a system for measuring these results. We've seen a lot of SEO marketers create customized Excel spreadsheets, where they record the months' data and pick it apart. This is a decent practice if you're focused on data.

By now, you'll be using several tracking or analytics tools. Each social site has its own version, your ad platforms will have theirs, and you might have a social management tool that has analytics, your link tracking reports and general web analytics. They all form this great big pile of data that you'll need to sort out for use.

The Excel spreadsheet is a good idea. It centralizes all of that data knowledge, and you can add in any observations, future changes, or notes that you like. You'll be able to see an overall picture of how your SEO campaign is progressing. This is important if you're going to continue to make educated decisions about your content and link strategies.

Compiling Data Reports

Open an Excel spreadsheet and add in titles on a few tabs that name your main analytics platforms. As you read through the data, record your findings. Your Facebook page might say, "new likes," "talking

about this," and "weekly total reach." Make these your headers on your page and then include the amount of content you published in the past week (or do that as you post them).

Record the details and then take note of the various bits of content that caused the most positive responses. Schedule a new piece of content to be created based on your results. See if you get the same response. As you do this, you'll slowly make your content more and more relevant, and your rankings will jump up.

At the end of every week, create a cursory summary of that week's progress. When you get to the end of the month, it will be a simple matter of noting the overall changes, progress, and techniques that have worked. Use this data to formulate a new content strategy for the coming month.

Reporting Services

It can be difficult to read analytics data, when you're new to it. Even though you have all the data in front of you, you might not know what it all means. If you prefer to simplify your life, ask an SEO firm to compile these analytics reports for you. They'll cost you extra, but you'll be surprised how much more you can learn when a professional is involved. Their insights may be exactly what you need.

If you're not sure about the whole process, test it out. Try it yourself. Hire a company to do one month's worth of reporting for you. Take note of the differences. If you see more value in the SEO firm's reports, then it will be more worthwhile to use them. Remember this: *the more you invest in SEO, the more money you'll make from it.* That's a tried and true rule for SEO user!

Five Tips for Outstanding Ranking Progress

Above and beyond what we've told you in this book, there are five additional ways that you can make sure your website and blog rank well. Here they are:

#1: Your Blog Is Like Your Media Command Center

Treat your blog like a command center. All of the information you publish online should run through your blog. The process doesn't always have to go from blog post to Facebook. If you've run a great Facebook only competition; you can create a blog about it. If you've hosted a Twitter discussion; post a blog. All the news and publications that happen online should be announced or discussed on your blog!

#2: Target Blog Comments

There are a number of social *widgets* that can make your blog comments more valuable. Specifically look out for blogs that have a "top commenter" widget or that use CommentLuv or KeywordLuv instead of the average posts. You can follow these comments, and if someone replies, you can return to continue the conversation.

#3: Investigate SEO and Social Plugins

There are thousands of plugin inventors on the Internet that let you use their technology for free. Often these plugins can improve your on-page SEO, or they can help you maximize your meta data in interesting ways. You should always be on the lookout for new plugins to add to WordPress and to get the most out of your SEO.

#4: Check for Duplicate Title Content

Never copy another article's title. While it isn't always possible to check every existing title in the world, checking on Google page one to three is important. If Google sees that you've copied another title, they won't rank you well for that article. Instead, they'll flag you for duplicate content before the world ever gets to see your highly unique link bait post. Be careful of title copying!

#5: Get Guest Posts for Your Blog

If you can get authority bloggers to create a guest post for your blog, you'll drive a lot of traffic there almost instantly. People with high ranking names or keywords associated with them will have a positive effect on your SEO if they publish on your site. Focus on trying to get at least one guest post for your blog each month. Target the best in your niche, and keep at it until you find someone worth publishing.

BONUS! There are literally thousands of ways you can make your website and blog rank better. One of our favorite ways is to write an eBook and publish it on my blog in the form of a long page-by-page article. People love to search for in depth information, and these guides, whitepapers, or eBooks can be keyword optimized to drive extra traffic to your page. Google loves to see interactive content, so don't forget to include a comments section under each page.

Use these superb tips to get your website and blog ranking like a pro. If it is page one you're seeking, then you can get there with a lot of content and great SEO tactics.

SEO MANAGEMENT AND IMPLEMENTATION

You've reached the final chapter, which means that you now understand exactly what you need to do in order to gain high rankings on the search engines. Before we complete this book and send you on your SEO journey, there are a few resources we'd like to include to make the process a little easier for you.

30 SEO Checks for Your Website Launch

As you perform the following SEO tasks, check them off this list:

1) Extensive keyword research

2) Extensive competitor analysis (view source, SEO tool)

3) Selection of local (dominant) keyword phrases

4) Selection of main page keywords

5) Selection of secondary, low competition keywords

6) Creation of high quality content

7) Inserting keywords accurately in quality content

8) Optimizing page title tags

9)   Optimizing page descriptions

10) Optimizing page keywords

11) Optimizing video, image, and multimedia content

12) Check if your site is crawler friendly

13) Check your content and meta data for duplicates

14) Check your keyword density (2%)

15) Check that your code has no errors

16) Optimize your links

17) Create a html sitemap for search engine submission

18) Implement your blog strategy

19) Create at least 15 SEO link bait blog posts

20) Implement link exchange program

21) Create 20 backlinks to your site

22) Submit business details to directories

23) Promote your blog posts on social networks

24) Submit blog posts on social bookmarking sites

25) Create 20 articles for article marketing

26) Create press releases for mass syndication

27) Create SEO adverts across ad networks

28) Check Google Analytics and other analytics data

29) Track your links and optimize

30) Update SEO every three months

Use this checklist every time you create and publish a new website. If you implement all of these features, your SEO campaign is guaranteed to be successful. Take note of the features that aren't on this list as well. Things like building your e-mail list are very important to the sales goals of your website.

If you find more aspects to add to this list, please add them. Every SEO campaign is different, according to your niche business needs. If you find no use in article marketing, for example, you can leave it out. It's all up to you!

Your Template SEO Strategy

Here is a general example of what your SEO strategy might look like. Below, we're going to list some of the features you'll find in each. Yours will be a lot more complex, but this is the framework you should work towards.

Milestone 1: Identify Target Demographic

If you don't know who your target demographic is, your keyword research won't be successful. Go in-depth to find out exact details. List them all here. They could include age, location, interests, likes, dislikes, social networks, male or female, etc.

Milestone 2: Conduct Extensive Keyword Research

All of your extensive keywords lists, combinations, data, and research go here. You'll use this multiple times in your SEO strategy, so make this area _count._

Milestone 3: Complete On-page Optimization

In this section, you'll list everything you need to do to achieve comprehensive on-page SEO. Your design, development, and content SEO goes here. This includes your multimedia, your meta data, your links, and your structure concerns.

Milestone 4: Begin Off-page Optimization

This section will include a list of your off-page SEO strategies and their details. It includes link building, creating link bait posts, creating link networks, matching links to content, article marketing, guest posting, outreach programs, and advertising.

Milestone 5: Create Social Content Networks

Optimize your social networks and create a solid brand identity there. Identify which advertising platforms would best suit your needs and grow your community.

Milestone 6: Syndicate Content Across All Networks

Syndicate your optimized content across Facebook, Twitter, Google+, LinkedIn, YouTube, and any other relevant social pages. Submit press releases to news syndication outlets. Begin social bookmarking of posts. Keep track of what you've done and what you need to do in this section.

Milestone 7: Analytics, Tracking, and Optimization

Once your website is up and you've published off page content, continually track and analyze these areas. Record all of your data here, including observations on how to improve your results. This is a continuous process, and will be the fuel that keeps you ranking higher and higher.

Your Reading Homework: SEO Guides

There are a number of additional resources that you can read to better understand SEO on certain platforms. It's important to continue to learn about SEO because new things are happening every day online. In a month from now, Google could launch an add-on to their algorithm, which puts your site in danger. Be careful!

The Google SEO Guide

Google has published an SEO guide of their own, and you need to read it. Previously created for new employees, Google decided to publish this manual to help online business firms achieve better results using their platform. This guide covers SEO basics, how to improve your site structure, how to optimize content, how to deal with crawlers, how to optimize for mobile phones, and how to promote and analyze results.

The Yahoo! Style Guide

The Yahoo! Style Guide is available for sale from Yahoo! or on any of the large booksellers' networks. This guide will help you write for the Internet and is very useful for business firms that want to learn how to market effectively with content.

The Bing SEO Guide

In the Bing Community section, you'll find articles on how to optimize your content for the Bing search engine. This is worth reading and, like the previous two guides, will help you understand the semantics involved with ranking on certain search engines.

Along with these great sources, there are many wonderful articles you can find around the Internet on authority sites. Use your newfound research powers to determine who and where those sites are, based on their rankings and Alexa data!

Beyond that, it's all down to trial and error. And that really sums up the process of SEO. No one can really predict how well their strategies will work, until they've tried them! You can learn all you want, but practice makes perfect.

This is especially true for niche sites. While the world of SEO and rankings continue to storm on, you'll need to keep up on all the latest SEO information that comes out. Become an avid reader and subscribe to some great SEO resources. They'll let you know when Google plans another algorithm attack or if there have been any more changes that will affect your long term SEO plans.

The business firms that regard SEO as an important part of their marketing goals usually do the best online. It's easy to get sloppy and let months go by without any SEO effort. You don't want to be one of those business firms! Take it from us; you want to be the business that everyone else is trying to emulate.

To do this, keep this book close by for reference material. Stay updated on SEO news and progress. And read those search engine guides! They really help!

The Three Months Rule

There's an unspoken rule that hangs around SEO firm offices, and it's one to be taken very seriously by the novice SEO marketer. It's called the three months rule. It applies to many parts of your SEO campaign and holds universal truths throughout.

- First of all, if you've been working on SEO tactics daily and they're not converting after three months—CHANGE your tactics. Three months is more than enough time for the search engines to notice your new content. If they still haven't noticed it after then, you're doing something wrong.

- If you leave your off-page SEO for more than three months, your rankings might drop. This is due to continuous SEO by your competitors, changes in SEO practices, and the general lack of fresh content on your sites. If your sites become stagnant, the search engines will notice after three months.

- If you experience very positive results after three months from a particular SEO practice, you can safely assume that it works. At this point, you can apply the knowledge you've learned from trial and error and include it in other parts of your campaign to improve your stats. Even if it's just a targeted phrase that is causing great conversions— it's worth using in the future.

The three months rule is a safety parameter for testing SEO techniques. Some marketers will claim that websites or content can't

be indexed that quickly; those are speaking nonsense. If you grab the attention of the search engines using quality SEO and content marketing tactics, all content can be indexed by then.

At this point you can make adjustments to your SEO campaign. Collect all of your analytics data, and adjust it after three months of trial, error, and observation. It's a great rule to live by if you find yourself short of time and can only keep up with the demands of your small content campaign.

On the other hand if you're working with an SEO firm, you should request monthly reports and compare them over three months. This is enough time to check for conclusive proof that their efforts are, in fact, working in your favor.

At the end of the year, you can check all the main points and changes against your four dominant reports (compiled every three months) and make decisions based on that.

You must understand that search engines will find, read, and index your content in three months. You can use this rule as a benchmark for testing, reporting, and campaign management. When and if you realize your content isn't being seen during this time, your SEO tactics are not working. Period.

Of course give your strategies time to mature, but keep the three months SEO rule in mind. Search engines are smarter than people think, and you can excuse bad practices and poor SEO away by delaying the results timeframe. Consequently three months is more than enough. Use it or lose it!

10 Final Tricks to Increase Search Rankings

To sweeten your SEO campaign, here are 10 final tricks to get you ranking fast:

1. Be a Unique Personality

Social writing on the Internet is all about being an attractive personality. Don't fall for the old dry, boring text nonsense. Wake up your inner story teller!

2. The SERPS Matter

Research the search engine results pages (SERPS), and take make note of all the different content it ranks. Mix and match content to find the best balance.

3. Keyword Absolutely Everything

All text should be keyword content, without exception. That includes your comments, replies, suggestions, questions, and general content.

4. Focus on Bounce Rates

To increase your conversion rates fast, take note of the bounce rate stats. They indicate what content works and what doesn't. Change it *immediately if indicated!*

5. SEO is Tied to Everything Else

Any strategy on the Internet requires SEO. Whether you're content marketing, article marketing, online marketing, searching, shopping, buying, or selling i.e.; all of it requires SEO.

6. Start Now Because Age Matters

The age of your site matters to Google, so start your SEO right now. Even if your site isn't finished yet, you can begin planning your off-page SEO. The sooner, the better.

7. Avoid the Google Sandbox

Don't build 1,000 links every month. Start slowly, and build links gradually from high quality websites. Google is suspicious of large loads of initial links.

8. Get an RSS Feed on Your Blog

When you get an RSS feed, you have a greater chance of receiving long term readers and many more backlinks. It goes straight to their e-mail inbox.

9. Observe Link Changes

Strangely enough, www.content.com and http://www.content.com are considered two different links by Google. Be consistent when you link to your own site.

10. Images Are Link Gold

Use images and infographics to source inbound links to your website. They're really popular right now, with sites like Pinterest catching on!

A Word of Caution

Just before we conclude your SEO education, I must leave you with one final word of caution: You will need help with SEO and most likely you will solicit the help of an SEO firm for assistance and guidance. We've given you the tools to find a good SEO company but truth be told: there are many that look like good companies on the outside, but are incompetent and untrustworthy with a closer look inside.

These are the SEO scam companies that you are warned away from! They all offer a similar service, which looks ideal to the novice business owner. They make it sound so good, that all your rational thoughts are ignored, and you're willing to take a chance with them. They'll loudly proclaim:

- Submission to thousands of search engines for instant rankings!

- Top 10, or page one results guaranteed!

- Get 1,000 quality directory links for only X amount!

- Get page one results in two days guaranteed!

- Our tactics are top secret; you aren't privy to them.

- We've spent years studying the Google algorithm and have nailed it!

- Pay this monthly fee and get top 10 rankings guaranteed!

- Join our network of sites and get page one results!

- We know someone inside Google, Yahoo, and Bing!

All of these statements are rubbish. They usually arrive in your inbox for no reason at all, other than the company has targeted your site as a potential buyer. They will suck thousands of dollars from you and ruin your online reputation. Be afraid, and be very wary. It happens every day. Without exception, these cold e-mails are scams.

No professional SEO firm would make these claims, nor would they contact you out of the blue. Why would they? If they're so good, they'll rank well on Google, and you can find them! Keep this in mind at all times, and tread carefully.

The second word of caution I'd like to leave you with is this:

It's enormously tempting to indulge in black hat SEO, but don't do it!

Black Hat SEO techniques do work. They work very well, but if Google catches you, all of your time and money will be lost. You'll have to start again from scratch. It's just not worth the risk. By the same token: don't cut corners or shortchange yourself.

We're not saying that you can't scale down your efforts, you can. But don't think that if you just use one little black hat tactic to get links that it won't affect your SEO outcome.

Quality companies, with quality staff, will tell you the same thing. SEO costs money. There is no way to do it on the cheap, unless you have 40 hours of your own time to dedicate to link building and

strategy management each month. We reiterate; when you invest in SEO, it does have reliable financial returns.

Start small, and build yourself a quality campaign from there. Keep pumping money into your SEO efforts to get more out of your ROI. There is nothing more satisfying than seeing a flood of new traffic coming your way when you've played by the rules!

WHERE TO GO FROM HERE

This is the end of *The Book on Search Engine Optimization*. Now you understand exactly what SEO is all about. This book was written to help you along your SEO journey. You can use it as a reference guide or a quality control guide to examine the firm that you hired.

It's a lot of information to grasp and it will take you some time to learn how to use this knowledge fully on the Internet. Through trial and error, your website can be among those elite few on page one. All it takes is a creative strategy, some long hours, and a flexible budget.

Where do I start? Start at the beginning, of course! Glance at the table of contents, and it will give you a perfect starting point. Begin with your keyword research or investigate which companies might act as a quality SEO partner. Many marketers play around with SEO for a while to get a good feel for it.

If you need to do this go ahead! Remember that you need a strategy. Without a strategy, you won't be able to set actionable goals or keep track of your analytics data. This book has provided you with the fundamental groundwork needed to execute a successful SEO campaign.

You're already ahead of your competitors just by knowing what to do and what not to do! You have the knowledge ***now*** to go out into cyberspace and drive huge volumes of traffic to your website and content networks!

As they say traffic is MONEY!

This might be the end of the book, but it is the beginning of your business success online. Everything rests on your capability to work

with SEO and is why so many fail right at the beginning. Your gained knowledge will help you plan effective strategies that will catapult your website into the public eye as you rank well on the search engines!

We're going to leave you with this inspirational quote:

(Regarding SEO) "This type of person thinks that they need to know everything and never implement anything that they learn. If you want to succeed you must take action now and start learning from your failures. This doesn't mean that you shouldn't learn, what it means is that you need to implement what you learn and see what works best for you and your market." **- Garret Peirson – searchenginejournal.com**

Go now, and make your fortune online. :)

We wish you every success,

re:think

ABOUT RE:THINK

At re:think our mission is to help anyone with a dream of making it big in the online world. For over 11 years, we have been instrumental in guiding and helping companies of all sizes to succeed online.

From stunning website designs to getting them listed at the top of all the major search engines; **_we have done it all_**. Our SEO team members are talented, certified and have loads of experience.

If you Google the term "Professional Website Design" anywhere in the world, we will always come up in the top ten. This is a bold statement since it's one of the most competitive keyword phrases on: *Planet* Internet. *We do it for us, we do it for our clients and we can do it for you.*

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