

# SEARCH ENGINE PTIMIZATION

Learn To Generate Free Targeted Traffic By  
Utilizing Search Engines



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**SEARCH ENGINE**  
 **OPTIMIZATION**

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# Introduction

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**There are two ways to measure the success of business websites. You can check the page ranking within the internet search engines as well as the search engine result page.**

If you are a business website owner, you should use search engine optimization while benefiting from the many tools and resources the internet has to offer your business.

The downside to being a business website owner is that you have to ensure that internet traffic can actually find your business website. How will internet users know your website even exist if they can't find it? If you don't take the necessary steps to ensure your business website is ranked accordingly within the major search engines; they can't?

Search engine optimization can aid your business. SEO can place your business website possibly within the top ten results on the search engine results. Help from SEO will not only aid with increasing sales for your business website but also increase the flow of internet traffic to your business website.

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SEO can also aid with your products visibility while improving business relations with your current customers.

The first mistake you could make. becoming a business website owner, is to disregard how important the internet search engines can be to your business website.

Internet search engines drive the majority of internet traffic. Internet users click on links found within the search engine result pages.

If you can get a decent ranking with your business site within the major search engines, you will stand a great chance of success, for your business website.

You must ensure that your business website is appealing to internet visitors. There is no need to draw any visitors into your business website, if you do not have relevant content or a website which internet users find appealing.

It does not take a long period for internet users to decide if they like or dislike your website (less than 3 seconds on average). Your focus must be to grab their attention when they stumble upon or find your business website through the search engine.

If you are not an SEO expert then you might want to consider hiring one. SEO experts can improve the traffic to your commercial website, while aiding your business to be competitive with other online businesses.

SEO's offer many services which your business could greatly benefit from. Website reporting, search engine submissions, link popularity building, as well as monthly maintenance are a few of the things, which SEO's can offer your business website.

SEO's allow companies no matter the size to advertise their products and services with the power of the internet. If you are uncomfortable, hiring an individual SEO expert, then a search engine optimization company might be right up your alley.

SEO companies or individual SEO experts can be a great help, with maintaining your website, as well as your page rankings. If you choose

the right company for your business site, you will eventually see the results in not only the growth of the internet traffic to your website; but also profits.

### **Using SEO For Internet Marketing**

Many people are confused as to why SEO, or Search Engine Optimization, is considered an internet marketing strategy. The reason for this is really very simple. Traffic among the search engines is free and as your rank rises within the engines you get continual link requests from webmasters.

In turn, this gives you another source of traffic that does not cost you a penny. For most internet marketers, traffic is their main concern and priority. Without traffic, online businesses will go nowhere and are doomed to failure.

Everyone wants their site to be rated higher among the search engines. The best approach is to learn how to maintain your search engine optimization by yourself and avoid wasting money paying someone else to do it for you. It is fairly easy to learn how to properly optimize your site for the search engines.

However, there is time and effort that are required to do this. Keep in mind that there is a significant difference between an index and directory. Indexes are maintained by what are known as "spiders" that crawl all webpages on a consistent basis and index sites based on a very complicated set of factors.

Where your site is listed in the index listings is dependent on your score according to the formulas that the search engines are using. To get listed in an index, you either submit your URL and wait until the spider crawls your site or the spider finds your site indirectly through your incoming links.

It will be important to learn about all of the different search engines, indexes, and directories. However, before you dive into these, you need to first understand Meta Tags. Meta Tags exist within HTML codes and are found at the very top of a webpage. Title tag, description, and

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keyword tags are the most important and vital to your success. In the last few years, spiders have started indexing website pages based on lists of keywords that are provided by the site creators.

When this happened, webmasters started trying to cheat their way to higher rankings by stuffing their sites with irrelevant keywords. Since that time search engines started changing and redoing their indexing system to combat this.

Now, only Title and Description Meta Tags are looked at with importance. This has led to search engine indexing becoming much more complex. Now, the focus is on evaluating website content instead of single page content.

This means that webmasters now have to structure their pages appropriately to get the spiders to find them relevant to the keywords that they are using.

Directories, on the other hand, are a simple list of sites that are divided up into categories. To get listed in a directory, all you have to do is submit your site description and wait for the editors to approve it.

Keep in mind that most directories organize their listings alphabetically within categories. This is important to keep in mind when deciding on your URL or website name.

Regardless of how you go about getting your site seen, whether through indexing or directories, it is important to spend some time planning and doing research.

Make sure that you learn all that you can and that you are utilizing search engine ranking to the full potential and reaping the benefits from it.

# Chapter 1: The Importance Of Search Engine Marketing

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**Many people ask what search engine marketing is and how can it pertain to their business?**

Search engine marketing is the promotion of your website through search engines while obtaining more web traffic to your website. This in turn generates more leads for potential sales within your business.

A very important part of search engine marketing is pay per click advertising.

Pay per click advertising brings in internet traffic to your website once your pay per click campaign is active. You can actually start receiving targeted visitors to your site within minutes, provided of course you have set up your PPC campaign correctly.

SEO on the other hand will minimally take hours, days and in some case three to six months before you will see results.

### **Ensure Your Business Website Is Registered With The Major Search Engines**

Within today's world, unbelievably more people spend more time on the internet as compared to those who do not use the internet. The younger generation (ages 18 to 35) spends more time upon the internet as compared to other market groups.

No matter the market group, which you are targeting, you must ensure your business website can be found within the major search engines upon the internet. Internet visitors utilize the search engines in searching for products, services and information.

If you do not have your business listed within the major search engines, you will be losing business or even worse go out of business.

### **What Can SEO Do For My Business Website?**

The most effective method of search engine marketing is search engine optimization. SEO improves the quality as well as increasing the multitude of traffic to your business website through the major search engines.

The more often your business shows up within the major search engines, the more visitors you will receive to your internet site, which will in return generate more leads as well as sales for your business.

What is the big deal about rankings with my business website and search engines?

You want your business to rank well within the search engine rankings. Upon achieving good rankings, you will find that your business website will bring people in who are looking for particular services or products. These are commonly titled "potential customers".

### **SEO Is Not a One-Time Deal**

SEO requires a lot of time as well as your efforts in obtaining success. This is not a one-time thing, which you must perform. SEO in order to be effective must be updated continually; as well as often.

If you are not confident with your own SEO skills, I would recommend you hire a professional SEO to aid you with your SEO needs. This will allow you to focus on other matters pertaining to your business.

### **How Important Is Search Engine Marketing?**

Search engine marketing is very important for your business and should be permanently instituted within your marketing plan for your business.

If you utilize search engine marketing effectively, you will find that your business will experience the success you have worked so hard to achieve.

### **The Important Aspects Of SEO**

SEO which is short for Search Engine Optimization is basically a type of web design that uses search engines to drive visitors to your website. SEO is one of the most important aspects of web design that a business can do. Without it the chances of you getting visitors to your site is next to nil.

So you are asking why you should optimize? Search engines are excellent ways to drive traffic to your sites. Without a proper SEO your site will appear clear at the bottom of the search list. Most businesses have discovered that when they create a SEO rich web site they have been able to cut down their advertising budget.

If you do not create your website correctly you will be wasting your time. You need to do a lot of research in order to create an awesome SEO website but it is well worth it in the end.

After you have learned the importance of why you should optimize you need to learn the importance of research. Researching before you even start your website is critical. It can make or break your site.

Some of the more critical components in the research stage are planning out your site, making a list of possible keywords, researching

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your competition and design. All of these are important to the overall success of your site.

Keywords are vitally important because it is what the web crawlers will attach themselves to when they rank you in the search engines. The better the keywords the higher the rank you will get on your search engine. You should begin by making a list of keywords before attempting to add these to your site.

Planning your site is another important aspect of an SEO. You need to consider your target audience. What type of audience are you looking at attracting?

The more you focus on your audience the better of you are. Also it is important to make your site user friendly. The easier your site is to navigate the happier your visitors will be.

Next on the importance is checking out your competition. If you fail to do this they will probably outrank you in the search engine. Check out the keywords that they use. Do not use the same keywords as they do but try to use similar words. This just may raise you above your competition.

The final important component of an SEO is the design. Do not overload your webpage with pictures or graphic. Choose a design that will attract your visitors but will not overpower them. Also watch the visual graphics and use them sparingly. Save the room for the content.

No matter what business you are promoting in your SEO site if you do not use these important components your site will most likely fail.

# Chapter 2: Tips For Search Engine Optimization

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**Tips for Search Engine Optimization are widely sought after as this is a crucial aspect to generating traffic and income from your website.**

SEO experts will focus on different tips that have helped themselves or their clients to be profitable.

*Here are some that they all agree on:*

- 1.** Don't put any time or effort into a website without first taking a look at your search engine optimization strategy. Your efforts will be wasted if you do so.
- 2.** On the other hand, you can do all of the SEO that you want but if it is not based in good content, then this is also a waste of time. Make sure that the content you are offering on your website is original, valuable and problem-solving.

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This will bring in the best kind of links -- the organic ones. People will link to you naturally because you have something of value that they want to provide to your readers. Updating your content will increase your rankings.

Try to add fresh, useful content to your pages on a regular basis. The search engines favor this. The "look and feel" of your website is also important, but not as important as the content.

However, photos, graphs, pictures, or images and an easy-to-navigate site will help you in terms of SEO.

**3.** Make sure that you include an original title tag on every page of your site, and make sure that it includes your keyword. Many people make the mistake of putting the name of their company in these titles but in general your company name will not get too many searches while your keywords will.

**4.** Don't forget internal linking. When you use anchor text within your site, make sure that the linked text is a keyword or keyword phrase, and not something like "click here".

**5.** This is one of the more overlooked tips for search engine optimization. Most people think of link-building in terms of quantity. But the reality is that the quality of the incoming links are much important than the quantity.

One simple link from a high-quality site can offer you much greater results than lots of poor quality links, which can actually hurt your ranking.

**6.** Broaden your way of communicating to include video, PowerPoints, podcasts, news, press releases, social content and so forth. The more different ways you can communicate what you have to offer, the better you will look in the eyes of the search engine.

If you were to choose just one other form of communication, let it be video. Video is extremely hot and growing in popularity every day.

**7.** Make it easy for your visitors to increase your site's ranking. Add what can be termed "viral components" to your web site or blog such as bookmarking, reviews, ratings, visitor comments, and sharing tools.

**8.** And the last of these tips for search engine optimization, do not underestimate or discount the power of social marketing. This is a great contributor to SEO.

### **Tips For SEO Success - Get The Most For Your Efforts**

SEO is a term given to a variety of methods that are used to improve the placement of your website in the search engines. A large percentage of people find new websites through search engines, and they heavily favor the sites that appear at the top of the first page of results.

*The following tips for SEO success will help you get the most from your efforts:*

#### **The Importance Of Keywords**

People use keywords when using the search engines, and the keywords you choose will make or break your site in the search engine results. Invest time selecting the best keywords and optimizing your site around them.

You need to look at how many searches each keyword gets and see what kind of competition each has as well. There is no magic number or how many searches a keyword should get, so there will always be an element of guesswork involved, which brings us to the next of the tips or SEO success...

#### **Test and Track Your SEO**

The search engines use proprietary algorithms to determine where a site is positioned in the search engine results, and they protect these algorithms carefully. The best way to get around this is to test and track your SEO efforts to get an idea of what works and what doesn't.

It can take some time for changes to be reflected in the rankings, so be sure to give it some time before drawing conclusions. You also need to keep in mind that the results are dynamic because most of your competition will be doing SEO, too.

### **Linking The Right Way**

There are a lot of myths about the best way to use links for SEO purposes. Massive link swaps are one example of a link building strategy that is no longer effective. However, you can get a boost by getting links from well-respected pages that are relevant to your website.

If at all possible, be sure that the links to your site include the keywords you are trying to rank for. There is also on-site linking which covers all of the links on your site that link to other parts of your site. Generally speaking, you should have all of your pages interconnected and you should use keywords for those links.

### **Stagnation and SEO Don't Mix**

This is one of the most overlooked tips for SEO success. A lot of website owners think of SEO as something you do once when setting up your site, and then it somehow keeps working its magic.

The reality is that you need to keep doing SEO on a regular basis for two reasons: one, the search engines are always changing their algorithms so you need to respond in kind; two, you have to assume that your competition will always be doing SEO and you don't want to drop down in the results as they move up.

### **SEO Success**

SEO is one of the most common forms of internet design that is used today. Businesses use SEO's to attract visitors to their sites. All SEO's are certain keywords that you use when creating your website that web crawlers attach to.

These web crawlers in turn bring your site up in search engines. Creating SEO success takes a few steps.

### **Key Word Rich**

Make sure your article is related keyword rich. Make sure this carries throughout your whole site. The more keyword rich your site is the more places the web crawlers can attach to.

These web crawlers (bots) determine where in the ranks of the search engines your site will be found. You must be sure that you do not overdo it though.

### **The Title**

Make sure your title is clear to understand also keyword rich. The title is one of the most important aspects of creating your SEO site. Your title is the first thing any visitor to your site will see. Without a proper title everything else you do from that point on is pointless.

When you are creating your title, consider adding your top keywords. The ones that stand out the most to you will stand out to the visitor.

### **The Content**

Make sure the content of your site is relevant to your business. If you are creating a website let's say about cutting hair at home, you need to be sure that you add haircutting tips in your site.

If you fail to do this you will turn away your customer. The more relevant content you have on your site the bigger chance your customer will not reject your site.

### **Long Tail Keywords**

Long Tail keywords are usually 3-4 words in length. They are also the most searched words by most web searchers. The more creative your

long tail keywords the more chance of your site being ranked higher in the search engine.

### **Links**

Make sure your links are of high quality. This will help produce the most visitors to your site.

### **Easy To Navigate**

If your site is hard to navigate the visitor will not stay. The more user friendly you make your site the better off you will be. Create sections in your website these sections can then be implemented into new pages which makes it easier the visitor to browse your site.

### **Education**

SEO's are changing every day. Things are being added and others are being removed. Continuing your education in SEO will give you the updated information you will need to make the necessary changes to your site.

The importance of continued education on SEO cannot be stressed enough. The more you learn and implement the more visitors you will have.

# Chapter 3: Success For Your Business With Search Engine Optimization

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**The internet is a very competitive place to conduct business within our current society.**

By developing a good SEO (Search Engine Optimization) plan and your business stands a great chance of being successful upon the internet.

How important is Search Engine Optimization with marketing?

Search Engine Optimization allows internet users to view your business website ahead of the obvious competition, which does exist upon the internet.

Search engines are very much a part of making your business website successful.

### **Familiarize Yourself With Google**

One of the major, if not most important, internet search engines is Google. Google has numerous factors, which they consider to determine how websites are ranked. Google is one particular search engine, which any website owner must contend with.

You must be familiar with the factors, which Google utilizes in ranking your business website, if you cast this fact aside; you are going to have serious problems promoting your business upon the internet.

A few of these factors are the number of back links to your site from other sites. You also will find that proper use of keywords will play a role in the ranking of your site.

Proper optimization and number of pages on your site, are also a factor in determining your overall ranking within the search engines.

### **Will Pictures Or Videos Help With My Website Rankings**

Adding relevant pictures and images can help your site. Especially when they are tagged with the proper keywords. As far as videos go, the general consensus is that a good relevant video will help your site get ranked much higher in the search engines.

Once again proper keyword tagging and a keyword title will be key to getting your site ranked. This is where good SEO comes into play.

### **When Should I Begin Thinking About SEO**

You should begin thinking about SEO before and during your website being developed. Additional and updated SEO can be done after your site is fully developed and launched.

Your website developer should be able to speak to you about good SEO strategies, if your website developer can't or will not discuss this with you; you need to find one that will. Without proper SEO to your

site you will have a major problem getting ranked within the search engines.

### **Keywords and Your Website**

The next thing, which you must do in utilizing search engine marketing, is to find keywords, which will be suitable to place within the text content of your website, which you are promoting.

Do understand that you must not merely flood your website content with keywords, Google along with many search engines frown upon this. You will need to ensure the content as well as keywords are carefully placed and within your really great and relevant web content.

### **What If I Am Not Confident With Performing SEO**

A good SEO consultant can aid you in utilizing particular formula's, which govern how many keywords should be placed in your website content. SEO consultants can also aid you with understanding the rules and regulations pertaining to this marketing method.

### **What Do I Do Now**

You will need to give your business website an edge within the major search engines. Some website owners make the huge mistake of constructing very extravagant and very expensive websites, with all the little trinkets, only to find that their website performs badly within the major search engines.

A good SEO consultant can aid you with learning effective SEO techniques. I would recommend hiring an SEO consultant which of course will require payment for their services.

However, the expertise brought into play by these professionals can save you not only money, in the long term, but precious time and energy.

## **SEO For Small Businesses - A Chance To Rank Higher With Big Businesses**

The internet has changed the way people do business, and if you will pardon the cliché, it is a game changer. People not only go online for entertainment purposes, but they also go online for information and to buy things.

SEO refers to a wide variety of methods that are used to help a site rank higher in the results when someone does a search. SEO for small business evens the playing field and gives the smallest business a chance to rank higher than a big business.

### **Step #1 - Research**

Before you do anything else, you need to know who your market is, and what it is that they are using the search engines to look for. The more you know about your target market, the better. Having a detailed image of who they are and what problems they need solved will help you craft your marketing message and also help you when doing SEO.

You also need to know what keywords they are entering into the search engines, and then use those keywords accordingly. There are several tools (free and paid) that can give you a good idea of how many searches a particular keyword is getting.

### **Step #2 - Implementation**

Once you have done your research you can start doing your SEO. This is where the proverbial rubber meets the road. Entire books have been dedicated to effective SEO, but here are a few things you can do to improve your site's position in the search engine results.

- Write keyword-rich content, but always write for people first and search engines second.

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- Use both on-site and off-site linking. On-site linking refers to the links on your site that point to other parts of your site. Off-site linking covers any links back to your site that are placed on a different site, which may be owned by you or somebody else.
- Make use of SEO on every part of your site. For example, use alt tags on images, and fill in the meta tags when creating your site.

### **Step #3 - Maintenance**

SEO for small business is not a one-time thing, you need to be constantly working on it. Every time you add something to your website, you should have SEO in mind. If you are using a backlink strategy, then you need to keep adding links on a regular basis.

Search engines change their results algorithms frequently, so you need to pay attention to where your site is ranked, and change your overall SEO strategy if needed.

If you own a small business you can always do the SEO yourself. Following the advice in this article is a good start, but it only covers some of the basics. SEO for small business is an ongoing process that requires continuing education and regular maintenance.

If you don't have the time to do this, or would prefer to have someone do it that already understands SEO, then you can always hire a firm to do your SEO work for you. Either way, search engine optimization is necessary in today's marketplace.

# Chapter 4: SEO Tips For WordPress Marketing



**WordPress is one of the most powerful marketing tools that are available on the internet today.**

It can be used to create a blog for your internet business or your very own website to promote your product.

What is really great about WordPress is that you can create either of these in a matter of minutes even if you do not know how to do HTML. The key to a successful WordPress blog or website is the SEO Capability.

*Here a few tips that you can use on your WordPress Marketing blog or website to make it SEO capable:*

## **Permalinks**

You need to be sure that you are using permalinks on your WordPress site. By default your WordPress software contains web URL's which contain question marks and numbers inside of them. These links are

hard for the search engine web crawlers to attach themselves to. As a result your site will not be indexed as fast as it would normally be. WordPress also, however, does offer you the opportunity to create custom URL's for both your permalinks and archives.

You will be able to find this option under your Administration panel. All you will have to do is to choose the options panel then click on permalinks.

### **Titles**

In the permalinks section of your WordPress marketing software you have the option of date and name based. This option will place the year, month, date, and post title in your URL. For the SEO webcrawlers it is best to have the site of your site appear in the front of this URL.

So instead of using the basic URL you should choose the custom URL and create a link that has your site name appearing first.

### **Tags**

Tags are a great addition to your site on a SEO standpoint. They will enable the search engines web crawlers' crawl through your site more easily and also it will allow you to create specific pages for your tags and keywords.

### **Page Titles**

You will need to make sure you have good titles on all of your webpages. Just as you put the site name at the beginning of your URL you will need to do the same thing with your page title.

### **Post Titles**

The post titles that you choose should be clearly written. Do not stuff these titles with keywords that you are using to target your site or blog. Choose your keywords carefully when you are posting and get those words in your post title.

### **Autolinks**

You will also need to cross link to your own posts and pages in your content. You do this by linking keywords to your relevant posts.

### **Relevant Posts**

Be sure to post links to related posts under all your postings. This will help the web crawlers that are crawling through your site and indexing all of your posts.

### **Ping Services**

Each time you post or edit either a posting or a page your WordPress blog can notify a variety of different sites that you have updated your blog. It is very important that you use this step.

### **Google Sitemaps**

Google has a tool for you that are called Google Sitemaps. This tool will help you index your site and allows you to tell Google which pages are the most important.

### Categories

Categories will help you organize your content. If you have your permalinks turned on, the category names will appear in your URL. This is why it is very important that you name your category names very carefully.

Try and make sure that you use keywords to name your categories and do not be afraid to make loads of them. WordPress gives you the ability to use sub categories and sub-subcategories so make as many categories you can.

This way you are able to down your focus on certain keyword phrases.

Creating a WordPress site that is SEO ready is simple if you know how to do it correctly. Using these steps can help you create a great SEO site in no time.

## **SEO Strategies Will Drive Organic Traffic To Your Site**

Getting the most out of the free, organic, search results should be the goal of any online business owner. Hey, the traffic is free and ultra-targeted, what more could you ask for?

Finding and implementing the best SEO strategies will depend mostly on your existing knowledge, if any, and your budget.

You know the saying: those that can't do... hire. Well, maybe that's not really the way it goes, but it works. If you don't know much about SEO and /or don't have the time or inclination to learn, you can hire a company to do the work for you.

There are a lot of companies that specialize in this and many of them are quite reasonable in their pricing structure.

If you can't afford to hire a company at this stage in the game, don't worry, with a little knowledge and a few simple tweaks you can easily benefit from some basic SEO and at least get your foot in the door.

Once you are making more money online you can invest in the knowledge, or hire someone, to take your SEO efforts to the next level.

It all starts with your keyword list. Choosing the right keywords for your onsite SEO has to be the first step, everything revolves around these keywords.

Make sure that you choose words, or phrases, that get at least one thousand searches a month and less than 20,000 competitors. They must also be closely targeted and highly relevant to the content of your website.

Search engines will either reward or penalize you on the relevance of your keywords, you don't want to be penalized.

Once you've got your keywords focus on placing them in your meta tags, your headers and footers to start. This will grab the attention of

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the search engine spiders and they will move your site to the top of the rankings if they think it is highly relevant.

You can use a similar method to drive traffic to your website by writing and submitting quality, keyword focused articles. Now, this is the point when a lot of people make a mistake; they don't write a quality informative article, instead they try to stuff as many keywords as possible into it until it's virtually all gibberish.

You won't be rewarded for that, the search engines are too smart. Write your article around a keyword, but don't write for the search engines, write for people.

If you supply your readers with genuinely helpful information, and optimize it with keywords, your article can get a top rating in the search engines and subsequently drive a lot of traffic to your website.

Don't drive yourself into the poor house when you're just starting out online by hiring an SEO company that you can't really afford. First, start making some money and then you can outsource much of your daily work.

In the meantime, use these tips and utilize these SEO strategies to keep the traffic flowing and the cash register (virtual, of course) ringing.

## Chapter 5: SEO Link Building

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**Starting your own online business can be a great alternative to a more traditional job.**

They have the ability to earn you far more money than you would get working a typical nine to five job. But they also require a lot of work and dedication. Just like starting a physical business, a virtual one does not just start churning out money overnight.

Also like a real world business, marketing is the most important aspect. No matter how good your website is, if nobody knows it exists then it will not earn you money. In the real world you would run ads on the radio or tv, but on the internet you rely on SEO link building.

Link building is the process in which you acquire back links for your website. A back link is when another website links to your website. Back links come in varying qualities and the methods of acquiring them are quite diverse as well.

One of the easiest, albeit most expensive methods for acquiring back links is to simply purchase them. There are websites out there who

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acquire back links to sell to you. The higher the quality of back link, the more expensive it will be.

Another method of SEO link building is to simply ask for back links. As you can expect this has varied amounts of success but as the saying goes, it never hurts to ask. Simply sending an email to the website owner and presenting your website might very well net you a back link.

Using articles for link building has mixed reviews but it is still a viable option. By writing quality articles and submitting them to directories, you can generate good back links to promote your website.

Blogging is another very good way to create a list of back links. By creating a high quality blog that has links to your website, it can go a long way in increasing the rank of your site.

The quality of back links are very important when it comes to your link building campaign. If you get very poor quality back links, it can even hurt your website's ranking. So the goal is to get as many high quality back links as you possibly can.

There are a variety of methods for determining whether or not the back link you are getting is actually going to help you or not. The two main things to keep a look out for is relevancy and rank.

The higher the rank of the website back linking you, the more valuable that link actually is. As well the more relevant it is to your websites subject, the more valuable it is.

Even if you get a back link from a high ranked website, if it has nothing to do with your website it will not help you with your SEO link building.

These quality links can be hard to obtain which is where paid services come in. But there are free alternatives and while they are not the best of the best, they will help your website move towards the first page.

## **Contextual Link Building**

Setting up a website can be a great way of attaining the financial freedom you want in life. However even once it is set up you need to drive traffic to it and make it known. To do this you need to have a good link building campaign.

Contextual link building is where you get back links to your website. Back links are links from one site to yours. These back links work together with Search Engine Optimization to figure out what page rank your website will have.

There are a lot of things that go into link building, and a lot of newbies tend to dive straight into it and make mistakes.

*To avoid this outcome, there are some simple tips to help you get started:*

### **Quantity Of Your Links**

Make sure you get a lot of back links. The more back links you have out there, the more people will see it and the more traffic your website will get. Since there are a lot of competitors out there doing the same thing, you need to out muscle them by getting the most back links you can.

### **Quality Of Your Links**

While having a lot of back links is important, making sure those back links are actually worth it is equally as important. All the back links in the world will do you no good if they are bad quality. So making sure the contextual link building you do is worth it is an important step.

### **Get Links From High Ranked Websites**

These websites are worth more than a site that is at a lower rank. This is because Google's SEO looks at their success and the fact that they are linking to your website, and determines that your website must have quality content as well, as such it increases your page rank.

### **Avoid No Follow Links**

A lot of links now days have the "no follow" tag to help keep spammers at bay. However these tags also mean that the link is not counted as a back link, so it does not go towards increasing your page rank and is ultimately worthless to you.

### **Focus On Relevant Links**

Even if you have a lot of high quality back links, if they have nothing to do with your niche, they will not count towards your page rank. So you have to ensure you only use back links from websites in a similar niche to yours.

### **Use Anchor Text**

Anchor text is where you include the link in a phrase or word within your post. You can do this with your keywords to further add a little kick to them. This will hold a lot of weight with SEO.

### **Use Contextual Link Building**

Contextual back links are similar to anchor text in that you put them within your post. However it also fits in within the context of your post.

Google loves unique methods such as this and they will be worth a lot for your page rank. They can be a little hard to fit in properly but are well worth it.

# Chapter 6: Common SEO Mistakes and How To Avoid Them

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**Creating an SEO can be very confusing as well as complicated.**

If your SEO is not created properly, you will not get recognized as much in the search engines. Avoiding some of the more common mistakes can help you get noticed and possibly even get your internet marketing at the top of the list.

## **Avoid Targeting The Wrong Keywords**

This is the most common SEO mistake that is even made by the experts. This usually occurs when you are trying to create more descriptive keywords that describe your website but the words you use are not the words that most people search for.

You need to be sure to choose the correct SEO keywords as it is one of the most important factors in creating your SEO. You can either make

or, worse yet, break your SEO campaign by this one simple mistake. There are software tools available that can help you create your keywords. One of the most popular is Website Keyword suggestion.

### **Do Not Ignore Your Title Tag**

Leaving out your title tag is another common mistake that is also made by the experts. This is the most important area of your SEO to have your keyword. This will show up as the title of your website in the search engines.

### **Using a Flash Website That Does Not Contain HTML**

A flash website may appear appealing to you but it is not appealing to users, or even search engines for that matter. If you still prefer to use a flash website be sure that you include an HTML version of the site. Also, keep in mind, Adobe has discontinued Flash, which means all major browsers has done the same.

### **Using Java Script Menus**

Search engines do not recognize Java Scripts and therefore should be left out. If you do happen to have certain portions of your website that do contain Java Script you will want to create a site map.

### **Do Not Forget Consistency and Maintenance**

Against popular belief you cannot create an SEO and forget about it as it will not last forever. If you want your website to continue to be popular you will need to provide both consistency and maintenance regularly. One important aspect of this is keeping an eye on your competition and changing your keywords accordingly.

### **Do Not Concentrate Too Much On Your Meta Tags**

Meta tags are becoming a thing of the past and therefore it is better to begin leaving them out for best results.

### **Do Not Use Only Images For Your Headline**

Search engines do not primarily search for images so avoid these at all costs. If you still wish to use an image as a headline be sure to add keywords to your title as well. This will improve your chances of having your site noticed.

### **Do Not Ignore Your URL's**

If you have a URL in your title you will then have an edge over your competitors. This is often left out but is a great way to get your site seen by more people as it ranks higher in the search engine.

### **Avoid Backlink Spamming**

Make sure your backlinks are of quality and not just spam as a way to add more keywords. This will only lose your search engine rank.

### **Avoid Having A Lack Of Related Keywords In Your Content**

The more related keywords you have in your content the higher on the search engine you will appear. Make sure though that you place them only in places that will make sense.

You can even bold or highlight them to make them stick out. If you do this you will improve your rank on the search engine.

Realizing these simple but common mistakes and how to correct them can help you create an awesome and well noticed SEO.

## **Things To Remember When Creating Your SEO**

Creating an SEO site can be difficult and confusing. Because of this a lot of people miss key components that make their SEO site a site that must be looked at. There are usually things that a person that may be creating a SEO site will need to remember to avoid neglecting important components.

### **Make Sure You Write So The Reader Understands**

This is one of the biggest mistakes by a lot of SEO site creators. They forget about the human visitor factor. If your site is too hard to read or follow they will not even click on it.

In knowing this you need to make sure your SEO site is user friendly as well as easy to read. Putting it simply you need to create your SEO site like you were a visitor who is visiting your site for the first time.

### **Make Sure Your Code Is Clean**

Your code needs to be well organized, and well formatted. The better your code looks to you the better your SEO site will appear to the visitor.

### **Images**

When you use images to support your main message this will capture the readers eye and will also catch their attention as a result. You need to be sure that you use images in moderation.

Too many images will make your SEO site appear cluttered to the reader which will once again turn the reader away.

### **Scripts**

Placing user scripts such as Java in an external file will make your site easier to read for the user. If you still wish to use a java script without placing it in an external file place it towards the bottom of your webpage so that the web crawlers will not attach themselves.

### **Headers**

These headers should contain your keywords as well as your company name. The header is what the web crawlers attach themselves to first so you need to be very careful with this step. You need to take very careful consideration before even attempting your heading.

### **Keywords**

Keywords seem easy but it is one of the most common neglected and misused aspects of creating an SEO site. You should think about 3-4 keywords to place in your website in several different places. But do not overdo it otherwise you can be found at fault for a black hat SEO. This SEO is unethical and can get you banned from search engines.

### **Length**

Limit your SEO to no more than 250 words. This should be enough to get your message across without over doing it. When doing this though do not neglect those keywords.

### **Your Paragraphs**

Keep your paragraphs short and sweet. Also make them easy to read. Try putting an extra space between each line to avoid crowding.

### **Be Sure To Proofread**

Proofreading is of utmost importance. Even a small little error can make your company look bad.

# Chapter 7: Search Engine Marketing Solution For Your Online Business

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**Using the right search engine marketing solution for your online business is imperative to the long term success of your business.**

Search engine optimization is one of the best ways to continually drive hordes of very targeted visitors to your website.

SEO can be very complicated, but you can also utilize a few simple techniques and while you won't get the full benefit, you will still see a benefit.

If you want to get the full effect of an active SEO marketing campaign you may want to consider hiring a company to do your SEO for you. Having access to a professional who will take care of all the day to day

issues associated with your SEO will free you up to take care of other areas of your business.

An effective SEO game plan will require virtually a full time commitment since the search engines base all their results on complicated, and ever changing, algorithms. It would be virtually impossible to keep on top of it on a day to day basis and still run other aspects of your business.

Since many online businesses simply aren't that knowledgeable about SEO you can really pull away from a lot of your competitors if you get a little help. With so many billions of websites all clamoring for attention, you will need all the help you can get to allow your website to shine through all the dust.

*When you set out to find the right company to work with there are some things you want to be on the lookout for:*

- Any company you are considering hiring for your SEO should provide you with the initial website SEO analysis. Basically they will look at your site and determine what strengths and weaknesses you may have. This will help establish a starting point and clarify what you need to work on.

The company will help you choose the best keywords for your site and product. This is crucial, everything hinges on choosing the best combination of frequently searched and low competition keywords. If a mistake is made here, the whole campaign will be in jeopardy.

- During this step the company will also analyze the sites of your competitors to see what keywords they are ranking well for. This can help them achieve a clearer picture of just what needs to be done.
- Now that the keywords have been chosen, the onsite SEO can begin. Optimizing certain areas of your site such as the Meta and heading tags will be the primary focus at this stage. This is the

most complicated part of the process, there are many areas on your site and things that can be done to get the greatest impact.

- Once your site is all "shiny" and SEO ready, they will manually submit it to the major search engines.
- Of course, now that your site has been optimized and submitted, you want to make sure that all these changes are really working. That's why you need to take the time to track your site and results. Having quality, reliable tracking software is a must and should be provided by the SEO company.

Keep these tips in mind when you start looking for your own search engine marketing solution and a company to help you put it all together.

### **SEO Friendly Website - Many Ways To Increase Traffic On Your Website**

Search engine optimization, also known as SEO, is becoming increasingly important for website owners. People can come to your site in a number of ways, and using search engines is one of the most common.

However, people rarely go past the first page or two of results. Having an SEO-friendly website is what will help move your site higher in the results, but only if you know what you're doing.

There are several SEO techniques, and they can be broadly categorized into "white hat" and "black hat" methods. White hat methods are those that follow all of the rules of third-party services (websites, tools, resources), and are not intended to be deceptive.

Black hat methods are those that bend the rules, or break them completely. People using black hat SEO tend to believe that the ends

justify the means and they are often frowned upon by white hat SEO people that don't completely understand black hat methods.

The upside of black hat SEO is that it can help you move higher in the search engine results. The downside is that the major search engines frown on black hat SEO and are constantly changing their algorithms to level the playing field.

This continuing battle between the black hatters and the search engines is the best reason why you should focus on white hat techniques when building an SEO-friendly website.

*Choosing the right keywords is the foundation of any good SEO plan. You need to do two things:*

### **Find Out What Terms People Are Searching For**

What may surprise you is that you don't have to go after the keywords that get the most searches; instead, you need to go after the keywords that will get you the best results for your efforts. This is the reason why "long tail" keywords are worth hunting for.

These are keyword phrases that are several words long, but may not get as many searches. However, the advantages are that there is usually less competition for these terms, and the people who do search for them

### **Find Out What Terms Your Competition Is Using**

A good start is finding what keywords your competition is using and ranking with. There are several tools available that can help you to do this. Once you know what terms they are ranking for, you can get an idea of how you compare.

However, you should also look for good keywords that they may not be using. If you can use some good keywords that nobody else is using, then that may be enough to give you an edge in the SEO game.

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Another main concept for your SEO-friendly website is relevance. When people come to your site they have expectations, and the search engines will reward you for being relevant.

While you are concerned about getting people to your website, the search engines are concerned with delivering search results that people are looking for; it is your level of relevance that plays the biggest factor in how high your SEO-friendly website ranks.

# Chapter 8: Black Hat SEO Can Destroy Your Business



**A black hat SEO is an unethical way for a person to get their website to appear higher on search engines.**

These black hat SEO's will usually follow the following characteristics.

First of all and most important it breaks the search engine rules and regulations. Second it will create a bad user experience. Finally it will unethically present content in both visual and non-visual to the search engine web crawlers.

Black hat SEO's at one time were legal but after too many people began to overuse it and therefore it became frowned on by Search engines.

Now if you are caught using Black Hat SEO's it may be a short term solution to a problem but it will also get you penalized from the search engine.

These penalties for using a black hat SEO can be harsh and include but not limited to banning from all search engines. There are ways to avoid creating a black hat website and if you follow them correctly will save you a lot of problems in the future.

### **Be Careful To Not Stuff Your Keywords**

Using a lot of keywords in your site and nothing else will get you in hot water with the search engines. You need to learn how to place your keywords properly to avoid this.

If you fluff your articles with a lot of keywords yes, it will increase your chances of ranking higher on the search engine but only temporarily.

### **Avoid Using Invisible Text**

Invisible text consists of putting keywords into your site in white with a white background. This invisible text is hidden from the customer but will attract the web crawler to rank your search engine higher. This is not a good practice as it results in a black hat SEO and will get you banned from the search engines.

### **Do Not Use Doorway Pages**

A doorway page is literally just a fake page that is used to attract the web crawlers. The customers themselves will never see this page. This doorway will trick the web crawler to rank your business higher but again, this will only be temporary.

As you can see black hat SEO's do sound tempting but a person must know the consequences from using them which at times can be very harsh. They only help you temporarily but will cause you bigger problems for a long time to come.

They will help you get higher rankings in the search engines but they are very unethical.

If you wish to run a legitimate business you need to avoid black hat SEO's because they will taint your company in the long run. Run your business right and do not fall into the unethical practice of running a black hat SEO website.

### **Creating a Great SEO Website**

When you are first starting out in a business and you create your very first website it can be a difficult task, especially if you want your website to be noticed. The key to getting your new website noticed is by making your site SEO friendly.

SEO simply means Search Engine Optimization and is the way that search engines such as Google look for keywords within your website to produce results.

In order for your website to be at the top of the search engine list you need to provide as many keywords as possible that the web crawlers can attach themselves onto.

*Here are some simple steps that you can create a SEO to get you great results:*

#### **Be Creative In Your Keyword Research**

This is the number one most important rule in building an SEO Friendly website. Before creating your keywords, search through the search engines and see what words your competition is using.

You will also need to make sure that your keywords are unique to your business. If you are still unsure of what keywords you should use for your business there are sites available to assist you, like Word Tracker for example.

### **Make Your Site Easy To Use**

Make sure both people and search engines can use your site easily. The best way to achieve this is to plan your site before you build it. When you do this be sure you have included plenty of vital sitemaps which should be in HTML as well as XML format.

### **Be Sure That Your Content For Your Site Is Relevant**

The content of your website is the second most important part of creating a successful SEO. Your content should pertain to the title, description, and tags. This will allow you to control where in the list your site will appear. The better your content the higher you appear.

### **Make Sure You Add Key Rich Keywords and Tags**

To assure that you rank high on the search engine list you need to make sure your keywords appear in the title pages, description, and keyword tags. You need to be sure that the content of your body contains keywords.

### **Make Sure Each Page Of Your Site Is Unique**

It is very important to avoid using duplicate information on all of the pages of your site. Make sure each page has its own title but also keep your keywords in the title.

Add new pages frequently to target new members. Also be sure to keep an eye on your competition to keep your pages updated to keep you above them.

Creating an SEO friendly website can be difficult and confusing. If you follow these few simple steps you will have your website up and SEO friendly in no time.

# Conclusion

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**SEO is one of the most important concepts of the internet business today.**

A creative and friendly SEO will appeal to your visitors and as a result they will come back again and again. Creating an effective and friendly SEO is by no means an easy task.

It can be both confusing and frustrating. A lot of people outsource their website as a result. They just do not have the time or energy to create their own website. If they knew of ways to make their SEO both user friendly as well as useful, they may have been able to create their own.

When you are being creative in your website there are several factors you need to consider. Your keywords should be the first step. You need to take careful time and consideration when creating your SEO site. Without your keywords your website will fail because there is nothing for the web crawlers to grab on to.

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Also you will need to be creative. The more creative you are the higher on the search engine your site will appear. Make each page unique and different while still maintaining the importance to the site itself.

Add graphics to make your SEO site more attractive to users but do not overdo it. Add an image possibly with your title. Maybe even a few small graphics placed strategically throughout your site.

Also in part of being creative keep your paragraphs short but sweet. Visitors do not want to read a lot of text all they want is their information and leave. Finally in the "be creative" aspect keep your site as short as possible. The longer the site the less chance the visitor will look completely through it.

Make your site user friendly. Avoid if at all possible making links inside of links for one, customers hate this. One link is all you should place in your SEO site. Remember the more user friendly your site is the more visitors you will attract.

Also keep the maintenance up on your site. Make sure that you do not have any broken links and your content is up to date. Also remove pages as you need to and add more.

The more often you change your site around the happier your visitors will be. I know it sounds strange to place this under the user friendly category but it entails the user friendly aspect.

Remember making your SEO creative and user friendly will attract more visitors to your site. Managing your keywords, graphics and paragraph counts are all important factors of the creation section of creating your SEO site.

Also your SEO site will need to be user friendly. When your site is user friendly the more visitors you will attract.

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