

CONFIDENTIAL

SEO SECRETS

**Top techniques to
getting your site
on Google and
other search engines**

Written by Allen Harkleroad

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INTRODUCTION

This book has but one purpose and that is to give you a set of proven search engine optimization techniques with examples and a walk-through that you can easily implement on your website. More and more people are using search engines to find information and in order for your website to be found, you must rank high on the various search engines. With that in mind I have written this book. You will find no fluff, only search engine optimization ideology and techniques. If you use the techniques, exactly as I have outlined them your website will quickly rise to the top of the search engines. That I guarantee. – *Allen Harkleroad*

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CHAPTER ONE

What SEO “Experts” Don’t Want You to Know

Search engine optimization experts do not want you to read what is contained in this book because they will lose money. The “experts” have shrouded search engine optimization techniques in a shroud of fog and myths, so you will feel confused and overwhelmed and they can make a fast buck from you and others. There is no mystery to search engine optimization; once you read this book and start using my time tested proven techniques you will discover easy to implement search engine optimization methods that will increase search engine traffic to your website. The search engine optimization experts spout off about search engine algorithm changes as well as other very confusing information that will leave the average user baffled and confused.

From here on out discard the notions and theories you have read in SEO books, online forums and websites. It is time to look at search engine optimization from a real-world point of view.

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SEO Experts - Seeds of Confusion and Myths

If search engine experts were so good at what they do, why would they be in forums all the time discussing off-the-wall tactics to attract search engine spiders? I often wondered while wading through all the SEO material available on the Internet why there were so many people posting half-baked ideas at how to get search engine organic (natural) referrals. Nearly every theory is subject to a fiery debate as well as the pros and cons of why it works or does not work. Have you noticed when you SEO website or forum, that most of the website is nothing more than a place for SEO experts and SEO companies to hawk their services? There is nothing of any real value on the site. These SEO websites are nothing more than just another Internet advertising website. I find it almost comical that they employ the very same tactics that they discourage others from doing so that they can make a few quick dollars at your expense through affiliate referrals and ad sales. I honestly believe these sites deliberately sow confusion, so that you will become confused as well as overwhelmed and succumb to their SEO services sales pitches.

In chapter three we will discuss search engine “personalities” and how and why search engine spiders (search engine indexers) behave the way they do. From what I have learned over the years, much of what the SEO “experts” claim that shouldn’t be done is completely and utterly wrong; in fact quite the opposite is true. SEO companies want you to follow their bad advice so that it appears to potential clients that only they know how to get good search referrals. I

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encourage you to read this book from front to back so that you can become familiar with the methodology behind my approach.

The Myths

Myth #1 – Meta Tags

Many search engine optimization experts try to tell you the Meta Description and Meta Keyword tags do not work or are obsolete, in fact, while in fact they are a large factor in receiving good and relevant search engine traffic. You will read more about my approach to Meta Title, Meta Description and Meta Keywords in chapter four.

Myth #2 – Submitting Often

SEO Experts do not want you to submit your site or pages very often. While it isn't good to submit pages to a search engine repeatedly in a short time frame, it is still a good idea to submit your web pages at least every two or three weeks till the content begins to appear in that particular search engine. We will cover this subject in more detail in chapter three.

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Myth #3 – Optimizing Your Website In-house

SEO Experts and SEO companies do not want you to optimize your website yourself; they cannot make any money that way. They want to charge you a very large fee to do it for you. YOU CAN optimize your website in-house and do a great job. This entire book is about search optimization in-house. If you visit SEO websites and forums, they will do their best to keep you bewildered and confused in hopes of selling you their SEO services. See chapter one.

Myth #4 – Search Engine Algorithm Changes

SEO experts will lead you to believe that when a search engine company changes their algorithm that it will cause you to lose referrals and ranking. Quality content and proper optimization will stand the test of time and search engine algorithm changes. We will debunk this Myth in chapter three.

Myth #5 – Reciprocal Linking

The experts will lead you to believe that Reciprocal Linking is a “must do” thing. While having links from other sites to yours is good, it is not something you should waste long hours convincing other website owners to link to yours. If you have good unique content then other sites will link to you without you having to type up one email or make one phone call. If you follow, my approach to search engine optimization those incoming links will come as well. We will cover this in more detail in chapter five.

Myth #6 – Page Rank Is Everything

SEO experts and companies will lead you to believe that to have good search referrals you must be highly ranked by the search engines (i.e.: PR or Page Rank). This myth is utterly preposterous. I have several websites with page ranks of zero yet receive thousands and thousands of search engine referrals each month, month after month. We will discuss this myth in more detail in chapter three.

Myth #7 Sitewide Linking Doesn't Work

Wrong, site-wide links do work and anyone who tells you otherwise is just fooling him or herself or is trying to mislead you. You can read more about this in chapter five.

Myth #8 New Sites Do Not Have a Chance in the Search Engines

I nearly laugh when I read someone telling readers that new sites will take forever to show up in search engines, or that they will be sandboxed for a period of time in the search engines. We will cover this in detail in chapter three.

Myth #9 Automated Submission Tools Will Get Me Listed in a 1,000+ Search Engines

While automated tools have their place, it is definitely does not have a place in submitting to search engines. Do not waste your money on automated search engine submissions or services. Chances are if you use one, you will not get the results you expected and will be wasting your hard-earned money.

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Myth # 10 Everyone Posting on SEO Forums Are Experts

Now that is hilarious! See SEO Experts - Seeds of Confusion and Myths section of chapter one.

There are quite a few other search engine optimization myths floating around out there but we are only covering the most popular ones to in this book. If it does not make sense, or you read it on a SEO forum then it is more than likely a SEO myth or SEO urban legend. There are people out there giving good advice, but most are as bewildered and confused as you are about search engine optimization.

Search Engine Optimization – The Facts

Search engine optimization is not rocket science, actually it is hardly a science at all, many search engine experts and companies will lead you to believe that it is a difficult and highly technical process that is better left to the experts (them of course). Search engine optimization is in fact a fairly simple and straightforward methodical approach that anyone with a grade school education can grasp and implement.

As we discuss different aspects of search engine optimization in this book you will see that search engine optimization can be easy to implement and maintain. My approach to good search engine optimization requires very little maintenance.

All that is required for good search engine referrals is a bit of research and a small amount of planning before implementing our approach. We must ask a question ourselves before we begin the

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optimization process. Primarily we need to look at why we need search engine optimization and where we need it the most. In most cases, website owners want good search engines referrals that are obtained by properly optimizing their website for the search engines. If a website owner is selling a product or service or their content site is advertising supported, they are in definite need of search engine optimization. Let us face facts, the easiest and quickest way to receive website traffic is from search engines, whether through organic listings or via sponsored search ads. Search engines have become the most widely used resource to find information, products and services.

Why Do I Need Search Engine Optimization?

Good search engine optimization will do several things for your website. One, if you normally spend a good bit of money on advertising to market your website, you will find that after implementing my search engine optimization strategy that you will receive sufficient search engine results to discontinue or reduce much of your advertising expenses. Secondly, you will find that your website content will rank higher in the search engine indexes, which mean even more referrals each month. Thirdly, your site ranking as a whole will increase in the search engine index.

I have included in this chapter some information regarding several of my own sites so that I can better illustrate to you how well my search engine optimization strategy works. I will attempt to breakdown each

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segment of my SEO strategy so that you can better understand the how's and why's of my search engine optimization method.

I own several large sites (300-500k page views a month each) and we spend absolutely no money on advertising. I rely on search engine referrals and returning visitors for our monthly traffic. On my graphic design magazine Designer Today 11.9% (April 2006) of our referrals were generated from search engines which equates to 18,334 search engine referrals for the month of April 2006. We have seen consistently 11.0 to 12.5 percent (monthly average) for search engines referrals on Designer Today since it was first launched in December 1998. After looking at the graphic below, be sure to read “All Search Engines Are Not Created Equal” in chapter three.

| Connect to site from | | | | |
|---|-------|-------|-------|---------|
| Origin | | | Pages | Percent |
| Direct address / Bookmarks | | | 80003 | 51.9 % |
| Links from a NewsGroup | | | | |
| Links from an Internet Search Engine - Full list | | | 18334 | 11.9 % |
| - Google | 15106 | 15140 | | |
| - MSN | 1711 | 1872 | | |
| - Ask Jeeves | 732 | 745 | | |
| - Yahoo | 282 | 291 | | |
| - Unknown search engines | 83 | 107 | | |
| - Lycos | 70 | 70 | | |
| - Dogpile | 61 | 61 | | |
| - AltaVista | 50 | 388 | | |
| - Netscape | 30 | 35 | | |
| - DMOZ | 22 | 22 | | |
| - Others | 187 | 216 | | |
| Links from an external page (other web sites except search engines) - Full list | | | 55468 | 36 % |

Monthly search engine report from one of my websites

The type and quality of content largely determines the number of search engine referrals received each month. With good search engine optimization in place, better results are guaranteed. With my

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techniques, you will receive better than average results, if not great results.

Secondly, search engine optimization will make your site more popular and other website owners will link to your content. The higher quality and uniqueness of the content, the more referrals from direct linking you will receive. I like to term this as free traffic. We will cover the advantages of direct link referrals in more detail in chapter five.

You Can Be Your Own SEO Expert

As I have mentioned previously search engine optimization can be simple and easy to implement. Search engine optimization does not take years of learning to implement properly. Search engine optimization does not require much of anything other than a following this guideline, a bit of creativity and a desire to use it and proper planning. Search engine optimization can be as difficult or as easy as you want it to be, I hope that the explanation of method as outlined in this book is easy to understand so you too can become your own search engine optimization expert.

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CHAPTER TWO

Know Your Visitors, Ahead of Time

Before you can properly implement search engine optimization you must start by understanding exactly what sort of viewer you want to attract or are currently attracting to your website. In order to generate the best possible optimization we need to know what your potential visitors are looking for. If we cannot discover this then there is not much of a reason to optimize a website for search engines. If you are building a website from scratch then we must do a little more research than website owners who already have an existing website.

If you currently have an active website, you should have access to some sort of website statistics. We will discuss more about website statistics and analytics application in chapter six. Website statistics (or web log statistics) can help you find what keywords your visitors are using to find your website, these statistics also help you to “see” which search engines and websites are sending traffic to your website. As I mentioned earlier we will cover website statistics application a little later on in this book.

For new websites that are not receiving much or any traffic, we have to take a different approach to finding suitable keywords for the site and content. We will cover this subject in more detail in chapter four. We need to ask ourselves a couple of question so we can properly identify our visitors (target audience), this will help us determine

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exactly how we want to approach our keyword project for the website.

The questions we need to ask ourselves:

#1 What is the purpose of my website?

#2 Who are my visitors?

#3 Who are my competitors?

There are only two types of websites, content websites sites and e-commerce sites. Content sites generally offer unique content such as tips, articles, forums, news, etc. E-commerce sites are websites that sell a product or service. No matter what type of website you own the basic approach to search engine optimization is the same, however performing search engine optimization on an e-commerce website is approached slightly different than a content site as there are inherit issues with proper SEO on an e-commerce (store) application. Content websites generally have more textual content than e-commerce websites so it is easier to gain organic search referrals for them. Unless someone is searching for a particular product e-commerce sites generally produce less organic search referrals, but with proper search engine optimization e-commerce sites can rank high in the search engines and produce excellent organic search referrals.

Because different visitor groups (target audiences) are searching in different ways than other visitor groups we need to know what our

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target audience (website visitors) is primarily made up of. A business professional may be searching with a different keyword or keyword combination than a home-user would. The website visitors age also plays a factor in determining suitable keywords for your website as a person that is 40+ years old will be searching for something differently (keyword phrases) than a 20-30 year old might be searching for. As you are beginning to see now what sort of visitors you are attracting, you can also see that this affects what keywords you will be selecting to use on your website. Many website owners think that they must use the most popular keyword they can find to attract the most visitors, the popularity of a particular search term or phrase only plays a small part in determining proper keywords for your website and content. Of course search term and phrase popularity does play a role in selecting the proper keywords it, it will not play a major role in selecting keywords for a website and site content. We will cover more on keyword selection in chapter four.

We must communicate to our target audience the way they can best understand. If you are targeting a broad range of visitor groups then we must choose the best keyword combinations to attract those visitors. Not only does knowing your target audience help with keyword selection and content writing it also helps you to design your site to attract visitors outside of (direct link referrals) the search engine referrals.

In order to answer these questions we have several avenues we can follow. We may know exactly who our target audience is in advance,

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but chances are we may not be covering all the target audiences we need to, or possibly, we are targeting the wrong group. If you are a seasoned webmaster or site owner, you probably already know who is visiting your website. Let us explore each question in detail and look at our options for answering each question.

The content of the website largely determines the purpose of the website, although in some cases you may be publishing information as well as selling products and services. What we must do is focus on exactly what we want to offer the website visitor and write content accordingly as well start thinking about the keywords and phrases associated with the content, products or services.

If you have a website that is selling products and services (e-commerce enabled website) we have a bit more research to do, as we are attempting to attract visitors that are willing to spend money to purchase a product or service that you have available on your website. We will follow the same basic approach in selecting keywords, but we will be writing our site content a bit differently to encourage these visitors to spend money while they are visiting the website.

We need to know if the majority of our users are male or female, how old they are and what sort of occupation they have, if any. Although we do not need to know individually what comprises our target audience, we should attempt to determine what the majority is. For example: a female home-user that doesn't work is probably looking

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for something differently than a female business professional would, so we must find a way to determine exactly who is visiting the website and their age group. One way is to use website statistics to gain an idea of exactly where the visitors are coming from such as a home ISPs or corporate networks.

One way to help determine your audience is to use polls or surveys. Offer a random drawing with a gift card or product as the prize for those who answer the poll or survey. I would suggest that you run the poll or survey for a long period (1-3 months) so that you can get a good sampling of your visitors. Many visitors will answer a quick poll without the possibility of a reward. Longer surveys most times require you to offer an incentive to the visitor in order to collect information. I would suggest not asking for too much personal information as many Internet users are now much less likely to submit much information. I would suggest only asking for the following information: Are they male or female, are they are home-users, students, or business professionals, the general age group (0-15, 16-21, 21-30, 31-41, 42+ , etc), also ask for an email address so we can contact them in the event they win. Once the survey is complete and a winner is announced we can use this email list to let all the participating visitors know who won and also use it for additionally marketing the website.

I encourage you to expand the poll or survey questions as much as you can so that you can collect the most accurate information that you can. Just remember that polls and surveys with more questions

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and requests for more personal information are less likely to be completed than simple and straightforward polls or surveys.

Website statistics will give a good idea of what the majority of visitor groups that visit your website are comprised of. There is a wide range of website statistics and analytics software on the market. Many hosting providers offer basic website statistics and many times these will suffice. If you have an e-commerce enabled website then you would want to have more detailed information so you can better understand your potential customers. In this case, I would recommend using a website analytics application, as this type of software is geared to tracking customers and exploring such things the path the customer is following to make a purchasing decision.

In addition to knowing your website audience you should be aware of whom your competition is. You can learn a lot from your competition. Visit your competitor's websites and study them. Look for differences in your content and theirs, study the keywords in the webpage content, and study the meta tags in the pages. Perform searches for the keywords and phrases that you want to use, look at the first 5 results (visit the websites) of each search and try to determine exactly what the other websites are doing. They are your competition. Make copious notes for each search result and website. Look for similarities of the websites that appeared in the top five search results. See what each is doing the same, also notes of what you find that isn't similar among those search results. This will help

give you an idea of where to start when selecting keywords and writing content.

We will use some of this information when we began looking at keywords in chapter four. I look for several items when researching my competitors; site layout, content, meta title, meta description and meta keywords. If you do not know who your competitors are, do a quick search on any search engine for the primary product, service or keyword you are going to be working with. I would say look at least the top five results and take detailed notes. You need not dissect the competitor's websites, but you do need to look at the page copy (body text) as well as the meta tags they are using. Chances are you will find keywords or keyword phrases that you may not have thought of to use in your own search engine optimization project.

Once you have completed this bit of research the information you have gathered will give you a good idea on what we need to begin optimizing. In the next chapter, we are going to look at search engines, and then we will begin to use my approach using a live website as an example.

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CHAPTER THREE

It Is All About the Words

Before we start looking at my approach to search engine optimization in detail, we need to look at search engines. This overview will give you insight to what I have discovered about them and the indexing applications (spiders) that they employ to retrieve information. This chapter will also cover writing for search engines and human visitors.

From studying search engines for many years, I have learned that search engines and search engine spiders have their own distinct, individual and unique personality. Each reacts to different types of content, keywords techniques and website layout in a different manner.

Every search engine on the internet has an indexing personality; this is why one page on a website may receive more search engine referrals from one search engine than from another search engine. Example; A page on your website ranks #3 for the search term “widget resources” on Google, but on Yahoo search it ranks #96, and #23 on MSN search. Why does this happen? Many “experts” call it a result of different search engine algorithms, and for the most part this is true. You would think content that ranks well on one search engine should rank nearly as well on most search engines. From watching search engine spiders indexing our sites for more than twelve years I have found patterns in the way that each spider indexes a website.

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For example, of late I have found that new or updated content on one of our websites will show up in 3-7 days in Google and MSN search, but Yahoo can take 10-30 days for the same content to show as updated in their index. Ask Jeeves seems to be the slowest and meticulous of all in terms of what is indexed, versus what actually shows up in its index.

Google and MSN search engines index nearly every day and some times day and night, whereas Yahoo and Ask Jeeves, may index once a week on average. I have also noticed that Yahoo favors certain types of content over others, but Google and MSN do not seem to prefer certain types of content. I am not talking about keywords or meta content but the actual content (body text) on the page. I have also determined that Ask Jeeves in particular has a very hard time with missing pages or errors on dynamic (database driven) websites, it will continue to hit a missing page or error page repeatedly for sometimes days on end. Google and MSN on the other hand will try to hit the missing page or error page a couple of times and move on.

Google seems to like keywords in titles and exact matching keyword(s) in the site content, whether the site content are headings or page copy (body text). MSN search spiders seem to prefer title keywords to content keywords. Yahoo seems to prefer Meta title and description as well as page content. Ask Jeeves habits are still up in the air, as I do not focus on it as I do with MSN, Google and Yahoo.

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Web page time and date stamps play a role on how often a site is indexed. For years I have had a mix of static and dynamic (database driven) websites and the dynamic websites receive more attention from nearly all of the search engine spiders, the only difference between our static and dynamic websites are the time and date stamps on the pages. Once a static page is written and posted on a website the time/date stamp doesn't change unless it is modified at a later time, whereas on our dynamic websites each time the page is loaded in a browser the time/date stamp changes. To most search engine spiders the dynamic websites looks as if they are being updated more often than the content on the static sites, because of this the spiders spend more time each day indexing or re-indexing the content on the website. Many search engine spiders take in account the file size as well. The time/date stamp seems to be a big factor whether or not the page will be re-indexed the next time the spider visits. So what does this mean? This means that dynamic websites will show more favorably and more quickly in the search engines index versus a static site where the site content date/time stamps do not change very often.

Someone has probably told you in the past that static pages are better and at one time, this was true. However, today this is not the case and dynamic database driven websites if set up properly can propel you higher in the various search engine indexes. I will cover more about getting the most out of a dynamic database driven website in chapter four.

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All search engines are not created equal, of course if you have been attempting to optimize your website the search engines you probably already know this, so I won't go into too much detail about why this is so, but I will touch on a few things that will help you to get your search engine optimization project rolling. Being listed in some search engines is about as easy as pushing a camel through the eye of a needle. There are a huge number of search engines on the Internet, but only small handful produce good and consistent long-term organic referrals. I will only focus on three search engines for the most part as 99.5 of my search referrals come from those search engines. The three I am referring to are: Google, MSN and Yahoo. Ask Jeeves runs a close forth place in terms of search referral traffic but I do not optimize specifically for it.

For all the credit given, search engines and their indexing spiders are not that smart, they only know one task and that is to index pages as instructed by their creators. They do have some rudimentary intelligence; I would estimate most search engines intelligence level to be along the lines of a small child, roughly six to eight years old. As mentioned earlier each search engine has a unique algorithm that is used to retrieve and score web pages. Concisely an algorithm is nothing more than a set of rules that the search engine spiders uses to find good content and (hopefully) filter out useless or bad content. The main idea behind search engine optimization is to attract the search engine spiders and keep them happy indexing your content. As I mentioned earlier search engine optimization is not rocket science,

but it require creating content that appeals to your viewership and the search engine spiders.

The main problem with search engine optimization is writing content that appeals to website visitors and still be ranked well in search engine indexes. If you gear your content specifically for search engine referrals then your website visitors will have a hard time reading it, if you write your content specifically for your human visitors there may not be enough keyword usage in your content to interest the search engine spiders. There are several ways to get past this dilemma. We will touch on a couple of approaches I use to get around the human visitor vs. search engine spider content problem.

What we need to do is create content that will trigger search engine spiders to consume it and put it in the search engines index. I call this “spider food”. You can produce good content that will appeal to your visitors and still include spider food using blurbs or header/footer text. We will cover spider food and writing for visitors and search engines in chapter six, but before we get into a detailed discussion of writing for search engines and visitors we should go over some do’s and don’t regarding search engine submissions and also dispel a couple of SEO myths.

Before we get started, let us talk about search engine spam. If you are new to search engine submissions or a seasoned veteran of the Internet, then you have probably heard of search engine spam. There are two types of search engine spam; one type is index spam. Index

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spam are websites built for nothing else but to attract search engine spiders, the pages contain nothing of real value content wise and the person building these types of sites are trying to make money via advertising. Search engine spam pages make it difficult for search engine visitors to search for and find relevant information. The second type of search engine spam is attributed to submitting sites and pages to a search engine multiple times in a very short period time. Often times a website submitted to many times may be blacklisted and will not show up in the search engines index.

RULE OF THUMB

Once I create a new website, I submit it once to each search engine manually, I then watch that site's web statistics for the search engines appearance in the logs, if the search engine does not begin indexing I wait for at least 30 days before submitting the site again to that search engine. In the last couple of years the search engines response time from submission to indexing has dropped dramatically. Most sites I submit only take 3-14 days to begin receiving referrals from the search engines we submitted to.

In the next chapter, we will go over the basics of meta tags. The next chapter is also the beginning of the search engine optimization method that I have discovered and am sharing with you.

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CHAPTER FOUR

The Meat of Search Engine Optimization

The meat of search engine optimization is of course the Meta Title, Meta Description, Meta Keyword tags and body text (web page content). While Meta Description isn't relied upon as much any more by search engine spiders it is still important to make use of them as it does add additional keyword and description to the web page being optimized.

Meta Title

The Meta Title tag is very important “real estate” in search engine optimization as it is the page first content that a search engine spider's encounters on each page indexed by a search engine. In fact, those first words in the Meta title tag are extremely important; I would venture to say the first five or six words are of the utmost importance when optimizing a page. The longer the title length the less relevant the words are in it. Another word the further down the title a word is the less relevant it is. Words or phrases closer to the beginning of the Meta title the more relevant they are. You can take this advice to the bank; it is easily proven by performing searches for keyword and phrases.

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Below is an example of two keyword searches one showing a higher ranking because the targeted word is closer to the beginning of the meta title, and another than ranks a lot further down with the same keywords, with the exception being the keyword phrase is used further down in the meta title

Keyword phrase for example “Usability Study”

(including the quotes for exact phrase query)

Results 1-10 of about 27,900,000 for Usability Study

Example #1

This example ranks number one for the search on Google.com at the time of this writing.

1994 Web Usability Study

Report from user testing of several sites in 1994, including historically important screen shots from Hewlett-Packard, IBM, Microsoft, Sun Microsystems, ...

Note the keyword phrase Usability Study was the third and fourth word respectively. The example shown above doesn't seem to use the keyword in the body text at all, at least from the teaser returned with the search results.

Example #2

this example ranks #4 on Google.com at the time of this writing

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OK/Cancel » Archive » Beginner's Guide to Moderating a Usability Study

I think it's important to remember how stressful it is to be a participant in a usability study. A person coming in to take part in a study doesn't know ...

Note how far down the Meta title the keyword phrase is, also note the keyword phrase repeated in the body text (see teaser text returned with search result). In the example above the keyword phrase was used in the body text, but being the fact that they used the keyword phrase further down the meta title, it became less relevant, at least to the search engines.

NOW FOR THE HEAD BANGER!

Search result number two for the search query (see below), used the keyword phrase in the meta title, words six and seven respectively. Notice that the search result returned only has one of the keywords in the phrase in the body text (see below). Had the keyword phrase been used completely in the body text, this search result might have become number one for the search query.

Number Two Result for Search Query "Usability Study"

I-Design: Details of a usability study

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Good design and usability testing improve the user experience, helping you meet business goals. We offer user interface (UI) design and usability testing ...

Search result number three for the search query did not even use the keyword phrase at all in the meta title but did use one word of the phrase in the title, and used the other word in the keyword phrase in the body text.

Number Three Result for Search Query “Usability Study”

WAP Usability Report

Users; Study user profiles; Data Collection; The Phones; The Networks. General Impressions of WAP. Overall Usability; The Phones; Connectivity and Download ...

Once you think about it, the example shown above proves the further down the Meta title a keyword or keyword phrase is, the most it is discounted by the search engine spider. So use those keywords and phrase as close to the beginning of the Meta title tag as you can.

Now if example number three had the keyword phrase closer to the beginning of the meta title it would have indeed ranked higher possibly replacing the number one search result.

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Here is a screen shot of the search results for the search query “Usability Study”, the keyword phrase query is bolded.

1994 Web Usability Study
Report from user testing of several sites in 1994, including historically important screen shots from Hewlett-Packard, IBM, Microsoft, Sun Microsystems, ...
www.useit.com/papers/1994_web_usability_report.html - 26k - [Cached](#) - [Similar pages](#)

Kids' Corner: Website Usability for Children (Alertbox April 2002)
Our **usability study** of kids found that they are as easily stumped by confusing websites as adults. Unlike adults, however, kids tend to view ads as content, ...
www.useit.com/alertbox/20020414.html - 14k - [Cached](#) - [Similar pages](#)
[[More results from www.useit.com](#)]

I-Design: Details of a usability study
Good design and **usability** testing improve the user experience, helping you meet business goals. We offer user interface (UI) design and **usability** testing ...
www.user.com/testing-details.htm - 17k - [Cached](#) - [Similar pages](#)

WAP Usability Report
Users; **Study** user profiles; Data Collection; The Phones; The Networks. General Impressions of WAP. Overall **Usability**; The Phones; Connectivity and Download ...
www.ngroup.com/reports/wap/ - 19k - [Cached](#) - [Similar pages](#)

Methodology: How to Run Usability Tests with Users with Disabilities
Anybody who wants to conduct a **usability study** that involves users with disabilities - the advice in the report can save you many hours of thinking and ...
www.ngroup.com/reports/accessibility/testing/ - 15k - [Cached](#) - [Similar pages](#)

OK/Cancel » Archive » Beginner's Guide to Moderating a Usability Study
I think it's important to remember how stressful it is to be a participant in a **usability study**. A person coming in to take part in a **study** doesn't know ...
www.ok-cancel.com/archives/article/2005/06/beginners-guide-to-moderating-a-usability-study.html - 32k - [Cached](#) - [Similar pages](#)

As you can see the first words in the meta title tag are by far the most important and the further down the meta title a keyword or keyword phrase is the less relevant it is, to the point of not being relevant at all when you look at result number four. Result number four used the keyword phrase in the title but at the very end, search results number two and three did not even utilize the keyword phrase or only a portion of the phrase and they out ranked the search result number four that did use it, but at the very end of the meta title.

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My recommendation is to use the exact phrase that is used at the beginning of the Meta Title in the heading of the page < H tags>, this will lend relevancy to the page title and the page content.

EXAMPLE

Page Meta Title: Advanced Abstracts of Web Development

The heading of the page or the first sentence of the page content should be:

Advanced Abstracts of Web Development.

If used as the first sentence in the pages content rather than the pages heading I would expand on the phrase to create a sensible sentence and also to possibly add other keywords or phrases that I am targeting

EXAMPLE

Advanced abstracts of web development can directly attribute to the usability of the web site as well as the look and feel.

We will discuss the importance of keyword and phrases a little later in this chapter that will explain a bit more about how body text keywords relate to the Meta Title keywords.

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Meta Description

The Meta Description tag isn't relied on as much by search engines today, mostly because of web designers packing them full keywords (also known as keyword padding). Several major search engines use them and you should too. However, keep it light and simple; use your keyword or keyword phrases sparingly in them. There isn't a lot to say about Meta description other than they do help describe the page content, so I suggest to use them and to keep them short and relevant to the page content. I personally do not attempt to repeat the contents of the Meta title in the Meta description but rather create a short summary sentence that compliments the Meta title and page content. No use in penalizing the web page you are creating but padding the Meta description with a lot of keywords and keyword phrases.

Many new web designers and webmasters make the mistake of using the same meta description on every page on a website; this is not good at all. Each page should have a unique and descriptive meta description. If the web page is about Photoshop Tutorials, then the meta tag should have that information in it, and in the case of Photoshop the manufacturer should also be included to enhance the pages relevancy to Photoshop.

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EXAMPLE

Page (meta) title: **Photoshop Tutorials** for beginners

Meta Description: **Adobe Photoshop Tutorials** for Beginners and New Users

Meta Keywords

The Meta Keywords tag is not as important as it used to be as many unscrupulous website owners would repeat keywords over and over (another form of keyword padding). After such abuse, search engine spiders have often overlooked the Meta keywords tag and rely more on the Meta title and page content (body text). It actually makes sense as the Meta title describes the pages content while the body text is the content of the page. I myself still use the Keywords Meta title, but I do not rely on optimizing it as much as I do with the Meta title and the page body text.

Keywords and Keyword Phrases

The relation between Meta title keywords and phrases, and body text is extremely important for proper for search engine optimization and it will lead to very high search result rankings. If a keyword or phrase is in the meta title and also in the page copy (body text) it will be seen as more relevant by the search engine spiders.

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I attempt to use a keyword or phrase that is in the meta title at least three times in the page copy. Use the keyword or phrase once as the page heading (H tag) and at least twice in the body text. The reason for this is to boost page relevancy. If the body text is longer than four or five paragraphs I would suggest that the keyword or keyword phrase be used for to five times. It may seem like overkill, but on long documents, you must use the keyword or phrase more so that the rest of the page copy (body text) does not dilute the page relevancy. I refer to this as “repeat, repeat and repeat some more”. It is a good rule to remember when creating content and optimizing the content for search engines.

Sometimes this is not possible with pages that have little text on them. If you plan to use keyword phrases a good bit in your page copy (body text) think about how you can utilize those words in the phrase both backwards and forwards in your copy. Many times search engine visitors may not type in the keyword phrase exactly the way you are using it in your page copy (body text), they may omit words or perhaps even type it in backwards. The way search engine visitors search is often overlooked in search engine optimization. I know that sounds confusing, however, I have provided an example of how to use a keyword phrase backwards and forwards and hopefully the backwards–forwards usage will begin to make sense to you.

Keyword phrase target: **refinance for bad credit**

Other keyword suggestions:

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refinancing with poor credit, refinance with poor credit, equity loan bad credit, bad credit refinance loans, poor credit refinance,

EXPLANATION

The example “**refinance for bad credit**” has the potential to be used as it stands (refinance for bad credit) and as “bad credit refinance”. We would want to write page copy (body text) that would include both the forwards usage and the backwards usage.

EXAMPLE

Page Heading: **Refinance for Bad Credit**

Body Text: “To **refinance for bad credit** you first need to check your credit report. If you don’t check for **bad credit** items on your credit reports you may have trouble trying to **refinance** your next loan.”

EXPLANATION

Note how the first sentence uses the forward keyword phrase and the second sentence reverses it, even though the words “bad credit refinance” usage in the second sentence are not combined in order, it doesn’t matter. The search engine spiders only see it as “bad credit refinance” regardless if other words are between the backwards phrase words.

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Now we could even write a longer paragraph and throw in some of the additional keyword suggestions. *See the next example.*

EXAMPLE

Keyword usage: **refinance for bad credit**

Additional keywords: Bad credit, refinance, poor credit, equity, loan, home equity

“To **refinance for poor** or **bad credit** you first need to check your credit report. If you do not check for **bad credit** items on your credit report you may have trouble trying to refinance your next **equity loan**. **Equity loan refinance** for **poor** or **bad credit** can cause problem for consumers but rest assured whether you have **bad** or **poor credit** you can still get that personal **loan** or against your **home equity**.”

In the example paragraph above you can now see that we have a good many keywords and phrases that work both forward and backwards, yet still make sense to the human reader. Of course using forwards/backwards keyword and keyword phrases too often can render your page copy (body text) overly repetitious. My advice is to use forwards/backwards sparingly, possibly spreading out the keywords and keyword phrases usage in your page copy (body text). As long as the keyword and phrases are within a paragraph of each other you should have no issues with loss of relevancy. The example above illustrates the point that you should make use of forwards and backwards phrase usage. Our goal in search engine optimization is to

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gain the most organic search engine referrals as possible and to also have the page content rank higher than our competitors. By using the forwards and backwards keyword phrase usage we boost the potential for more search referrals and also cause our page content (body text) to rank higher in the search engine indexes.

Maximizing Keywords

If at all possible use your keyword or keyword phrase in the first sentence of your first paragraph, this will help set up the relevancy of the page copy (body text). Also try to use the keyword or keyword phrase in the pages heading (sometimes referred to as a Headline) as well as the page copy subheadings. My rule of thumb on keyword density on a page is four to five keywords or phrases per 100 words. This rule is more of a guideline than anything, sometimes you will need to use a keyword or phrase three or four times per 50 words. Don't take it to heart that you must follow this rule explicitly. The 4 or 5 keywords/phrase per hundred words would give you a keyword density of four to five percent.

Many SEO experts go as far as recommending that you should use keywords in ALT text (images). I personally do not think the search engines even bother with it, with the exception of image search engines. In my book ALT text is not relevant and only adds more bloat to a web page. The choice on whether or not to use image <ALT> text is up to you. I personally do not believe it affects optimization one way or the other.

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If you have related content pages on your website, you may also want to use keyword or keyword phrase linking to other content items that are relevant to the page you are working on. This is often referred to as “deep linking” and being that the keyword or phrase may be linking to other relevant content on your website will boost your sites (page rank) relevancy in the search engines as a whole. It never hurts to interlink your website content, not only does it help the search engine spiders to find your content located on your site but it aides the human visitor as well to find information relevant to the search that brought them to your website.

One of the most important optimization techniques that I highly recommend is URL structure and page naming. What I am referring to is setting up the website structure and page naming convention to make best use of keywords or keyword phrases. Even dynamic websites that normal have a query string (ie: site.com?AD=123&Index=123) can also have good URL structure and naming conventions through the use of a URL re-writer or other URL formatting routine. If you have a static website I recommend using folders that are aptly named to fit the content you will be storing in them, same thing for any sub folders.

EXAMPLE

Let us say that you have articles relating to “credit card offers” on your website. You would want to create a folder on your site called “articles” and possibly a sub folder called “CreditCardOffers” and store your content in that sub folder. This will add keywords to the directory structure of your site as well as the URL to those files.

Example URL: `site.com/articles/CreditCardOffers/pagename.htm`

As you can see in the example, we now have a description of what the content is as well as keywords in the URL to the file. After several years of research and experimentation I have determined that URL structure and proper page naming does affect page rank and higher organic search referrals.

In addition to URL structure naming, we need to also look at page file naming conventions. The more descriptive a page file name is the better. Keywords should be used in the page name itself if possible. All web servers use a default page name (default.htm, index.html, default.asp, etc.). Just because a web server uses a default page name, that doesn’t mean that website owners have to use them. I generally use part or all of a pages meta title as the page’s name. See the example below for further explanation.

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EXAMPLE

Page Meta Title: How to Find the Best Credit Card Offers

Page Name: How+to+Find+the+Best+Credit+Card+Offers.htm

Of course, one can get carried away with naming files. I suggest that files name should be kept short but still remain relevant to the page title and content.

Let us take the URL structure example in the previous example and combine it with the optimized page name

EXAMPLE

site.com/articles/CreditCardOffers/How+to+Find+the+Best+Credit+Card+Offers.htm

As you can see, we have a highly relevant URL structure and page name that accurately describes what the page content is and takes advantage of the keywords that I am targeting.

The example above brings another optimization method to mind and that is word separators. Nearly any character can be used as a word separator in a page name but many have disadvantages. Before we go any further I would suggest that spaces never be used in folder or

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page file names. Firstly when a browser loads up the page the spaces will be replaced with %20. This can cause older web browsers to fail to locate the file on your website. Spaces in folder and file names can also pay havoc with search engine spiders, some spiders cannot handle spaces in folder or file names. We do not want to risk having a search engine spider not find our website pages.

Underscores “_” are also a character to stay away from when naming pages, many search engines ignore the underscore and thus we lose any optimization we had in the pages file name.

EXAMPLE

Site.com/articles/CreditCardOffers/How_to_Find_the_Best_Credit_Card_Offers.htm

The search engine spiders see the file name as:

Site.com/articles/CreditCardOffers/HowtoFindtheBestCreditCardOffers.htm

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This does not mean the spiders can't find the file, but it does mean it sees all the words in the file name all crammed together and we lose any optimization we have in the pages file name.

The best two word separators that I use every day is the hyphen (-), period (.) and the plus sign (+), I typically use the plus sign more than the hyphen or period. I do not believe one is better than the other, however, when using advanced search queries on a search engines search page you will notice that included words are generally spaced by a plus (+) sign and negative words (not include word in search) are pre-pended by a hyphen (-). This leads me to believe that the plus sign would be more relevant than the hyphen (or minus sign). I have been using the plus sign (+) for several years and have had no negative consequences by using the plus sign rather than the hyphen.

Dynamic URLs (Database Driven Websites)

Dynamically created URL's used by database driven websites present a unique problem in that they contain query strings rather than words.

EXAMPLE

domain.com/default.asp?pageID=23&PageNum=234

As you can easily see the query string ?pageID=23&PageNum=234 doesn't give a search engine spider or even a human visitor much information about the page. There are several ways to modify or "re-

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write” the query string to be presented as words or numbers rather than as a cryptic query string. Some web server services have a built-in or add-on re-writing capabilities. If a website is running PHP then `mod_rewrite` can be used to convert query strings to readable words and numbers. If a website is running on IIS and ASP.net then the `http-rewrite` module can be called and a re-writer can be implemented. You can also install ISAPI filters in IIS to re-write URLs. If you have a website that is database driven and outputs query string URLs you can still optimize your website for search engines although I do recommend implementing some sort of URL re-writer or URL substitution routine to get the most out of your search engine optimization project. There is a myriad range of information on re-writing URL strings can be found on the internet. There are so many that I could barely cover the surface in this book, so I will leave you to your own devices in regards to learning more about URL re-writing. Until such time that you can implement URL re-writing on your website, follow the methods in the book and you will do well.

By implementing URL re-writing routines on our database driven websites we increased our search referrals by ten percent. Ten percent does not sound like a lot, but many of our websites receive 15,000 to 20,000 search engine referrals a month, so ten percent adds up to 1,500 to 2,000 additional search referrals a month.

Anchor Text Linking

Anchor text is visible hyperlinked text on a web page. I mentioned deep linking earlier in this chapter and both deep linking and anchor text linking are the same. By inter-linking your websites content using keywords or keyword phrases you are raising the relevancy of not only the page you are currently optimizing, but also the page (or pages) you are linking to as well.

EXAMPLE

“To refinance for bad credit you first need to check your credit report. If you don’t check for bad credit items on your credit reports you may have trouble trying to refinance your next loan.”

The “hyperlinked” (underlined) words in the example above would link to other relevant content on the website, perhaps there are several articles regarding bad credit and refinancing on the website. Rather than use generic link words like “Click here”, “To read more” or “For more information on” we would take advantage of the keywords in the paragraph and link the keywords or phrases to content elsewhere on the website. This method will enhance your websites content relevance in the search engine’s indexes (i.e. higher page rank). The anchor text optimization method is also great for external (other websites) linking, as it will raise the relevancy of the content on other websites. If you own and operate several related websites, you can

take advantage of anchor text lining and boost your other websites ranking and relevancy.

Higher is Better

Since this book was first published in 2006, I have been testing various optimization methods. After extensive testing I have discovered that left vertical navigation hinders search engine spiders and dilutes search result ranking. As a test I used a group of 500 websites, all of which are identical in layout, and each has unique content. In the test I split the sites into two groups of 250 sites each. One was the control group and the other were my test group. On the test group I removed the left vertical navigation and added fresh content. On the test group all I only added fresh content. By adding fresh content I triggered the search spiders to re-index all 500 websites. Within a week I saw a substantial gain on the websites that I had removed the left vertical page navigation. The control group remained vertically as it had before I had begun the tests.

The left vertical page navigation is rendered before the content of the page itself, and in my testing either hindered spiders from indexing or diluted the pages content to such a point that the search engines would not rank the content very well at all.

In addition I placed vertical navigation on the right side of the page and content and again the search results and referrals fared much

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better than pages with left navigation on them. By placing the vertical navigation on the right of the page and content that area is render last or after the main page content, which of course doesn't hinder the search spiders from properly indexing the page content.

The results are quite remarkable simply by removing everything before the page content. It goes to show that the content is more valuable than any other optimization technique.

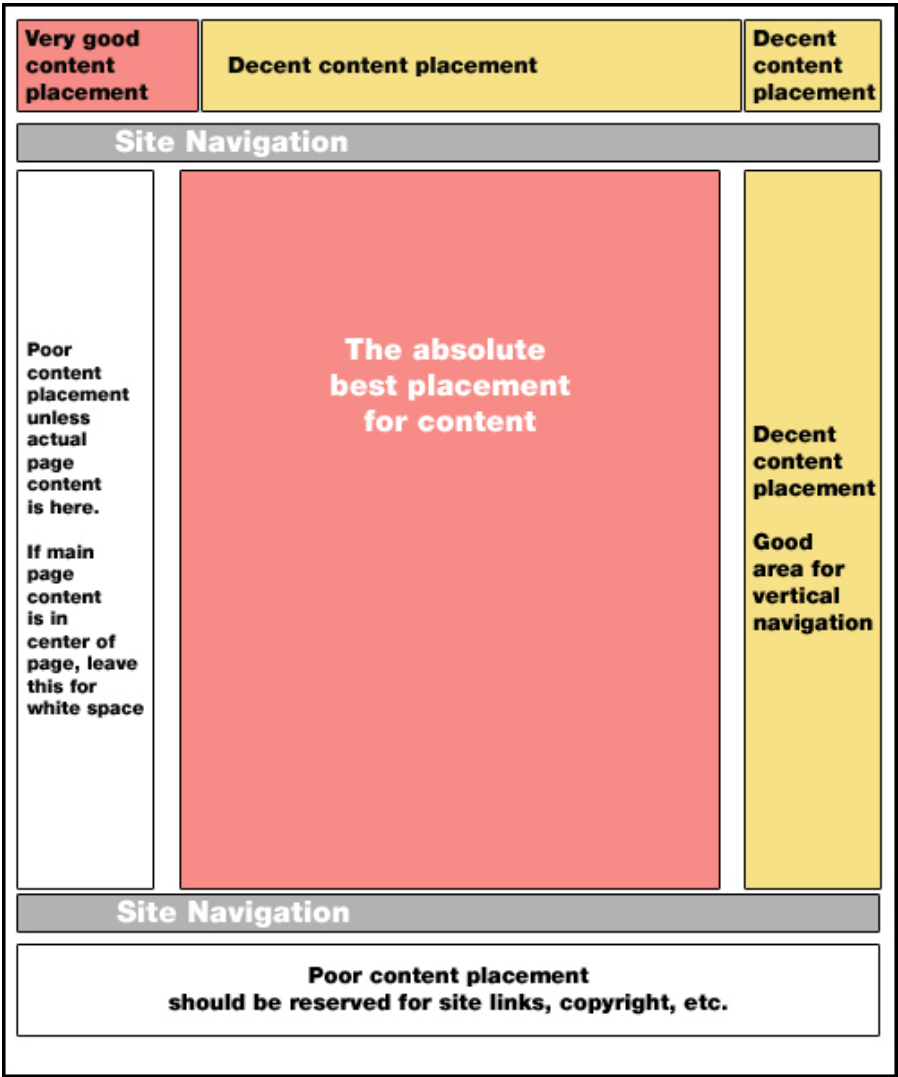
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Page Content Hotspots

Below you will find an illustrated page showing content placement. The image illustrates the information I outlined in the previous section.



Legend

WHITE = POOR -- YELLOW=Good to Very Good -- RED=BEST

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Ideally the closer the page content is to the beginning of the page the better search referrals and search results you will see. Most web pages have content other than the primary (focus) content. The less HTML markup and non-focus content before the main page content the better. Most search engine spiders today can identify and understand that most web pages have a heading area and navigation at the top of the pages. However items such as left vertical navigation and other non-content related items on dilute the actual page content. If you must place content on a page besides the heading information (generally images) and top navigation be sure to place these items after the main content. The increase in ranking and referrals will be much higher.

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CHAPTER FIVE

Referrals - Direct, External and Organic

One of the most asked questions seems to revolve around referrals, and there seems to be some confusion surrounding referrals. There are three main types of website referrals; direct referrals also known as browser bookmarks, external referrals also known as links from other websites and organic or also referred to as search engine referrals. As you can easily guess direct referrals are generated each time someone clicks one of their browser favorites and go to your website. External links are links on other websites and directories that point to your website. Lastly, organic referrals come from search engines and are considered either organic or “paid for” organic referrals. Organic search engine referrals are generated from a search engine spider indexing a website and placing those results in the search engine’s index. Paid for search referrals are generated by Pay-Per-Click (CPC) advertising that may have been purchased on one or more search engines. In terms of value, the organic or natural search engine referrals are the preferred of the two types.

Proper search engine optimization will maximize your organic search results and of course, that means more visitors to your website. External referrals also play an important role in search engine optimization as external incoming links help search engine spiders find your site and content.

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Reciprocal Linking – Stop Wasting Your Time - Be Greedy

I do not actively approach other websites and ask for reciprocal links, often sites have strange rules about linking to you and in my opinion aren't worth the hassle. If your website has good unique content then the external links will come with time. I do recommend that website owners submit their site to directories like DMOZ (www.dmoz.org) and other directories that fit with the website in question. In the references section in the back of this book you will find more directory submission resources.

Using Social Networks

Social networking has become the next 'big thing' on the Internet. I have experimented with several social networking sites and have found them to be an excellent way to draw visitors and also to help boost site rankings. Below I will discuss the most effective sites and how to use them to your advantage.

Del.icio.us

del.icio.us is a social bookmarking tool. It works the same was as your web browser favorites list, however your 'bookmarks' are visible to the public on the del.icio.us website. The only drawback, if you can call it that, it that you must install the del.icio.us toolbar in order to tag and add bookmarks to your del.icio.us page. All you have to do is install the toolbar, then go to your sites and pages and, click

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‘I like it’ it on the toolbar, customize the title, description and add tags (keyword tags of course). You can view an example of my del.icio.us bookmarks [here](#). While it isn’t a huge instant traffic draw, it does add relevance to the sites or pages you link to and this of course helps boost your ranking in the search engines.

Digg.com

[Digg.com](#) (digg) is somewhat different than del.icio.us in that you do not need to install a toolbar to submit items to Digg. To use Digg you must link to actual pages, such as articles, news items and information. All you need is a Digg account to start posting links to your content. I use it a lot for blog posts and articles that I write. It helps boost relevance of your content plus it gets traffic from Digg.com. You can view an example of my Digg.com page [here](#).

Netscape

[Netscape](#) is trying to reinvent itself as a social journalism website where content is contributed by members. It is similar to Digg in terms of submitting content. I haven’t seen a huge increase in traffic from Netscape however I do think over time it will. If nothing else it helps build relevance of your content. You can view my participation at Netscape [here](#).

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StumbleUpon

[StumbleUpon](#) (SU) is very similar to del.icio.us as it is an online bookmark tool. It is also in my opinion the crème de la crème of instant traffic. On every new site or interesting article I post, the first thing I do is submit it to StumbleUpon. Within minutes of posting a new item I can check my website logs and see new referrals from Stumble Upon. It is a near instant traffic boost, and the great thing about it, the traffic keeps coming. I have been absolutely amazed at the power of StumbleUpon. It does require a browser toolbar to add items to your profile. However it is well worth the time and effort. When you add a new content item or website to SU you have the option of tagging only, or tagging and adding to your profile. When I tag content or a site I use the keywords I am targeting. It will build relevance for your site. You can view my StumbleUpon profile [here](#).

Blinklist

[Blinklist](#) is very similar to StumbleUpon and del.icio.us in the way that they work. You must install a toolbar button on your web browser. It only takes about 15 seconds to install Blinklist and then you can start blinking your websites. View my blink favorites [here](#).

Social networking tools is one of the easiest and safest ways to bring in visitor traffic, build your search engine ranking and get the word out about your products and services. While there are other social networking tools out there, the ones I have mentioned have proven themselves to be search engine and marketing tools.

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User Contributed Content

Another way to build relevance and help build quality links to your website is through user contributed content websites. I am referring to free article posting websites (self journalism). Below is a list of websites where you can post articles and other sites will use your content, including links to your own sites, which of course will help boost incoming links.

[Ezine Articles](#)

[Go Articles](#)

I do know several people that swear by free article submissions to boost traffic and ultimately search engine relevance. I have begun experimenting with these types of sites and so far have seen very good results.

Blogging

Having (and using) a blog is a great way to expand your traffic and ultimately build search engine ranking. Adding a blog to your website and updating it several times a week, not only builds unique content, it also adds relevance. Of course you would want to use your target keywords whenever possible in your posts, just don't overdo the keyword padding.

I maintain four blogs currently and in my posts I often reference the sites I own and also build posts around the subjects (keywords) that I

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want to target. If doesn't really matter if you host the blog yourself or use one of the many free blog sites.

Sitewide Links

I wholeheartedly recommend that a website have a top, left side and bottom navigation to every category or section on a website. In order for search engine spiders to find most or all of your websites content you need to have links. On the top and bottom of each page and section use generic links (i.e.: articles, news, products, etc.). On the left side of the sites web pages be a bit more specific and also link to sub categories (i.e.: Technology Articles, New Technology Articles, Technology News, etc.). This helps build relevance for the pages being linked to and the more relevance the better.

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CHAPTER SIX

Website Content

One of the most important aspects of search engine optimization is site content. Page text should be well structured and contain keywords and phrases that are being targeted. The more targeted, or focused, the page copy is the higher it will rank for relevancy when being indexed by search engine spiders.

Writing Site Content

The better and more focused the writing on each page the better relevancy. Page relevance is a primary key in good search engine optimization techniques. You do not need to be a professional writer to create good page content, although a bit of creativity does go a long way in keeping your visitors interest and have them return repeatedly. In chapter four, we discussed backwards and forwards use of keyword and keyword phrases, in the page copy we will make more extensive use of the technique to build keyword density and to take advantage of phrase usage to build higher page relevancy. In this chapter, I will show examples that will give you are an idea on how to balance writing for your visitors and search engine spiders.

Writing for Visitors and Search Engines

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Probably the hardest thing about writing content for your website is to have a good balance of content for visitors and content that appeals to search engine spiders. I asked often what the most important factor in appealing to a websites audience is. Firstly, good unique content is important and secondly, correct spelling and proper grammar usage.

Below is an example of page copy that makes use of my backwards and forwards keyword and phrase usage that is easily readable by website visitors and is keyword packed for search engine spiders.

EXAMPLE

Search Engine Optimization Consulting Services
Affordable Professional Search Engine Optimization Services

GMP Services is a SEO and marketing services company that provides professional internet marketing and search engine optimization services for businesses and individual website owners.

Let's get right to the point - How high do you want to rank in the search engines?
Like most website owners you want to be highly visible in the search engines, you want to show as high as you can because that is where your customers will come from. Better search ranking means more customers. Search engine optimization by gmp services will put you at top of the search engines.

No one else does it better than us.. and we'll prove it
Simply stated gmp services professional SEO services will provide you with higher search rankings than any other search engine optimization services company out there. Bottom-line gmp services will provide you with affordable and professional SEO services that will propel you into the top search results in weeks, not months. That means means more customers for you and saving you money at the same time.

Higher Quality SEO Results
GMP Services will provide you with a higher quality search engine optimization implementation that will propel you into the top search listings and keep your website there month after month, year after year.

Faster SEO Results
Typically our SEO methodology will provide faster visibility and ranking in less than 30 days. This means that more customers will find you quickly. Our professional SEO marketing will give you the edge over your competitors in a very short time.

Long Term SEO Results
Our search engine optimization services will keep you higher in the search engine indexes and keep you there for the long-term. Your search ranking will not disappear after a few weeks, once we put you in the top search results, we make sure you stay there.

Ethical SEO Results
GMP Services does not use under-handed or shady SEO tactics to boost your search ranking. We only employ acceptable and ethical methods of search engine optimization.

We Care
We care about all of our clients and rest assured we will treat your website as if it were one of our own, we will take the time and care to ensure that you receive the highest quality SEO services and the very best customer care that we can possibly provide. Sit back, relax and let gmp services take care of you.

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Keyword Targets: Search Engine Optimization, Affordable Search Engine Optimization, Professional Search Engine Optimization, SEO, Affordable SEO, Professional SEO, SEO Services

As you can see in the example image above there are many combinations both using the keywords and phrases in a normal or forwards usage and backwards keyword and keyword phrase usage. Backwards keyword and phrase usage is where the keywords or phrases make sense in reverse. Many Internet users search for “SEO Professional” rather than “Professional SEO” or “Services SEO” rather than “SEO Services”. My point is be creative and take advantage of your phrase usage in a forwards or normal usage but also take into consideration while writing using the keywords and phrases in your page copy so that the words and phrases can also be used backwards. It does not matter if the keywords or phrases are on the same paragraph, just as long as they are on the same page and in reasonable proximity to each other, as in adjacent paragraphs.

Next I will cover what I affectionately like to call “spider blurbs”, or a small paragraph on the page that is specifically written for search engine spiders, but still make reasonable sense to a human reader.

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Spider Food

Spider food blurbs are easy to implement and will trigger better ranking for the keywords you want to rank high for in the search engines. In addition to your content for human visitors, you can include at the bottom of a content page a keyword or keyword phrase rich paragraph that will make sense to a visitor if they read it and it will also feed the search engine spiders.

EXAMPLE OF A SPIDER BLURB

| | |
|---|----------------------|
| Designer Today Graphic Design Magazine | Edit |
| <p>Designer Today graphic design magazine is a free online graphic design magazine. Here you will find hundreds of graphic design and related tutorials, hundreds of graphic design software and hardware product reviews as well as the latest in graphic design news. You will find just about everything you can imagine related to graphic design on Designer Today magazine. Designer Today is a great place to learn about graphic design and to find resources for graphic design training. Designer Today graphic design magazine also has a full featured resources section that covers nearly every aspect of graphic design. Designer Today has a wide range of graphic design job classifieds that are updated hourly. Additionally Designer Today offers an excellent free graphic design resource. Designer Today Magazine has one of the best newsletters for graphic designers, if you are a graphic designer then you need to subscribe and read our graphic design newsletter. Subscribe to our newsletter here. Browse the Designer Today graphic design magazine newsletter archive here.</p> | |

Not only does the spider blurb above target “graphic design magazine’ it also describes just about every aspect of the site it is referencing. You could almost call a Spider Blurb an enhancement to the pages meta description.

The above spider blurb appears at the bottom of the home page below the main content, it does not interfere with the human visitors but it feeds the search engine spiders visiting the web page. If a human visitor reads it, it makes sense to them but is not a primary part of the web page for the human visitor. I used the keywords in the Meta title in the spider food blurb, and I used the keywords in such a way that they will produce quite a few variations of the keyword and keyword phrases are being targeted.

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You do not want to repeat the same keywords or phrase repeatedly because this is a form of search engine spam, so be creative and creative an informative paragraph using the keywords or phrase as much as possible. I generally structure the blurb so that I use ever combination both forwards and backwards. Being that it is actual content and is very relevant to the pages content, it actually adds relevance to the page.

Page header and footer text spider blurbs can be repeated across all pages of your website. They work well, but not as well as the spider food blurbs do. This is because it appears on all pages of the website it becomes more generic in terms of relevancy, as it appears on all page content versus being on only one page where you can target the keywords and keyword phrases better.

Visitors and Encouraging Them to Return

Unique and engaging content will subconsciously encourage a visitor to return to your website. It is important to make your website stand out and the surest way is high quality content. Even a poorly designed website can have excellent visitor traffic if the content is good. Search engine optimization only lends to and attracts search engines, if the content is boring, then the repeat visitor rate will be very low. Proper search engine optimization only helps to attract visitors through search referrals, in order to sell products or to monetize a website via advertising the repeat visitor is the

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moneymaker. Search engine optimization is only one facet of creating a high traffic website to sell products or to earn revenues from advertising. There is no easy shortcut to good and unique website content.

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CHAPTER SEVEN

Putting it All Together

In chapters four through six I outlined my methodical approach to search engine optimization. Now it is time to put everything together and make use of the techniques I employ every day to maximize search engine visibility. Below you will find a series of examples that will help you had better understand all the pieces and how they fit together.

What we have to put together is Meta Title, Meta Description, Meta Keywords, Page Copy using keywords and phrases, Spider Food Blurbs, Site Wide Links and then Baking it all in

Included with this book (in the original zip file) is a folder named “**PuttingItTogether**” it contains real examples of the information below, so that you can more easily see how to implement my techniques. You can use a web browser or HTML editor to view the pages and HTML source. For those who are using a web browser only to view the pages in the **PuttingItTogether** folder I have also included a text file with the HTML source.

Most web pages are comprised of three columns, much like an ordinary table used in a word processing application. When a search

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engine spider indexes a web page it starts at the top, then the left column, then the center column then the right column. Web pages are also rendered in web browsers in the same manner. Search engine spiders read web pages much like humans do, Left to right, top to bottom. The complexity of a table on the page doesn't matter. The spiders will read row by row then column by column in the order that the table and contents are structured.

| (A) Search engine spider starts here | | |
|---|--|---|
| Website navigation | | |
| (B) Search engine then indexes this area | (C) Search engine then indexes this area | (D) Search engine spider then indexes this area |
| (E) The search engine spiders will index this area last | | |

In this example, we are going to use “Photoshop Tutorials” as our main keyword as well as “Adobe Photoshop”, “Photoshop CS” and “Photoshop CS2”. Since there are several versions of the Adobe Photoshop image editing software we would want to take advantage

of as many as we can without going to far. After reading through the examples below and viewing the included HTML pages I believe you will have a more complete understanding of how to best implement my techniques.

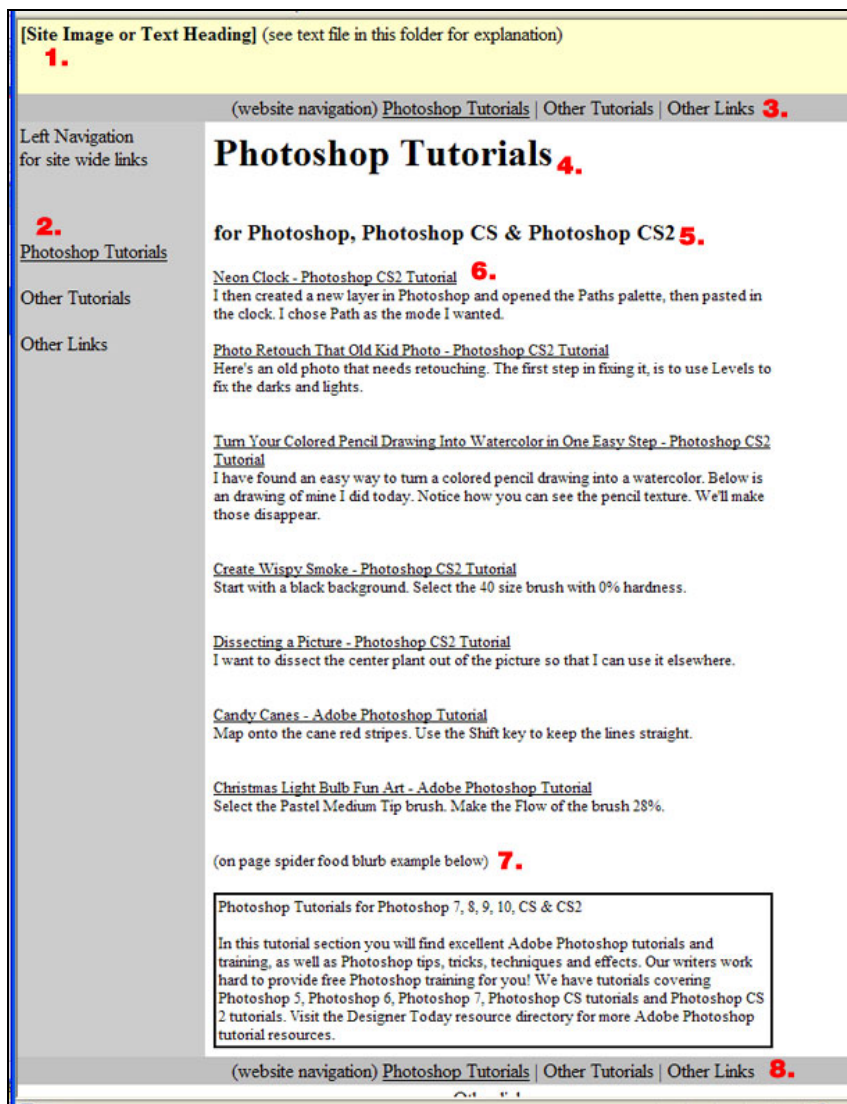
The example below is numbered and you will find the description of each numbered item below the example. You will also find the same HTML version of the example below in the **PuttingItTogether** folder.

(see image on next page)

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Since the above example is an image, you cannot see the HTML page source. Below I have included the meta title, meta description and meta keyword tags for your reference.

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HTML SOURCE META TAGS FOR EXAMPLE IMAGE AND PAGE

`<title>Photoshop Tutorials - Adobe Photoshop Tutorials - Photoshop CS, CS2, Tutorials</title>`

`<meta name="keywords" content="Adobe, Photoshop, Tutorials, Photoshop CS, Photoshop CS2, Tutorials">`

`<meta name="description" content="The best Adobe Photoshop tutorials covering all versions of Photoshop, Photoshop CS and Photoshop CS2">`

IMAGE EXAMPLE (ABOVE) STEP BY STEP

Step 1. If you are using an image such as a logo, omit this step, if you are using text at the top of the page rather than an image or logo then you would want to use the first portion of the meta title here (Photoshop Tutorials).

Step 2. This would be your site wide links to the different site categories or if it is a small website links directly to the page (in this case the example page). Revised: As you read earlier it is better to not have any content before the actual page content. It is recommend that that any site links appear to the right and after the main page content.

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Step 3. This would be your site navigation, if you have many categories you would use category names such as: Tutorials, Articles, News, etc. If the website is small and has only a few pages then you would want to be specific and in the case of this example we would use “Photoshop Tutorials” as the navigation link.

Step 4. If you are using a image such as a logo in step one you would want to replicate the first portion of the meta title and use <h> (heading) tags for “Photoshop Tutorials”. If you used “Photoshop Tutorials” text in number 1, then you would want to use number 5 for the page heading (for Photoshop, Photoshop CS & Photoshop CS2) here, since we already used the page heading in place of an image or logo.

Step 5. If you are using a image or logo in number one and the heading “Photoshop Tutorials” as outlined in number 4, then we would use a smaller <h> tag such as Heading 3 (<h3>) to further describe the page heading. If you used Text in number 1 you would omit this step, since we used the heading descriptive heading in place of the page heading.

Step 6. Links to other pages (tutorials in this example), not how each link is described by its page title and I added Photoshop CS2 Tutorial or Photoshop Tutorials. This is referred to Anchor Text.

Step 7. This is the on page spider food blurb that uses the keywords and phrases both forwards and backwards. Be creative as you dare

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here, but don't over pad the blurb with keywords or phrases as it might confuse your human visitors.

Step 8. This is the footer text and is similar to the top navigation; I would encourage you to keep it consistent with the top navigation.

If you follow the steps above and implement what I discussed in chapters 4 through 6, then you are now on your way to higher search engine referrals.

Now we are going to "Bake In" the webpage optimizations and submit to search engines as I outlined in chapter three. This is a crucial point in search engine optimization as we have made our initial optimizations and must wait for the search engine spiders to index and present the changes in their indexes. If you have access to website statistics or analytics then you to start monitoring them for new search engine referrals. It can take from as little as a week to as long as a month or more for the optimization changes to begin showing in the various search engines indexes.

At least once a week go to the search engines you submitted to and search for the keywords or phrases you are targeting, if after three weeks or so no new results have begun to show you would want to submit your pages or site again to that particular search engine. **DO NOT**, I repeat **DO NOT** submit a web page more than once every couple of weeks, if you do you could get blacklisted or banned for search engine submission spam.

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Once you start seeing improved search referrals do not immediately make changes to what you just optimized. Leave it alone for at least 90 days so you can see how well the pages are going to rank. I know it is tempting to want to make changes after your start seeing an improvement; however, it may take a while for the search engines to rank your page and hold it consistently in the search results. After 90 or more day you may want to see what keywords or phrases you might could add to the pages you are optimizing and increase the optimization and gain even more search referrals. This is a judgment call on your part. It is better to be a bit conservative than to throw the whole “kitchen sink” into a single pages optimization. It is sometimes better to create an additional page and use other similar keywords and phrases rather than trying to carve out as much as you can referral wise in a single page.

SEO Maintenance

Now that the optimization is complete, I periodically check to ensure that the pages I have optimized haven’t slipped in the search engine indexes. If they drop a bit I look at the results above my own and try to determine if there are indeed some changes such as additional keywords, keyword phrases or page content I can add to my pages to boost them higher. If this is an initial page optimization I wait at least 90 days before making any sort of optimization changes. Slow and methodical changes are better than frequent changes. Too many changes in a short time may get a web page penalized and added to what many search engines call the “sand box”. This is not a good place for your web pages or website to be in. Think of a sand box as a

stagnate pool of water. Things in a stagnate pool of water don't do much of anything and just float around.

If you have followed my step by step implementation of optimizing the sample page and use the same procedures on your web pages you will be guaranteed to rank higher in the search engines and produce excellent search engine referral traffic.

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About the Author

In order to best explain the how's and why's of my search optimization approach I need to tell you a bit about how I started. In 1991-92, I began using the Internet. This period of time was prior to web browsers being used to view documents on what is known today as the World Wide Web. In that period of time there were no web browsers, the Internet was a command line text only network that was used to transfer files and short text messages. I would say sometime around late 1994 I ran across the Mosaic web browser. Of course, at that time web pages mostly text documents with few if any images to view. In 1994-95, I build my first web page and it was ghastly, all centered text and images. Luckily, I learned a few things about web design and my current work is much improved. In any case, around the same time Alta Vista search engine was king of the search engines and I began toying around with keywords, descriptions and titles in my web pages and found through trial and error how to get receive favorable search engine referrals for the web pages listed in Alta Vista. Not too long after that, Yahoo.com and other search engines appeared and through trial and error found ways to receive favorable search engine results. After Yahoo search launched it seemed that a new search engine appeared nearly daily. I tried different approaches but found that at the time my best and most consistent referrals came from Alta Vista and Yahoo.

Around 1998-99 Google appeared and from the very start I became intrigued with the search engine. It was not long before Google made

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large strides in search engine popularity. From the very start, I was experimenting with keywords, titles and descriptions as well as content to see how Google would react to my changes. After several years, I noticed a pattern of success with search engines that delivered a high and consistent (we are talking years) referral rate. From around 1999 through 2006, I refined my technique and have found that nearly all search engines respond favorably to my approach and we began seeing good consistent results across the major search engines.

I do not consider myself a search engine optimization guru by any means, but I do have nearly 14 years experience publishing online magazines and other online content. Through long hours, trial and error I have discovered how a majority of search engines behave under different circumstances. I guess you could say I am a search engine behavior specialist. Over the years I noticed how many search engines digest content from our websites and how they displayed (or ranked) the content in their indexes. I have quite a few “test” websites set up that I try different search engine optimization theories on as well as test my own educated guesses on. From these sites and our own online content sites, I have formulated a successful strategy and techniques for good consistent and solid search engine traffic. All of the methods I employ that you will read in this book are all acceptable ways of gaining search engine results. You will find no quick and dirty, underhanded or shady techniques in this book.

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For several years I visited and participated in several search engine optimization forums and read masses of articles on the subject. I discovered that for the most part much of search engine optimization is a myth or a collection of theories. What you are about to read in this book will dispel many search engine optimization myths and give you real world based on factual study information that you can use to get good solid search engine results. Many persons that sell Search Engine Optimization (SEO) services do not want you to read this book, and as you read, you will understand why. There is no magic to getting good search results. All that is needed is a methodical approach that you can follow. You do not need a SEO expert to get the same search results that we do.

I do offer search engine optimization services to business and individuals as many do not have the time or inclination to optimize their website. For those that do want to optimize their website or are inclined to do it themselves I offer you this book, it contains the same exact techniques that I employ on my own and SEO client's websites. I have no kept any "secrets" from you in this book. By purchasing my book you will have access to the same knowledge as I do and if you make good use of it, you will get the search engine referral traffic that you are wanting.

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RESOURCES

There are a lot of search optimization tools on the Internet; however I personally on use a few tools that I have found to be beneficial to me. Below are my favorite online tools that I use every day.

KEYWORD RESEARCH

One of my favorite Keyword research tools that I use to find keywords and phrases with is the [Google Suggest Tool](#) at Google Labs, as you type in a keyword or keyword phrase it will display keyword additional phrases and the number of search results for the word or phrase. Below is a screenshot of the Google Suggest Tool at work.



The Google Suggest Tool is one of my most used keyword research tools, and the best thing about it, is that it is free. I often use it to find

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niche keywords when I have ideas for new websites. It has many good uses.

There are other tools that make keyword research easy, but by far the Google Suggest tool is my favorite of all.

Another great tool that I use frequently for researching keywords and phrase is [Wordtracker](#), although it has a subscription fee to use it is well worth the small amount you must pay to use it. They also offer a free trial that will help you decide if it is a tool you want to use. I recommend it.

Another Google tool is the Google AdWords [External Keyword Tool](#) (no AdWords account needed). Not only can you find keywords, you can also sort the results by popularity and even view global search trends (the search volume for the word or phrase). Do you want to see what Google sees in terms on keywords and phrases on your website? Use the “Site-Related Keywords” form on the keyword tool. You can set it to look at one page or the entire site. It is often helpful to see through the eyes of Google when it comes to what words and phrases it sees on your website.

There are other keyword tools and search trend tools out there. The ones above are the only ones I use on a daily basis.

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SITE SUBMISSION TOOLS

As I mentioned in this book I only submit to three search engines, those being: Google, MSN and Yahoo. I have listed the pages below where you can submit to each of them. They are all free submission forms.

[Google Site Submission](#)

[MSN Site Submission](#)

[Yahoo! Site Submission](#) (requires registration)

You can verify the crawl status of your site at Google. It is helpful to know whether or not Google has begun indexing your website or not. [Click here](#) to check the crawl status at Google

FORUMS

While I do not generally make recommendations in regards to SEO forums, I do recommend [Warrior Forum](#), which has a search engine optimization topic. It is a very valuable resource for Internet Marketing, copy writing and marketing ideas.

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[The Developer Times](#) – Programming Magazine with resources, jobs and more

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Other Websites I own and operate - continued

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