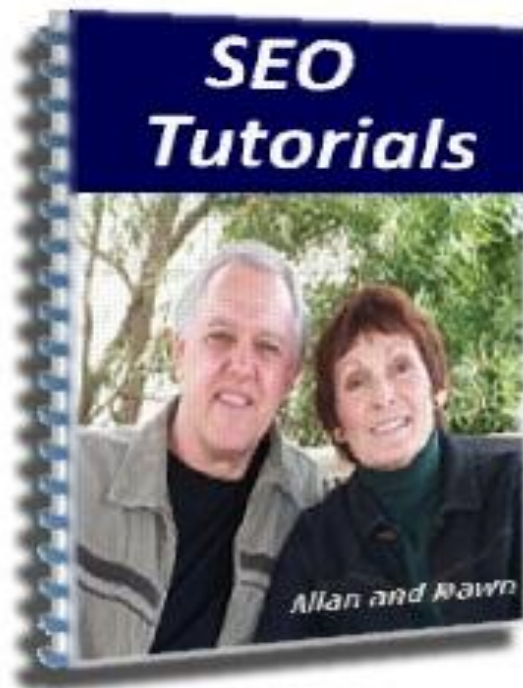


SEO Tutorials

With Allan and Dawn

**YOU HAVE PERMISSION TO GIVE AWAY THIS REPORT
PROVIDED THE CONTENT IS UNCHANGED!**

[The Power of SEO](#)



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An Introduction

So why do you need to know who we are? Because we are just like you! We know how you feel and what it is like right at the beginning. It's not your fault if you have been intimidated by SEO up to this point. We have been intimidated by SEO, thought it was boring, difficult and hard. We have been afraid if we did the wrong thing, like inadvertently [spamming](#) with our keywords, we would be slapped by Google.

However, SEO is not the dark secret some people would have us believe.

Let us share some of our story - <http://AllanandDawn.com> - with you briefly.

We are from beautiful Perth, Western Australia which is a small city on a global scale. We love it - as it is (in our opinion) a wonderful place to live. There is lots of space and freedom.

The so called gurus who would have us believe that there is a magic formula to making money online are just having us on. Be warned you high flyers, the secret is out! They have created huge businesses simply because they have done some things you and I haven't, **yet**. And the things they have done are things that you and I can do – it couldn't be easier. Things like learn some basic search engine optimization so you can work within the safety of Google. Effective search engine optimization will bring results.

Learning SEO is very much an ongoing learning endeavor. However many successful marketers do wonderfully well by just using the basics of SEO.

Finally, remember this is not a race so work at your own pace.

The Advantages of SEO

SEO stands for “Search Engine Optimization”, and is essentially the process of designing, building, and promoting a website with the search engines in mind.

The purpose is to rank well in the search engines, which will then in turn provide you with organic (free) search engine traffic.

Search engine optimization (SEO) is important if you want to gain rankings in the search engine. Even though the word “SEO” can sound somewhat intimidating, actually applying it to your blog is not as hard as it all sounds.



If you can learn some basics, it won't be long before your blog will begin to be recognized by others because you have SEO.

It is generally accepted that you will be writing for the search engines in Google. Of course there are other search engines but like it, or not, Google is the most important one.

There are many advantages for you if you will use SEO, and you absolutely need to be applying it to your websites.

Search Engine Basics

SEO is essentially all about doing what we can to make friends with the search engines.

Search engines are actually bits of computer code that gather data about each and every website they can find.

They use an algorithmic formula to evaluate web pages and determine their relevance and value when crawling them for possible inclusion in their search engine. A crawler (spider) is the robot (bot) that browses all of these pages for the search engine.



An algorithm does not read everything found in your blog, but will look for clues and signs that tells it what the content is about. Your keywords are category indicators. The keywords help the robots to sort and organize content that they find into a giant database. This is called indexing.

They also penalize and reward websites, based on what they find.

The spider periodically returns looking for changes to the original page. This means that there are always opportunities to change the way a search engine sees and evaluates your content further down the road. So as your knowledge increases you can go back and add or subtract certain things to your site.

If for any reason the spider can't see your content, or doesn't understand what it's about, your page can't be indexed and ranked.

Choosing A Good Domain Name Is Very Important

The first step is to register an appropriate domain name. One of your primary objectives is to make the site that you create as search engine friendly as possible. You should try to include the primary keyword phrase, around which your site is going to be built, in your domain name.

You will also want to choose a name that fits well with the brand that you are trying to create with your blog.

Some marketers include hyphens between the separate words in their domain name because they believe that it makes it slightly easier for the average human visitor to read.

This might be true and there is also nothing really wrong with doing this. However, people tend to forget the hyphens when typing in a search.

- .com is the best extension
- Short names are best (when possible)
- Stay away from numbers and hyphens

If you would like your domain name to appear more visitor friendly when it is written down or sent as a link, capitalize the first letter of each individual word like this to achieve the 'stand out' effect that you want:

<http://AllanandDawn.com>

Although browsers only show lower case in URL's they still recognize and process the links with capitals.

The Importance of Keyword Research

Firstly, do we understand what keywords are?

Keywords describe your subject matter. Keyword is the term that often gets used but what is really meant in most cases are keyword phrases eg 'famous lawyer'. And don't forget synonyms – 'famous solicitor'.

With [keyword research](#) you basically want to avoid two problematic areas:

1. Keywords with too much competition (you would not be able to rank high enough)
2. Keywords with too little search volume (you may rank high, but still get very little traffic)

Ideally you will be looking for keywords about 20,000 searches per month with medium to low competition. However be aware that this is often easier said than done. Depending upon which niche you decide upon and how much competition there is in your niche will determine how easy or otherwise this is to achieve.



Once armed with keyword intelligence that's relevant to your niche, you have the ability to create highly relevant content for your site visitors as you then know what they are looking for. You can cater to their searches.

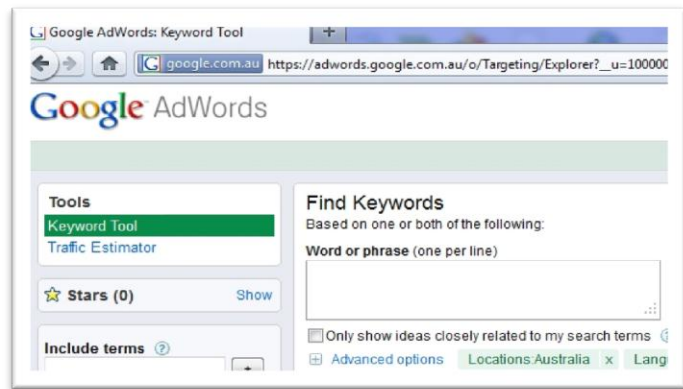
Somewhere from 3% - 5% of your page text should be keywords. The percentage changes often and is different at each search engine. This is a general guideline only, and you can go higher if it doesn't alter the flow of sentences or looks like keyword stuffing.

When selecting keywords make sure that;

- The keywords are relevant to the page
- You don't overdo it with words that are not relevant - having hundreds of keywords does not help with the search engines

***The Google's Adwords
Keyword Tool is FREE
Click on the link below
to go to the site. Don't
forget to bookmark it.***

[Keyword Tool](#)



Site Map

Site maps matter - they help search engines find their way around your site. They help with generating more internal links – which in turn will assist the SEO of your site.

A sitemap is a way of organizing a website, identifying the URLs and the data under each section. Previously, the HTML sitemaps were geared for the users of the website - your human visitors. However, Google's XML format was designed for the search engines, thereby allowing them to find the data faster and more efficiently.

The XML sitemap protocol is now the accepted industry standard. It has been developed in response to the increasing number, size and complexity of websites - particularly with the popularity of blogging and regular updating of their material. As websites increased – both in number and in size - it was difficult for search engines to keep track of all this material. They were often prone to "bypassing" information as they crawled through these ever changing pages.

Through the XML protocol, search engines could track the URLs more efficiently, optimizing their search by placing all the information in one page. XML also summarizes how frequently a particular website is updated, and records the last time any changes were made.

XML sitemaps were not, as some people thought, a tool for search engine optimization. It does not affect ranking, but it does allow search engines to make more accurate searches. It does this by providing the data that a search engine needs, and putting it in one place.

The Role of The Title Tag

The title tag is very important when creating a webpage and should tell you what the page is about.

Use the keywords you want to rank for in your title tag - along with some relevant descriptive words. Search engines look to the title tag to understand what the page is about, and it is important that we use it as a way to communicate it to them as clearly as we can.

It is likely the title tag will show up in the SERPS (search engine results page).

The title tag for each page can be found towards the top of each HTML page that you create, between the <head> tags. It looks something like this:

```
<head profile="http://gmpg.org/xfn/11">  
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />  
<title>Internet Marketing by Allan and Dawn</title>  
<meta name="robots" content="noodp, noydir" />
```

And finally, writing a killer keyword-enhanced headline makes it more likely that someone will simply use your title to link back to you. Since anchor text is a significant component of search engine algorithms, putting the right keywords into your headline can give your content a significant boost. Easier said than done for folk when they first start out.

Do the best you can and with practice 'killer keyword enhanced headlines' won't seem such an unachievable mouthful of fancy words.

The Role of The Meta Tag

Metadata (meta data, or sometimes meta information) is 'data about other data'.

Meta is an HTML tag placed in the head section of a web page. It provides Web site keywords for search engines. This tag also provides information that describes the document in various ways. This tag encloses information for search engines to use in adding your web pages to their search indexes.

The major search engines have begun discounting the use of Meta tags as major criteria for listing sites. There are several searches that do read Meta tags in their own way.

Page Description META Tag

SEO is very much about what your content looks like on a search engine results page (SERP).

When your site is visible on Google the page description is what usually shows as the snippet which describes your page. The meta description tag is used for one major purpose, to describe the page to searchers as they read through SERPs. Make it a couple of sentences, or a short paragraph. As it's the first thing anyone searching will see of your site it needs to reassure the searcher that your content will satisfy what they're looking for.

You want to lead off your meta-description with your keyword phrase and carefully summarize the page contents.

Keywords META tag

In the 'wild west' days of the internet this was an important one. Because of people trying to trick the search engines Google don't actually read keywords tags anymore. It's pretty much optional. There are other search engines out there that might use them.

The Importance of Anchor Text

Anchor text is particularly important in search engine optimization. Anchor text is the visible text in a hyperlink. A hyperlink is a graphic or a piece of text in an Internet document that can connect readers to another webpage, or another portion of a document. Web users will usually find at least one hyperlink on every webpage.



With anchor text you can have internal links (which is one of your pages linking to another) as well as external links. In this instance, a hyperlink will show up as a single word or group of words that will usually be marked as underlined, and are frequently blue in color. Clicking on the hyperlink will take you to another part of the page, or open another Internet page.

Anchor text is important because it allows you to rank for a specific keyword.

Anchor text using generic words like 'click here' should not be used as it does not optimize your SEO.

When a search engine spider comes across a link, they depend on the link's anchor text to tell them what the linked page is about. Using the keywords that you want to rank for in your anchor text is **extremely important!**

Using Header Tags

This is another way of trying to attract the search engines to your keywords.

Header tags are important in search engine optimization.

By using header tags within your website content, you are able to highlight your keywords. When you use the header tags you are pointing the search engines towards them so make sure your keywords are in them. The search engines pay particular attention to this text within these header tags.

Linking

When you think about it linking is what the web is all about. You are connecting to others for a variety of reasons. Search engines want to know that you understand this. They will look to see if you are 'connected' with other pages and content, so linking out to other pages matters when it comes to search engine optimization.



Here are some fairly accepted guidelines about linking based on best practices:

- Link to relevant content fairly early in the body copy
- Link with naturally relevant anchor text
- Link to relevant interior pages of your site or other sites

Don't get too overly concerned in the beginning about rules because it's enough just trying to cover the basics. Over time all of these extra bits of SEO will fall into place. It is more important to concentrate on giving your searchers what they are looking for.

Factors that Help with Backlinks

Backlinks for SEO are the BIG ONE. This is not going to be easy - or fast. Effective link building can take months, or even years. We don't want to give you the typically 'it is easy' line. Unfortunately SEO link building doesn't ever really finish.

Put simply, you want to get as many quality inbound links to your site as possible - not so easy when you are new! When you're starting you'll be full of enthusiasm, until you realize it is 'work' getting links. Unfortunately you don't ever finish working to get backlinks.

Article Marketing

One link building strategy that actually works is article marketing.

At the bottom of each article you submit you are allowed to link to your website. There are quite a few article directories that are very highly respected by the search engines, and having links from there pointing to your site is a huge advantage.

- ✓ Goarticles
- ✓ Squidoo (article is called a lens)
- ✓ HubPages (article called a hub)

Additionally, once your article is in the directories, other webmasters will come and publish your article. It is not uncommon for one article to get you several high quality backlinks.

Directory Submissions

There are many web directories. Some will ask for a fee and some are free. Two of the better known ones are the Yahoo directory (paid) and DMOZ (free).

This method is not as effective as in previous times although still worth doing.

Social Bookmarking

Social bookmarking sites allow you to submit sites and pages. The links can be valuable.

Two of the better known are www.digg.com and www.stumbleupon.com.

Link Posts to certain sites such as Del.icio.us have lost their value over the past year as more and more people share links and quick reference tips through Twitter and Facebook rather than in a weekly link summary post on their blogs.

Creating Your Own Blog

If you don't have a blog, you are missing out hugely. Blogging is one of the easiest ways to get Backlinks. If you have a blog there are many opportunities available for you for web promotion. These links will enable you to catch the attention of the search engines.

Blogs are free. Popular blog software includes:

<http://wordpress.com>

<http://blogger.com>

We would suggest working with WordPress, as it offers the greatest amount of flexibility.

One of the great things about WordPress is that there are many free plugins that you can install. This makes it possible to do things like notify the search engines when you have new content. It will automatically bookmark your posts to the social bookmarking services, setup future posts to go live automatically. In fact Wordpress has a free plugin for just about anything.

As you move forward you will come across backlinks that will benefit you.

It is not a good idea to write to a well-known marketer begging for a backlink. Far better to place comments on their blog and over time try and establish some sort of presence with them - then if you feel it may be appropriate try writing with a polite request for a backlink.

Conclusion

We hope you have enjoyed learning about search engine optimization basics.

Now let's take a closer look at your site. Go to Google and put in the words '**free seo analysis**'. Bring up the results and go to one of the sites for a free analysis!

How did you go?

This is not intended as a comprehensive technical study of SEO. Obviously there's plenty more to it.



Do what we have given you here consistently to cover the basics.

You may already be wanting to take the next steps.

Good luck and take care

Allan and Dawn

<http://AllanandDawn.com>

For more comprehensive learning of Search Engine Optimization go to:

THE POWER OF SEO



[The Power of SEO](#)