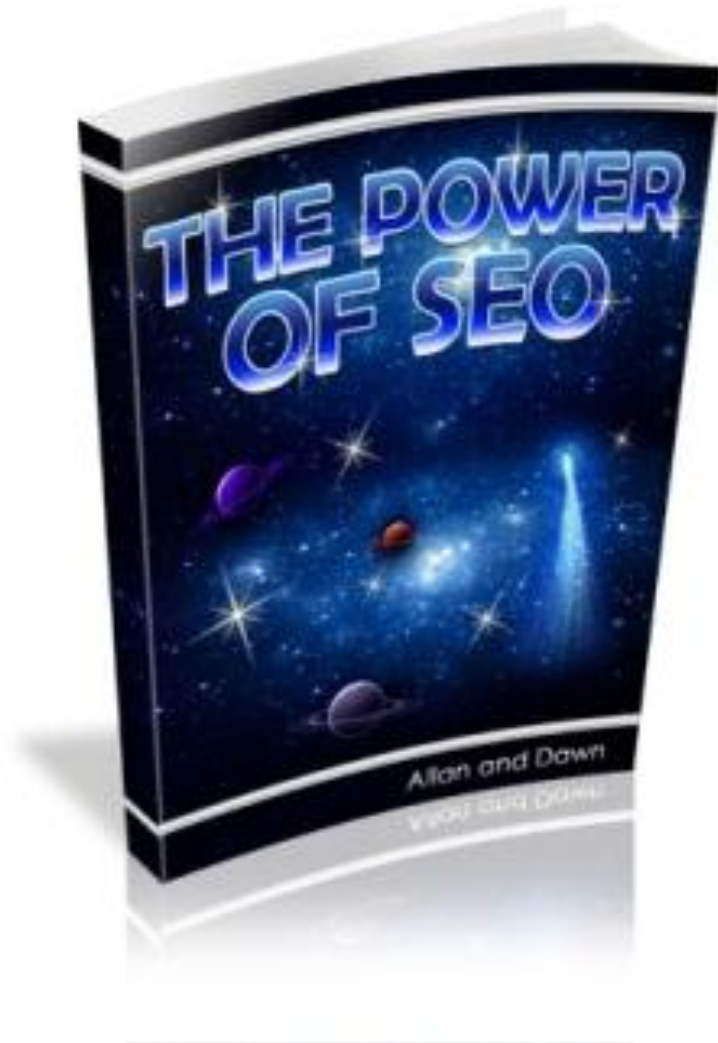


# THE POWER OF SEO

With Allan and Dawn



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## **Contents:**

### **WHAT IS SEARCH ENGINE OPTIMIZATION**

#### **SEARCH TRAFFIC AND YOU**

#### **WHAT IS AN ALGORITHM?**

#### **GOOGLE PAGE RANKING**

#### **DOMAIN NAMES**

#### **ON-PAGE OPTIMIZATION**

#### **KEYWORD RESEARCH**

#### **LATENT SEMANTIC INDEXING**

#### **SOURCE CODE**

#### **THE PAGE TITLE TAG**

#### **THE ROLE OF THE META TAG**

#### **SITEMAP**

#### **HEADER TAGS**

#### **LINKING**

#### **RSS**

#### **PINGING**

#### **GOOGLE ANALYTICS**

#### **CONCLUSION**

## SEO is Here to Help You

*If you have been bewildered about SEO, relax and understand you are in good company. We all know how you feel and what it is like right at the beginning.*

*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 you believe it is.*

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

*We work as a team and as such bring different perspectives to the experience.*

*Once we got a handle on SEO there was a noticeable difference in our results.*

*SEO seems so hard at first - but SEO is really a garage business that has blossomed into big business.*

*Given the right information you will find it is simple enough to get an understanding. This can be done without buying expensive tools. And is enough for you to be found by Google, Bing and Yahoo!*

*Many successful marketers do wonderfully well by just using the basics of SEO.*

*But be mindful that learning SEO is very much an ongoing learning endeavor.*

## **What is Search Engine Optimization**

It is the process of improving the exposure of a web site or a web page in search engines via the "natural" or un-paid search results. It can also be called organic or algorithmic. It's a very efficient and effective way of optimizing the pages of sites to make them search engine friendly.

Organic ways of achieving natural search engine results will generally result in longer lasting results than technological approaches.

It is found that in most cases, search engine optimization delivers a better return on investment than other forms such as online advertisements, e-mail marketing, newsletters and pay per click advertising.

Search engine optimization can be so confusing. Most beginners have a general understanding of SEO but do not know how to use it correctly.

Things like the relevance of using titles is often overlooked when we first start out.

The search engine optimization techniques discussed here are things any novice webmaster can apply to their site.

We hope we have made it even easier than simple to follow.

When you initially begin to research search engine optimization you will find each step leads to another step and you find yourself being drawn into more and more involved learning. For a beginner it is much easier to just start slowly and incorporate a few steps at a time.

## **Search Traffic and You**

Search is the most common online activity. Billions of unique searches are made by searchers each month. These people are looking for specific information and are motivated.

This is important.

If they're looking for a particular service, there's a good chance they may be buyers as well. If your site can capture traffic then you've got a better chance of converting the searcher into a buyer. This is where search engine optimization will help them find you.

Search traffic is very important to you, as long as it's targeted search traffic. That is - belonging to your niche.

## **What Is An Algorithm?**

As a blanket term, an algorithm is any set of detailed instructions which results in a predictable end-state from a known beginning. Failure to properly follow a step will result in a faulty end product.

This can be likened to a web master not using search engine optimization correctly and so the search engine results will be less than satisfactory.

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

An algorithm does not read everything found in your blog. It will only 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 was found.

The spider is not just casually browsing content. It's selecting and filing it in a giant database. This is called indexing.

A spider is a robot that search engines use to crawl millions of web pages quickly and sort them by relevance. A page is indexed when it is crawled and

judged appropriate content. It is then placed in the search engines results pages for people to click on and access.

The spider's goal is to save every bit of content it crawls for the future benefit of searchers. It's also sorting out how relevant that content is to the words that searchers are using. Your keywords need to match with the searchers words. Your content needs to supply an answer to the searchers query.

The algorithms used by the search engines are changed regularly in an effort to improve the results for people using them.

Google users can basically surf the billions of web pages on the internet and find information on any imaginable subject.

Optimizing web pages for search engines is often the same as optimizing web pages for web surfers.

## **Google Page Ranking**

Page rank is often confused with search engine rankings. If you have managed to get a high ranking for your blog or website this does not necessarily mean that you will be ranked well in the search engine results.

Page rank and search engine results position are not one and the same thing. Page rank is only a small part of the algorithm that decides the search engine results position of your website.

Google determines Page rank and this ranking is only used in that search engine. The number of backlinks a specific page on your website is receiving will determine page rank. Page rank may be different to your site rank. If your homepage is ranked PR6 then it doesn't mean that the rest of your website is going to be ranked the same way.

The pages that are linked from that homepage with the higher ranking will get a bit of the "link juice" as marketers call it. This will slightly improve their page rank because of the association.

Lower ranked pages can appear above higher ranked pages in the search engine results. If the lower page rank website has quality content then this will be the deciding factor. You could have a page rank of 0, and still do alright with search results.

We don't know exactly what contributes to search engine ranking. Unless, of course, we are one of those brainy engineers responsible for Google's algorithm.

Many people spend a lot of time trying to guess Google's algorithm. Therefore we understand that page rank is only a part of the algorithm but not all of it. Remember this when you're trying to increase your search engine ranking.

This doesn't mean you should disregard page ranking. While search engines don't list web pages in order of page rank, it can be a very useful tool in other aspects of Internet marketing.

Page rank is built up through backlinks and these links are a good way to increase your search engine results position.

Page rank is just one factor out of many that Google uses to determine results.

## Domain Names

The first step is to register an appropriate domain name, and as one of your primary objectives 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.

Whilst this might be true and whilst there is also nothing really wrong with doing this, it will make it easier for searchers to forget the hyphens.

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

If you would like your domain name to appear more visitor friendly when it is written down, 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.

Also, purchase your domain out to 5 or 10 years instead of just 1 or 2 years at a time. That makes the search engine comfortable that you plan on being around a while.

Below is a tutorial on getting yourself a domain that may be of some help.

[CLICK HERE TO SKIP THE TUTORIAL](#)

## GET YOURSELF A DOMAIN NAME



First off you need a domain name. Have you got a Domain name?

No – then let’s go get one.

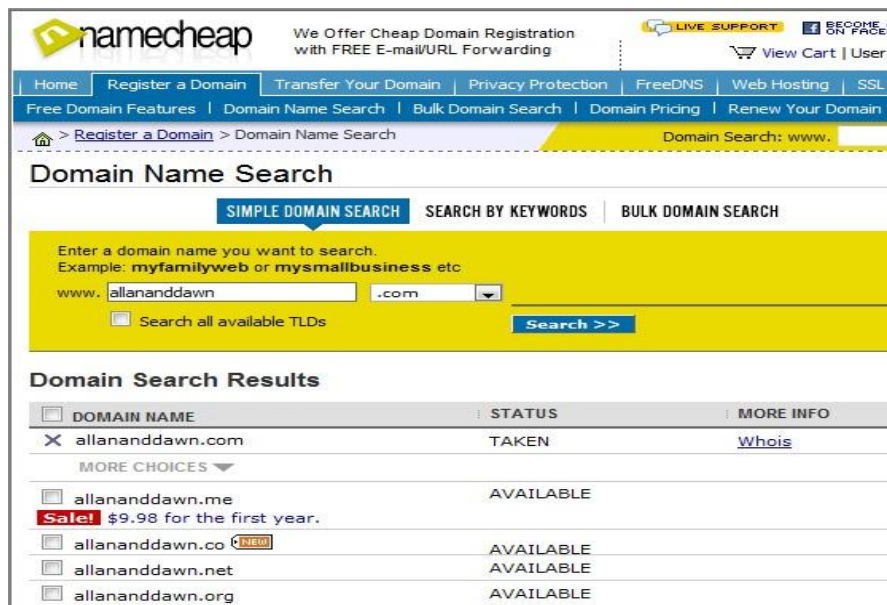
There are many and varied sites that allow you to search for and register your domain name. Two of the more popular and reliable ones are [www.namecheap.com](http://www.namecheap.com) and [www.godaddy.com](http://www.godaddy.com).

For illustration purposes this book will always refer to Namecheap. This is the preferred site of the authors for registering domains. Select your preference and “Search”.

In this example we have used our domain - “AllanandDawn”.

The screenshot shows the Namecheap website interface. At the top left is the Namecheap logo with the tagline "We Offer Cheap Domain Registration with FREE E-mail/URL Forwarding". To the right are links for "LIVE SUPPORT", "BECOME A FAN ON FACEBOOK", and "View Cart | User: Login | Help". A navigation menu includes "Home", "Register a Domain", "Transfer Your Domain", "Privacy Protection", "FreeDNS", "Web Hosting", and "SSL Certificate". The main content area has a yellow background with the heading "REGISTER YOUR DOMAINS FROM JUST \$2.99. SEARCH NOW!" and a link to "Pricing Details". Below this are two numbered steps: "1 Enter the domain name you want" and "2 Choose your preferred extension(s)". Step 1 shows a text input field with "www.allananddawn" entered. Step 2 shows a grid of extension options: com (checked), net, org, us, biz, info, co, and me. A red "Search" button is to the right. At the bottom of the extension grid is a link "More Extensions Available >>". On the left side of the form, there are links for "> Bulk Domain Search" and "> Whois Lookup".

Once again in this example we have used “AllanandDawn” which has obviously been taken. Just keep searching until your preference is available.



The screenshot shows the Namecheap website interface. At the top, there's a navigation bar with links like 'Home', 'Register a Domain', 'Transfer Your Domain', etc. Below that, a search bar contains 'www.allananddawn.com'. The search results are displayed in a table:

| DOMAIN NAME  | STATUS    | MORE INFO             |
|--|-----------|-----------------------|
| <input checked="" type="checkbox"/> allananddawn.com                     | TAKEN     | <a href="#">Whois</a> |
| MORE CHOICES ▼   |           |                       |
| <input type="checkbox"/> allananddawn.me                                 | AVAILABLE |                       |
| <input type="checkbox"/> <b>Sale!</b> allananddawn.co <small>NEW</small> | AVAILABLE |                       |
| <input type="checkbox"/> allananddawn.net                                | AVAILABLE |                       |
| <input type="checkbox"/> allananddawn.org                                | AVAILABLE |                       |

This will be your base domain – your blog. This will be where you brand yourself so try and use your own name in the domain name. This is important because you will need to choose a name that reflects and conveys accurately your theme and content matter.

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

Before choosing a name, think about the practicality of it and how the name will fit into your business scheme.

Therefore if your name is John Smith then your preferred domain name would be <http://www.johnsmith.com> . Always go for .com whenever possible.

### Hyphenated Names?

Should you get a hyphenated name? There are a few things to consider here:

#### **Disadvantages**

- It's easy to forget the hyphens when typing a name. They'll probably leave out the hyphens and end up at your competitor's site.

- When people recommend your site to their friends verbally, having hyphens in your domain name leads to more potential errors than when the name does not contain hyphens.
- It's a pain in the neck to type. Enough said.

### ***Advantages***

- Search engines can distinguish your keywords better and thus return your site more prominently in search results for those keywords occurring in your domain name.
- The non-hyphenated form may no longer be available. At least this way, you still get the domain name you want.

Now remember we said “always go for .com whenever possible”. There is school of thought goes on the premise that it is better to have a domain name of your choice "myperfectdomain" even if it has a top level domain of ".net", ".org" or some other country specific extension, than to end up choosing an obscure domain name for the simple reason you can't get your first choice. Thus they would settle for domain names like "myperfectdomain.net" or "myperfectdomain.de" or whatever. Against this is the argument that if you get a country specific domain, people might think that your business only caters to that country. So, to reiterate - always go for .com whenever possible.

Others settle for the ".com" extension and no less. As grounds for their arguments, they cite the browser algorithms used to locate a website when a user simply types a name like "acme" into the browser. Apparently, the browser searches for a domain name "acme.com" before attempting "acme.net", etc.

Once you have found a domain name it is time to register it as your own.

namecheap We Offer Cheap Domain Registration with FREE E-mail/URL Forwarding

Home Register a Domain Transfer Your Domain Privacy Protection FreeDNS Web Hosting SSL Certificates Marketplace My Account

Home > View Cart Domain Search: www. .com GO

### Sign Up For a Free Account

**LOGIN INFORMATION**

User Name \* (Max 20 Characters)

Password \* Confirm Password \*

**ACCOUNT INFORMATION**

First Name \* Last Name \*

E-mail Address \* Confirm E-mail \*

Recommend Us  Recommend Us

I have completely read, understood and accepted the [Registration Agreement](#) \*

I wish to receive email from namecheap regarding special offers and newsletters

I register for:  Personal use  Business  Speculation  Clients  Other

**Create Account >>**

The fields marked with \* are required fields.

First, sign up for a free account.

Select "Login" and you will be given the option shown on the left.

Fill in your details and then click

"Create Account"

From your account you will be able to easily manage your domain and any others that you may add from time to time.

Once you have signed it is simply a matter of adding the chosen domain name to the Cart.

namecheap We Offer Cheap Domain Registration with FREE E-mail/URL Forwarding

Home Register a Domain Transfer Your Domain Privacy Protection FreeDNS Web Hosting SSL Certificates Marketplace My Account

Home > View Cart Domain Search: www. .com GO

### Shopping Cart

The item was successfully added/updated to the cart.

**CLEAR CART**

| ITEM INFO   | ITEM PRICE | YOUR PRICE! | QTY                    | DURATION | TOTAL                            |
|---|------------|-------------|------------------------|----------|----------------------------------|
| Register <a href="#">Add web hosting</a> for a low price!<br><a href="#">Get Comodo PositiveSSL for FREE EXCLUSIVE!</a> | \$9.98     | Low Price!  | 1                      | 1 Year   | \$9.98                           |
|   |            |             | <a href="#">Remove</a> |          | <a href="#">ICANN Fee \$0.18</a> |
| <b>Subtotal</b> <input checked="" type="checkbox"/> UPDATE CHANGES  |            |             |                        |          | <b>\$10.16</b>                   |
| Standard  |            |             |                        |          | <b>Express Checkout</b>          |

Then select the "Express Checkout" option.

**namecheap** We Offer Cheap Domain Registration with FREE E-mail/URL Forwarding

Home | Register a Domain | Transfer Your Domain | Privacy Protection | FreeDNS | Web Hosting | SSL Certificates | Marketplace | My Account

Member Home | Manage Domains | Manage Transfers | Renew/Reactivate Domains | Manage Profile | Add Funds | Withdraw Funds | Reports |

Domain Search:  .com

### Checkout: Confirmation

Please verify your purchased items, total charges and proceed to secure payment.

| S.NO                | PRODUCT TYPE | PRODUCT NAME | QTY | DURATION | PRICE     | TOTAL                      |
|---------------------|--------------|--------------|-----|----------|-----------|----------------------------|
| 1                   | REGISTER     | [REDACTED]   | 1   | 1        | \$9.98    | \$9.98<br>ICANN Fee \$0.18 |
| 1b                  | WHOISGUARD   | [REDACTED]   | 1   | 1        | \$0.00/yr | \$0.00                     |
| <b>Grand Total:</b> |              |              |     |          |           | <b>\$10.16</b>             |

**Select Payment Source**

- Pay using the funds available in your account.**  
There are no funds available in your NameCheap account. You can fund your account using PayPal, Google Checkout or even a credit card. [Add Funds Now!](#) or choose the 'Pay directly using credit card' option below and proceed with the checkout.
- Pay directly using your credit card.**  
You can pay us directly using your credit card. We accept Visa and Mastercard payments.

As there are no refunds, please verify items and quantities. All Sales are Final.

**You are here**

- CONTACT INFO  
Enter contact information for your domains and other purchases.
- OPTIONS  
Choose dns, forwarding and other options.
- CONFIRMATION**  
Confirm the items that you want to purchase.
- SECURE PAYMENT  
Pay using your account balance or credit card.
- PROCESS  
Watch the progress of domain registration and other activities.
- SUMMARY  
View a summary of your purchase with status.

At this stage you are given another free option – WHOISGUARD. This prevents anyone from seeing who you are and when you registered the domain. The choice is yours but once again it is a free option. Then select “Proceed to Secure Payment”. Here you have an option to add money to your account or pay by credit card. And that’s it. You now have your own domain.

## On-page Optimization

Search Engine Optimization has been evolving over the years and the rules keep changing.

Much of what determines the ranking position of any particular page is due to what happens off the page, in the form of links from other sites. The hardest part of SEO nowadays is getting those links naturally. This is one reason why we've seen the mainstream emergence of social media marketing as a way to attract links. Twitter and FaceBook are the ones that have come to the fore.

If ranking has a lot to do with what happens off the page, does the "SEO" in on-page optimization matter?

Yes it does!

However, although on-page optimization is important it is generally accepted that it only accounts for 15-20% of the ranking factors. Learn what to do for on-page optimization and make sure it is included.

We have at times included lengthy information concerning on page optimization. This is because you will come across most of the terms used here time and again.

The bottom line though is to rationalize your time with on page optimization.

**Stop!** Before you start applying your on-page SEO techniques you must do something else first.

Your **keyword/phrase research** needs to be done.

## Keyword Research

Keyword research is a fundamental part of your Search engine optimization. This is a point often overlooked by beginners.

You must do your keyword research before you start anything. You need the main keywords you are targeting and also a couple of related terms. If you understand exactly what the question will be in your browser when the searcher uses your keywords then this will allow you to optimize your page quickly and accurately.

Likewise, if you do all the right things and build a website Google trusts, but don't actually tell Google that your page content contains the same words people are actually searching for, then you will lose your targeted traffic benefit.

Part of helping search engines find you is using relevant keywords in your content that searchers are also using. That's where keyword research comes in.

Keyword research enables you to see which words people most often use when thinking about and searching for a certain topic. Rather than listening to people say what they think they might use to find that information, with keyword research you can actually see what words and phrases they do use to find that information.

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

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.

**Keyword** – a single word on your Web site that matches the search term.

**Key phrase** - a combination of words on your web site that matches the search term.

The value of keywords doesn't stop with SEO.

Keyword research is another form of market research. So if you can forget about search engines for the while as keyword research actually is telling you what people are interested in and the numbers involved. And it tells you the kind of language they are using which you in turn can use to communicate with them.

The whole thought behind finding the right keywords is to send you targeted traffic.

Over the long term, small differences in the quality of your research can have huge impacts on your traffic.

This is why it's very important you get your head around this point before you get going on any of your projects.

One of the best and most accurate free tools for this is still **Google Adwords Keywords Tool**. It is based on actual search data, whereas many of the paid research tools are based on the metacrawlers.

Unlike search engines, metacrawlers don't crawl the web themselves to build listings. Instead, they allow searches to be sent to several search engines all at once. The results are then blended together onto one page.

Arm yourself with keyword intelligence that's relevant to your niche. You then have the ability to create highly relevant content for your site visitors. This is because you now know what they are looking for. You can cater to their searches.

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

A good way to figure out which keywords to target for your website is to:

1) Use Google's Keyword Tool.

<https://adwords.google.com/select/KeywordToolExternal>

Click, 'Website Content' and enter in your website address.

This basically grabs all the relevant keywords that Google thinks is relevant to your website.

2) Grab the results then put it back into Google's "Descriptive words or phrases" search.

This will output the keywords Google thinks is similar to the keywords that are relevant to your site.

### **Long Tailed Keywords**

Long Tailed Keywords are phrases with at least 2 or 3 words in them.

An important marketing concept known as "The Long Tail" is used to describe the hundreds to thousands of keywords and key phrases that a website is found with. Owners of the website are rarely aware of the long tail and therefore cannot exploit it.

The theory behind the Long Tail is the opposite of focusing on the top 10-20 keywords for marketing your website. By focusing on the top terms you may be missing the majority of your market.

We would expect the 80-20 rule apply and that the top terms provide 80% of the business, but in evaluating multiple sites, this has not proven to be the case.

On closer inspection, many sites will have the majority of their business (sales and leads) coming from the terms that are rarely traced. In most cases the success of a site is from the hundreds or thousands of referrals outside of the most popular terms. This is the whole concept of the long tail. The total number of referred words/phrases outnumbers the total of the top 10 terms.

So in the majority of cases, the top 10 terms deliver a lot of traffic, but not as much traffic as the total terms.

As you progress you will appreciate your tracking of details takes on epic importance.

Business is won with the 'thousands of dozens' not necessarily with the dozens of number one terms.

For some niches, long tail keywords are very important – others, not so. For example, in some niches most of the shorter keywords are extremely competitive. In that case, many websites would have to rely on long tail traffic to get by.

Keyword software is available for you to purchase. These tools will help you find the "hidden, secret keywords that NOBODY knows about" .....

Well that is not quite true - because these keyword software tools all take their information from public data centers. This information is readily available to those willing to look.

Software has its place and you may choose to purchase a keyword tool to save you time.

Two better known keyword research tools are:

- Wordtracker
- Marketing Samurai

Remember though these research tools are just programs - and they can be wrong at times with a false read on some keywords.

So, even though you have your software you must also understand SEO. Otherwise you can be left with a page with the wrong SEO.

You need to know how to do your own keyword and market analysis.

For example, you can use the "**Google Wonder Wheel**". This is in the left-hand sidebar of Google under "more" and this will give you some Latent Semantic Analysis. These are terms related to your main keyword in Google's eyes.

Or use their suggestion drop-down, it's underneath the search bar when you enter terms to look for (all the main search engines have their own suggestions).

Go to Amazon to find other hidden keywords. You will find plenty of things for sale with search parameters that are related to your site.

## **Keyword Density**

The number of keywords per page is known in the industry as the keyword density of a page. It represents the percentage of times the keyword phrase appears compared to all the text on the page. Somewhere from 3% - 5% of your page text should be keywords – that is, 2-5 words per 100. The percentage changes often and is different at each search engine. This is a general guideline only. You can go higher if it doesn't alter the flow of sentences or looks like keyword stuffing.

Create text on a page without worrying too much about keywords. Write whatever you would normally do if you weren't worried about keywords. Using synonyms instead of having a high keyword density will make your content sound natural but still helps in SEO.

Write naturally and weave in your related terms where appropriate. Worrying over keyword density in the age of LSI (Latent Semantic Indexing) and other advances in the recognition of the relevance of a piece of text makes this concern pointless. So, let's repeat this as it is important.

Forget about keyword density. Do keyword research and then write naturally.

When you use keywords be sure to put them in all the right places. As well as in your on-page content include them in the following elements on your site:

- ✓ Title Tag
- ✓ Meta Description Tags
- ✓ Headings – especially H1
- ✓ Anchor Text
- ✓ Alt text

## **Latent Semantic Indexing**

Latent Semantic Indexing, otherwise known as LSI.

LSI is something that the search engines are looking for when determining the value of each website that they come across. LSI looks at the keywords that are being used on your website, and further examines how they are connected.

Let's say for example that you have a website that is about 'coffee drinking'. If you use the keyword phrase 'coffee drinking' over and over again, it can appear like spamming.

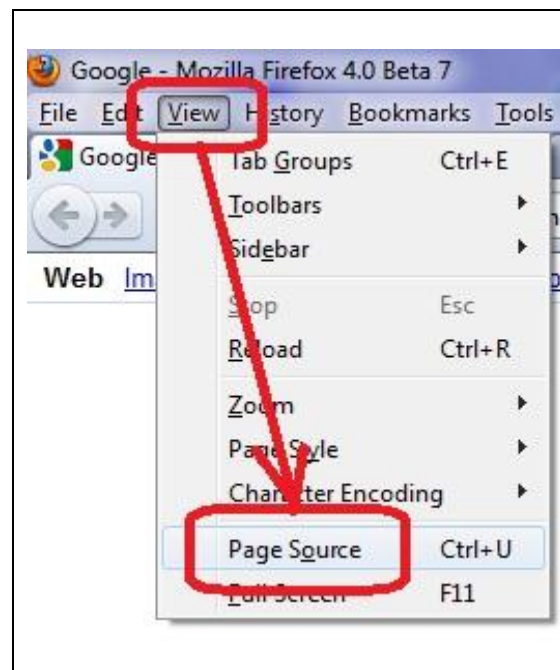
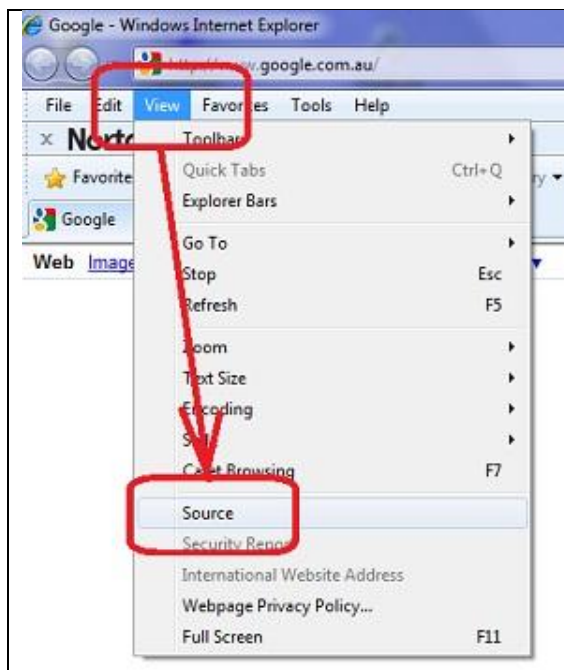
The search engines want to know that you understand your subject. They are looking for additional words that are related to coffee drinking. LSI examples in this case would include phrases like 'roast, beans, percolated etc'.

LSI has taken achieving indexing to the next level. Therefore the advice is to include the basics into your site and then concentrate foremost on providing good content for your reader.

## Source Code

Before we proceed further it is a good time to discuss the Source code (the code of the page) of a website as this is where you find the information that is to follow. When you open your website (or any website for that matter) you can view the Source code by following these screen shots – one is of Internet Explorer and the other of Mozilla Firefox but it will be similar in any web browser.

(A web page is created using a language called, Hypertext Markup Language, better known as HTML Code).



And when opened a small part of it will look something like this

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US">
<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" />
<link rel="stylesheet" href="http://allananddawn.com/wp-
content/themes/thesis_18/style.css?111410-103541" type="text/css"
media="screen, projection" />
<link rel="stylesheet" href="http://allananddawn.com/wp-
content/themes/thesis_18/custom/layout.css?112910-110424"
type="text/css" media="screen, projection" />
```

Think about it like this, your page code is like a set of step by step directions to get somewhere.

## The Page Title Tag

The title tag is worth spending some time on as it is definitely one of the most important things you can do to gain recognition of your web page by the search engines. In fact, the title tag is the single most important piece of information the search engines use when deciphering your web page. So - whatever phrase you are targeting then use that in your title.

You can find the Title Tag in the Source code of your site under the <head> tag.

```
<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>
```

It's useless to use titles like 'Welcome to My Site' etc. for SEO purposes.

Don't add any words before the keywords. If absolutely necessary then words may go after it.

And extra words should not go into the keyphrase to make it more readable by searchers unless absolutely essential. Now having told you all that about what to do with your title – there are exceptions!

And this depends upon whether you are writing a blog post or submitting an article.

For your post title on your blog your headline will be compelling and keyword rich. However if you have to choose between the two, go with what's compelling to attract readers. It needs to grab the reader's attention first. No use having a keyword rich title if your blog post is ignored.

Now for articles - make the key words the priority in titles when writing. Your focus with articles is different than when writing a title for your blog posts. Write the most compelling headline you can, but it absolutely must include attractive key words. You are writing for publishers and a different audience.

Finally don't forget what the title element is actually for – describing the page content. Some people stuff in every keyword and phrase they can think of which does not provide any useful information for the reader. You don't want your title to look like a thesaurus entry!

The page title tag is technically a Meta tag.

## The Role of the Meta Tag

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

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

```
<meta name="description" content="Allan and Dawn are sharing their Internet Marketing experience with newbies" />
<meta name="keywords" content="make money,make money online,internet marketing,work at home,newbies" />
<link rel="canonical" href="http://allananddawn.com/" />
```

Meta tags are important as an aid with your SEO efforts.

Your meta tags should be different on *every* page of your website. Sure, this is a lot of work but it is *essential*. You should spend as much time and effort thinking of what your visitors are likely to be typing into the search box at the search engines as what you spend on designing your pages.

Use only the minimum of Meta tags as they just take up code space. The less code you have the better.

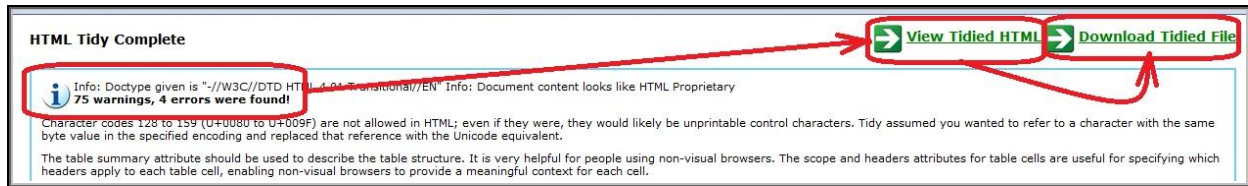
Nothing will happen to your site if you use extra Meta tags but they are a waste of space. Also less code means a faster download time.

It is probably a good time to point out how important it is to tidy up your HTML code and remove meaningless tags. This can easily be done by running your site through any of the freely available sites. A couple of very good examples are:

<http://validator.w3.org/>



<http://infohound.net/tidy/>



These sites will tell you what needs cleaning up as well as validating your code with reference to the latest industry (W3) standards. You can actually view and/or download the tidied html file!

Unwanted code removed from dozens of pages leaves you with fewer, but more meaningful headings, paragraphs and lists. Sites become more maintainable.

One of the largest misconceptions is that you have to have a robots Meta tag. With regard to indexing and link following, if you don't specify a Meta robots tag, it is read by the search engines as index and follow. It is only if you want to change one of those two directions that you need to add Meta robots. So if you want to no index but follow the links on the page, you would need to alter the no index and the follow is implied.

```
<meta name="robots" content="noindex" />
```

The following are the Meta tags that should be on every page, no matter what.

### Meta Content Type tag

Meta Content Type - This tag is necessary to declare your character set for the page and should be present on every page.

Character sets are simply names or aliases of **encoding schemes**. Encoding is a means of converting computer code (a sequence of bytes) into text, images etc for viewing on the screen.

**UTF-8** is the currently accepted encoding scheme. With UTF-8 every code point is represented as 1,2,3 or 4 bytes.

Of course you don't need to know any of this computer jargon. However, what you do need to know is that by not defining the character set could impact how your page renders in the browser.

Instead you should ideally ensure that your web application is using UTF-8 throughout, which means:

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
```

## Meta Keywords

In terms of on-page optimization, Google ignores the Meta keywords tag. They still can be used though, sparingly and sensibly, for other search engines other than Google. Google is still the major search engine.

The other search engines are still a source of traffic for you and there is the small possibility it could help you somewhere.

## The Meta Description Tag

The Meta description tag is used for one major purpose - to describe the page to searchers as they read through SERPs (search engine results page). It follows that it helps describe your page to search engines. It should summarize the content of your page. Along with the title tag this can be very important for SEO purposes as would have seen in the previous video.

This is what it looks like in the Source code.

```
<meta name="description" content="Allan and Dawn are sharing their Internet Marketing experience with newbies" />
```

So, the Meta description can be looked upon as your ad copy. Write the Meta description to get the user's attention and 'sell' the page - get them to click on the result. The aim is to raise the click-through rate of your organic search results.

Make it a couple of sentences, or a short paragraph. Keep it within 160 characters, and remember - write it to get the user's attention.

When you use it, make sure a reader can understand what it says because it is acting as an "organic ad text". You must craft this as though you are creating ad text.

- Use researched, targeted keywords.
- Communicate Benefits.
- Compel them to Click.

## Image Names and Alt. Tags

If your site has lot of images, you need to optimize them as well as they can't be read by the search engines.

Search engines often miss what you might think are some of your web's most attractive features such as enticing images and animations. It's very easy for a human reader to interpret the image into its meaning. However for a Web crawler the whole interpreting process is completely different.

The world's most important web 'spiders' might crawl right past them as search engine spiders can only read text, not images. Search engines are not very good at recognizing images and then describing them. So you need to use some special tags for your images in order to give them some meaning for the search engines.

Within the image source there is the alt. tag - alt stands for alternative text. Use a handful of descriptive words to describe what the image is. There is no need to stuff the phrase with keywords. This needs to be done on all of your images so the search engines detect the content.

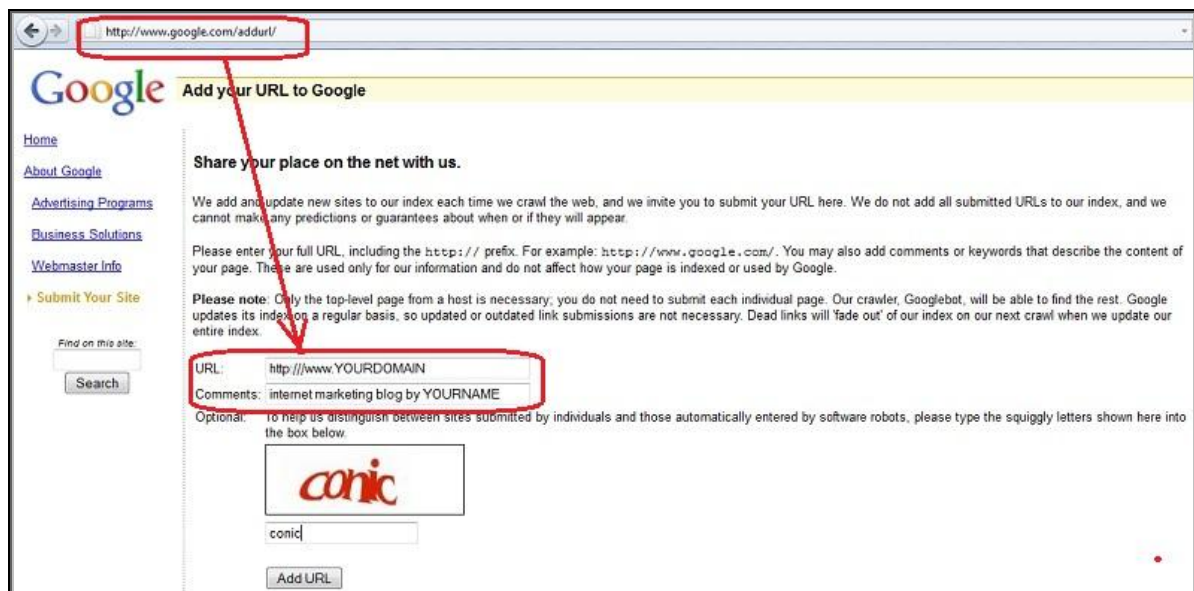
```
</a>
```

So in this example, call one "friends support.jpg", and alt it "My friends give me support". So use your keyword variations but keep the image name and alt description closely aligned to your on-page content.

## Sitemap

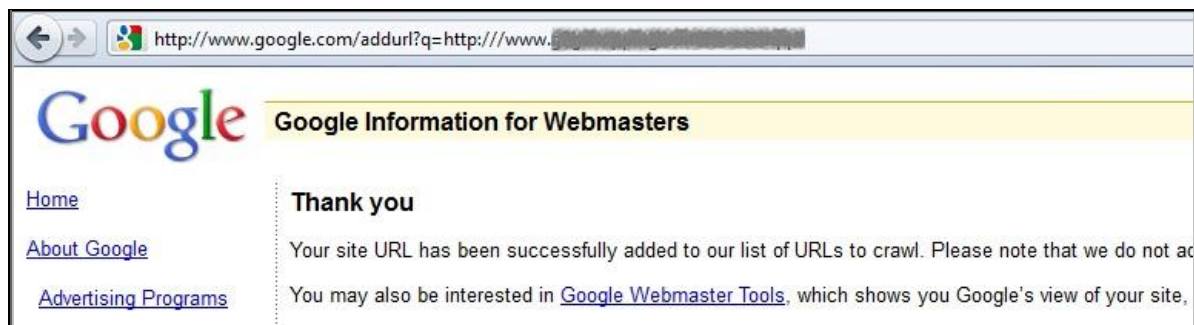
Before we actually discuss sitemaps it might be a good idea to first add your site to Google.

To do this simply go to <http://google.com/addurl> and enter your details. In the “Comments” section enter some relevant keywords or phrase.



The screenshot shows the Google 'Add your URL to Google' form. The URL field is filled with 'http://www.YOURDOMAIN' and the comments field contains 'internet marketing blog by YOURNAME'. A red box highlights the URL field, and a red arrow points from the URL field to the comments field. The form also includes a search bar, a 'Submit Your Site' link, and a 'Find on this site' search bar. The 'Add URL' button is at the bottom.

And it's that simple.



The screenshot shows the Google 'Thank you' page after adding a URL. The page title is 'Google Information for Webmasters' and the main heading is 'Thank you'. The text says: 'Your site URL has been successfully added to our list of URLs to crawl. Please note that we do not ac' and 'You may also be interested in Google Webmaster Tools, which shows you Google's view of your site,'.

And now back to Sitemaps.

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 site must be linked together as a complete unit. A properly internal linked site not only keeps your visitor interested and looking for more pages but also make sure that all of your pages are indexed. The internal linking is like a map which leads the way for both Google bots and readers. Sitemaps are also a way of generating more internal links.

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 "by-passing" 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.

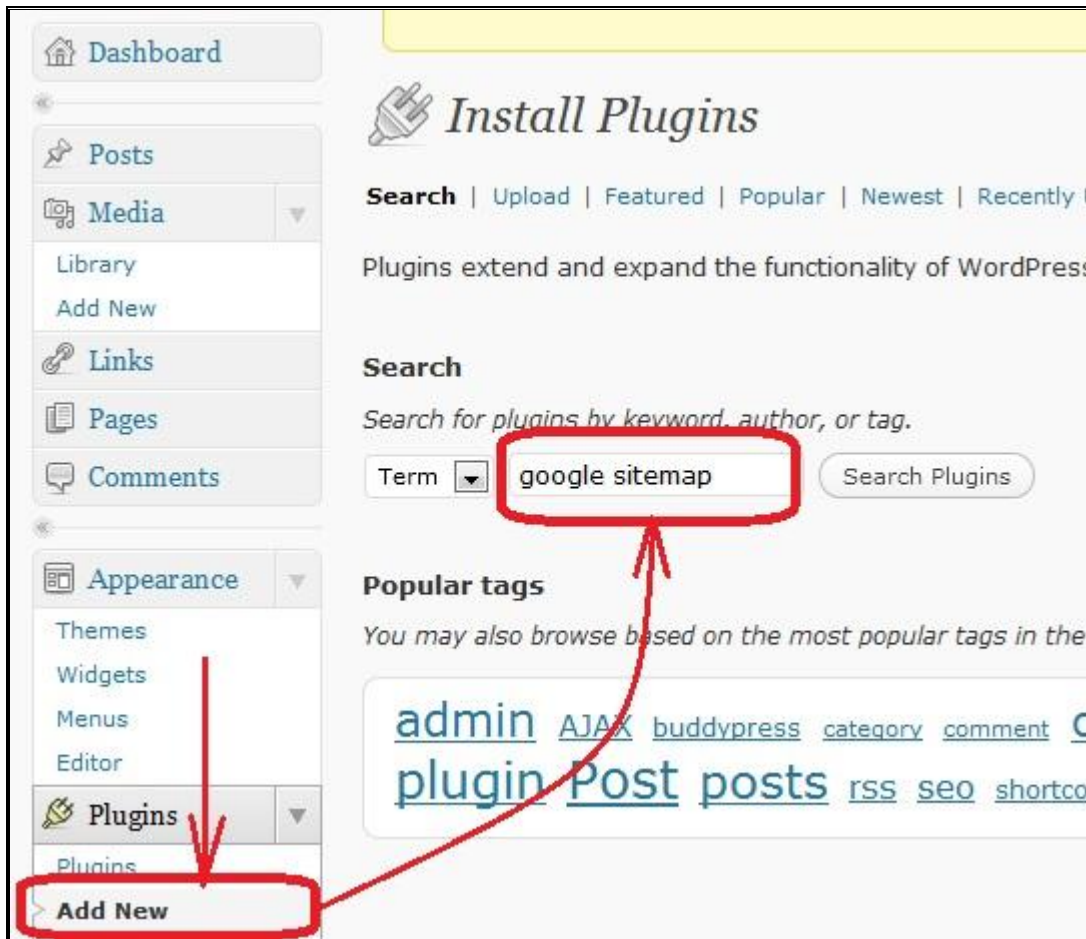
XML sitemaps were not, as some people thought, a tool for search engine optimization. It does not affect ranking, but it does allow search engines to make more accurate searches. It does this by providing the data that a search engine needs, and putting it in one place.

That is why it is important to have an HTML sitemap in your blog.

Even if your site is already indexed in Google submitting a sitemap will give Google a better way to understand about your site.

If you are using WordPress use any of the plugins that can create a sitemap for you.

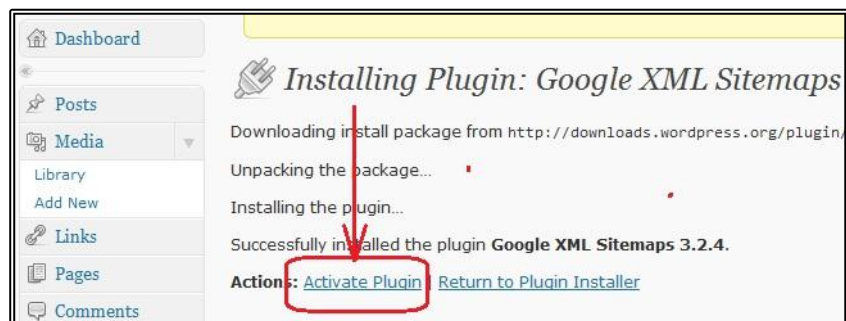
So, now let us install a preferred plugin. Go to your WordPress Admin page or Dashboard and "Add New" plugin. Then type in "google sitemap".



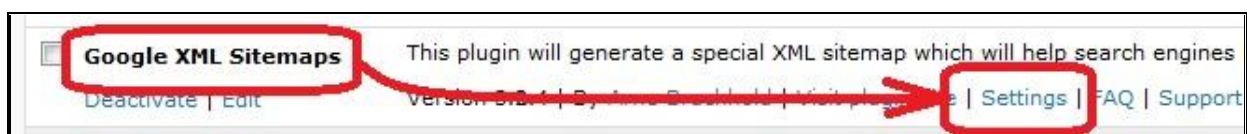
Now choose “Google XML Sitemaps” and click “Install Now”



and then “Activate Plugin”



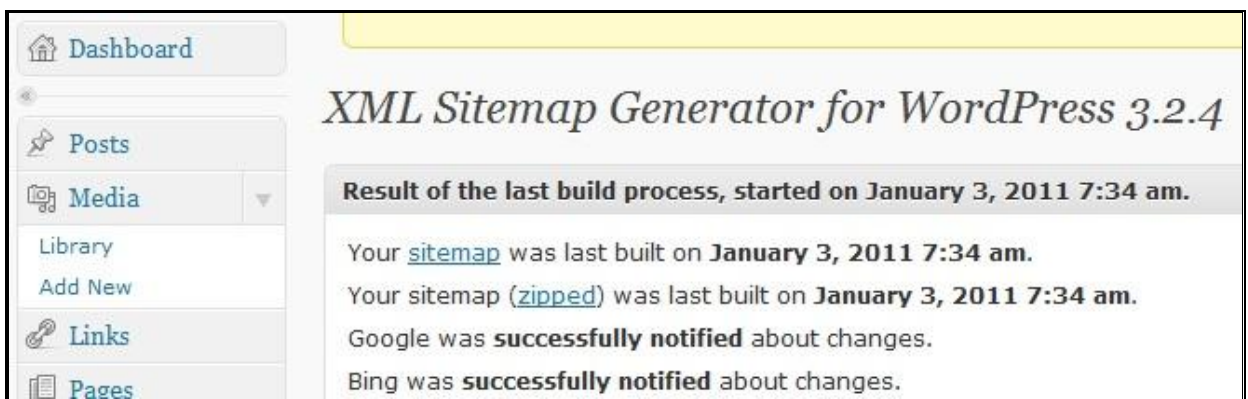
When activated go to settings – not a lot to change here.



“Click Here”



and it's done!



The beauty of the XML Sitemap is that it automatically updates and will therefore encourage the search engines to crawl your pages.

## Heading (Header) Tags

Heading tags label your headline so that search engines will recognize it as "important" on your web page. Heading tags start in order of importance with <H1> and then <h2>, <H3> etc .....

They can be seen in the source code similar to the <H1> example below.

```
<p id="logo"><a href="http://allananddawn.com">Allan and Dawn Internet  
Marketing Blog</a></p>  
<h1 id="tagline">Internet Marketing for Newbies</h1>
```

These tags also indicate the size of the heading.

When the importance of a heading is established with HTML tags, you're actually making it easy for the search engine robots to determine what your web page is all about. The search engine doesn't have to guess at it. It can see exactly what your main topic is and place you under the appropriate keywords so your potential customers will be able to find you on the WWW.

With regard to on-page optimization in SEO the <H1> tag is the one that really matters. Use your H2, H3 etc for headings lower down the page. Remember to include your main keywords in the headings. If possible get a variation of your main keywords in a couple of times.

Header tags highlight important text and this ensures that the search engine spiders pay particular attention to the text contained within these 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. Do not become a loner on the internet as this will not help your linking.

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.

### Internal linking

Internal links are links on your own site pointing to your other pages. They can be good for Search Engine Optimization if used properly.

Examples of internal links are:

- Links in the navigation menus
- Links in-content

The links in the navigation menus are used for navigation among your webpages.

In-content links mean that the links are in the actual content itself, rather than in the footer, header or in the navigation menus. In-content links look natural and blend in with the sentence structure. In-content links to your other pages. Make sure that you use these links to connect your most important content between your relevant, related pages. Use the keywords/phrase you want to rank that target page for as the links.

Do NOT use the No-Follow on your internal links, except if it is a part of some thought out strategy.

The exceptions would be links that are there repeatedly on most pages, pointing to other internal pages that you do not want your "link juice" passing to. For example, nofollow your contact page and your login page.

The weight and rank from internal links is probably less than those from external links, although they still do help. And since these internal links are in your own site you have full control over them and their placement.

Having said all this, be careful not to put too many links (even internal ones) on your pages. If you have a lot of links, divide them up amongst other pages. You definitely don't want search engines to think that the page is a link farm.

Here are some rules of thumb for linking based on generally accepted best practices:

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

If you don't have a 'Resource Pages' section in the sidebar of your site then start working on one. Your readers will love it and so will the search engines if you include links to it. This is great for SEO.

Again, these are guidelines related to current best practices. Don't get hung up on rules; focus on the intent behind what search engines are looking for – giving those human searchers what they are looking for.

### **Anchor text**

Anchor text is particularly important in search engine optimization. Internal links with good anchor text hold good SEO value. 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). 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 may take one to another part of the page, or it may open another Internet page.

Anchor text is important because it allows you to rank for a specific keyword. Using "click here" in lieu of a descriptive name is a poor search engine optimization practice. Not many searchers would be looking for 'click here'!

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!**

## **Outbound linking.**

Linking Out is the fundamental basis of the web. Search engines want to know you're sufficiently "connected" with other pages and content, so linking out to other pages matters when it comes to search engine optimization.

You need to link out, this is important. Show that you are moving around and are part of a community. Link out to a page where you go for information. Google doesn't like to think you are an island - but part of a community.

Don't be a link hoarder, and only link to your own page. You have to get at least some information from somewhere else right?

Outbound links are links from your website to another website or web-page. The visitor generally has to leave your website to follow an outbound link.

By linking out to at least one relevant, authority site on each of your pages this will build your authority. Google loves 'hub' sites, that is, sites that offer good information. And when they link to other sites so visitors can continue their research and reading elsewhere then that is better still. A relevant, authority site linked to from within highly relevant context. Google loves it, so use it often.

Here's a Good Tip for You

*Can you think of a better site than Wikipedia for objective, constantly updated material?*

*The bonus with Wikipedia is that you don't have to wade through heaps of material to find your answer, they generally hit you with it in the first line.*

*There is divided opinion concerning whether it is considered the right thing to do by linking to Wikipedia as it gives them SERPS ranking over other sites. For my mind they do the job and also they are not going to try and sell me something! If we need to dig deeper then Wikipedia provides many links to follow that goes into more detailed discussion concerning a topic.*

*Therefore, consider linking out to Wikipedia for adding some authority to your site. However, the link does need to come from within relevant content.*

If you are worried about people leaving your site when they follow an outbound link then you can do the following. Simply use the target="blank"

attribute in your links to open them in a new browser window. This will ensure your content is still open even if the person visits the link you provide.

## **Backlinks**

Google pays much more attention to the things which account for more than two thirds of the ranking factors it uses – a sites trust and its external back links.

Everyone seems to be becoming a little 'link obsessed'.

In the early days of your internet experience the idea of incoming links as the key to SEO can be a distraction. In your campaign of gathering links other aspects of your business can be pushed aside. The obsessing with page rank can absorb important resources that would be better spent improving the content and functionality of a site. In fact, that time could be spent focusing more on the marketing aspects of your business.

The fundamental premise of backlinks indicating a popularity vote by others is worthy, as is your job which is to promote your site and invite votes.

Unfortunately the determination of page rank by using back links has created a paid link market that distorts the web to this day.

There are many ways of building backlinks. There are:

### **Buying Links**

The sites all pretty much work the same and most have free and paid for versions. The ones most likely to benefit the SEO of your site are the paid for options.

### **Link Exchanges**

This is where web site owners ask for link exchanges. Do a search on "link exchange" and you'll find many to choose from. It is worth remembering though that a one way inbound link is more beneficial than a straight swap.

### **Guest Writing**

Guest writing on established blogs and other content sites is a powerful strategy for establishing your own site. You contribute content that will raise your profile and will also allow for back links to your own site. This is not always easy for beginners to tackle until their knowledge and confidence grows.

## **Submitting Articles**

For a beginner one thing you can do is write and submit articles to directories such as:

- ✓ Goarticles,
- ✓ Article Dashboard
- ✓ Squidoo (create a lens)
- ✓ Hub Pages (create a Hub)

You'll get the best results from creating original content that does not appear on your site. Just keep repeating this process.

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.

The resource box that goes with article writing is where you can tell the readers about yourself and your product. Also, insert the address of your website or web page. You let the reader in the resource box know how you can help them and how they can get that help. This is the call to action. Don't leave the reader wondering what to do next – tell them.

Be aware that you cannot advertise your products openly in the content of the article writing.

## **Posting to Social Networking Sites like Digg.com, Reddit**

Many marketers swear by making posts to social networking sites like Digg.com, Reddit.com and numerous others. These sites usually carry a great deal of page rank and authority. When you submit a post (with your link) on these sites, you may be displayed on the first page and get a boost in your page rank.

In theory, this sounds ok. However, in practice it does not always work out that way. When your link is fresh, it may appear on the first page of the social networking site. However, it doesn't stay there for long.

Most times, it is just a matter of hours before your site is bumped to page 2, page 3 and then into oblivion. The effects on your blog or website's search engine ranking are minimal, at best. So you can spend all of your valuable time preparing work and submitting to these sites and still not getting any extra benefit from the process.

Overtime you will discover sites that are less well known but are treated well by Google and other search engines. One of these is **Searchles** and bookmarks within Searchles sometimes show up quite high in some results.

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.

There are easier ways to spend your link building time although this method may suit you.

### **Twitter and Facebook**

These sites have become amazing content distribution networks. However when folk first start out most will not have an established network. Gaining followers and fans to direct to your content takes time. Once you do have a following and they share your content, then you will begin to attract those links.

### **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 the past.

**Join relevant forums and add a signature with a link back to your site.**

### **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 plugins that you can install (also free) that will further enhance your blog. This makes it

possible to do things like notify the search engines when you have new content, automatically bookmark your post to the social bookmarking services, setup future posts to go live automatically, and more!

Don't forget to test how your site looks on different browsers. A simple mistake that so many make. You can check this at [www.browsershots.org](http://www.browsershots.org).

Now let's take a closer look at your blog. 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!

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.

If you get too aggressive with your back linking strategy, you could actually be penalized in the next round of Google page rank updates. Spreading your link all over the 'net on sites that aren't relevant to the content of your site is a surefire way to get slapped by Google.

Chances are if you're reading this that you are just starting out. So just take what you get for a while and do a bit of research as you go. Over time you will come across backlinks that will benefit you. Learn as you go which methods of gaining backlinks suit you.

Not having many backlinks is not going to prevent you making money online or building your business. Of course your aim is to acquire backlinks. They will come as you move forward - and over time. You will gradually come across backlinks that will benefit you.

## RSS

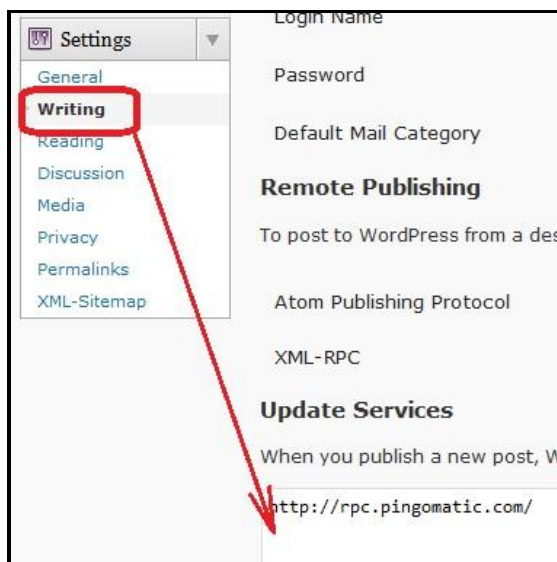
RSS feeds work by taking content that appears on a website, and then releasing it to a RSS reader to then view the article. If the article is what that person is looking for they can click the article title and it takes them to the actual web page. RSS Feeds make it possible for people to organize and keep track of all the different websites they frequent. In essence, the RSS feed has replaced the bookmark.

Most blogs create RSS feeds automatically now. The small RSS symbol will be positioned at the bottom/top of a blog that may say SUBSCRIBE. The website is giving you the option to receive updates from the blog so you can stay up-to-date with the posts.

## Pinging

Pinging is basically a way of notifying the search engines about your site. If you are Blogging then you need to be pinged as well.

Search engines rate based on other people's opinions and popularity votes.



On your web browser google “ping list for wordpress blog”. You will get several sites offering ping lists. Make sure you choose an up to date list – something like this example.

Then copy these links and paste them in the “Update Services” box as shown.

## Update Services

When you publish a new post, WordPress a

`http://rpc.pingomatic.com/`  
`http://rpc.pingomatic.com`  
`http://rpc.twingly.com`  
`http://api.feedster.com/ping`  
`http://api.moreover.com/RPC2`  
`http://api.moreover.com/ping`  
`http://api.my.yahoo.com/RPC2`  
`http://api.my.yahoo.com/rss/ping`

Save Changes

Now whenever you add a new post or comment it is “pinged” to all the sites. A great way of getting traffic.

## Google Analytics

Google Analytics is a web analytics tool. It is a free service offered by Google that offers various statistics about the visitors to a website. Its main feature is that the product is aimed at marketers as opposed to webmasters and technologists.

It offers basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is available to anyone with a Google account.

The tool can be used to track all the usual site activities: visits, page views, pages per visit, bounce rates and average time on site.

It can help you learn things like how many users are visiting your blog — and how often, which of your posts are the most popular, which search terms visitors are finding you through, and where in the world your visitors are coming from.

Your site data is collected on a daily basis and is displayed against data for your site over the past month.

With this information, you can increase your website return on investment, up the conversions, and make more money on the web. Google Analytics gives you rich insights into your website traffic and marketing effectiveness.

Within Google Analytics the system collects data through a JavaScript page tag inserted in the code of pages the user wants to collect data on. This page tag functions as a web bug to gather visitor information. However, because it's reliant on cookies, the system can't collect data for users who have disabled them. Google also uses sampling in its reports rather than analyzing all available data.

## Conclusion

If you go about your business in a way that you feel will provide the most useful information and community for those exploring your niche then the links will follow. Make the decision to focus on your readers and on producing content that would be useful to them.

Learn these basic steps of SEO:

- ✓ Find Good Keywords
- ✓ Do on-Page SEO
- ✓ Do off-Page SEO - for Backlinks use your keywords for Your Anchor-Texts

SEO is three steps. If you miss one of them then you have wasted the other two.

Combine this with the information we have given you on SEO and the search engines will start to work with you.



Remember that SERPS and ranking are two different things. If given the choice most people would prefer the exposure of SERPS and the traffic it will bring them. Of course ranking has its place. However new marketers can get hung up on ranking and forget what their main purpose is.

We wish you every success  
Good luck and take care

*Allan and Dawn*

<http://AllanandDawn.com>