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THE FREE SEO BOOK



SEARCH ENGINE OPTIMIZATION MADE EASY

The Free SEO Book

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CHAPTER I

Getting to Know SEO

Search Engine Optimization, or popularly known as SEO, is a vital tool in online success. It helps in a million ways to promote a website and earn a share of the billion-dollar bedazzled internet.

SEO is a way of making things more suitable for the internet, in the manner that search engines will not have a hard time to see it. Web pages or a whole website can be “painted green” with proper SEO techniques to make Google, Yahoo!, and other search engines attracted to it.

SEO involves knowing what to do and what not do so your website will be on higher positions when a person searches for something on the internet. Ironically, doing everything you know about SEO does not necessarily mean you will be on top of all the websites and be the most eye-catching search for a certain keyword.

More people will be visiting your website when the right SEO is applied. Although it does that, it can not be equated to advertising. SEO is not about paying for ratings to be on top but more of being more relevant to what people search for.

Search engine optimization may tweak a website for half an hour and everything will be good. It may also mean a regular task that must be accomplished to be high ranking in search engines.

SEO, by all means, is not accomplished in a blink of an eye but needs your time and effort before its fruits can be seen. It also works best if you know how search engines work so your SEO will be as effective as you plan it to be.

Benefits of SEO

It will be nice to know how people use the internet. Everyday billions of people go online to check their emails, keep in touch with friends, do business, and search for things that they need. These users, about 86% of them, make use of search engines to find what they need over the internet. Majority of these people do not go beyond the first thirty search engine results. This is where SEO enters the picture.

You want your website to reach its audience, and you want people to reach your website. When land on your web pages, it is highly likely that they are in need of something and you will be earning more. They will be presented with millions of options to follow, and SEO can help you to be among their top choices.

SEO will be able to help you attract more leads, generate more sales, or inform more people that you can ever imagine. On the business perspective, here are some key SEO benefits:

- **Widening Your Customer or Follower Base**

Proper SEO techniques applied to your website will help you get a share of good indexing from the search engines. Keywords or phrases highly sought after by end-users will cost a lot if you will be one of the companies who bid for paid searches. Search engines will index your website if it is SEOd to be relevant.

Internet users who will be led to your website will be an addition to your client base if they find your content, products, or services useful from their end.

- **Visibility**

This can be viewed both from the end of the search engine and the internet user. Search engines will always lead readers or customers to highly relevant websites. SEO increases your visibility on the internet so you can reach out to your target readers or market.

SEO helps you to build your brand and make it among the top choices in the market. Visibility through SEO means findability and accessibility from the end of the consumers.

- **Credibility and Market Perception**

When people see you among their top choices when they do their search, this gives them the impression that you are the best among your class. You are among the top calibers in your fields. SEO helps you attain a respectable perception from potential clients.

According to studies, people led by search engines to the website will most likely stick to what they find— your website. This means SEO also increases your revenues through repeat customers.

- **Build Intellectual Property Asset**

This may sound complicated but it is not really that hard to understand. SEO focuses on creating key word enhanced, quality contents which makes it a findable target of the search engines.

The quality contents that you use in your website make you one of the authorities in that field of business. Search engine optimized contents will indirectly benefit other areas of your business aside from placing you on a better search rank position.

- **High Quality Web Standard**

Search engines know when there are errors in your website. Errors in your code are a minus factor for you to be placed in the higher page ranks. SEO makes sure that you have a well-built website which will be inviting to the eyes of the search engines.

Talking about the benefits of SEO, try to enter it in the search engine and it will give you countless advantages. SEO gives you the tangibles in terms of more traffic and probably more sales. In the long run, SEO will not just be your key to online success but the guarantee that the search engines will show you the money.

Reality Bytes: Understanding How Search Engines Work

Getting the best out of Search Engine Optimization means understanding how search engines work. The basic premise of knowing search engines is that it does not see websites as we view them. From our stand point, we appreciate the website's graphics, the colors, the contents, and all other things that tickle our imagination.

Search engines sees websites based on the text that they contain. They crawl different websites to see what useful things they contain. They base their judgment on the contents of the website. That's just one part of several other things that they do:

- Crawl
- Index
- Process
- Calculate
- Determine Relevance
- Retrieve

Search engines will make use of crawlers or spiders to explore the billions of pages on the internet. These are computer software which is specifically designed to roam around the internet, crawl into every known web page, and index all their findings. Given the number of websites, spiders cannot visit your web page each day to find out what is new or what has been updated, so there will be days when you have to be sufficed that you are doing the necessary SEO work.

There are tools that you can find in the internet to find out what these search engine spiders are looking for. There are simulators that can tell you what the spiders appreciate. If you have all the glitter of flash movies and images but the spiders can not see them, then they do not count. What cannot be seen by the spider cannot benefit you to get the better ranking from the search engines.

The search engines make use of what they find by indexing relevant information in a database. Indexing involves tagging the words that best describe your website. These keywords will be associated to your website and will be retrieved when one searches for these keywords. Optimizing your website with the right keywords will help search engines index your website and give it a higher ranking.

When a person types a phrase to be looked for, the search engine will process it. Processing of information entails comparing the word or phrase entered against all information that is indexed in its database.

We will be looking at millions of matches so the search engine makes our lives easy by calculating for the relevancy of the websites to what we are searching for. How the search engine does this is a very complicated process that involves keyword density, links, metatags, and a lot more factors.

Search engines have different algorithm to come up with the results, thus we are given different options by Google, Yahoo!, MSN, etc. From time to time, the search engines also alter their formula to determine the relevance of the websites so it is very important that you have an SEO plan to keep pace with any development. SEO will make sure that you are among the top search results.

Once the search engine has determined the right websites that you might be looking for, it then retrieves that data and displays on our browser the lists of web pages which we can choose from.

Dealing with Page Rank

Search engines practically use the same process in determining the relevance of websites. What differ are their criteria in determining what is pertinent to the searches of their users. What appeals to Google may not be so appealing to Yahoo! so there goes the number one spot on the search page. Yahoo! might go for on page keywords while Google looks for page links and prefers older websites.

Today, one good measure of how your website is doing on the net is Page Rank. Google looks at how pages are linked together. So practically, one page is casting a vote for another page. The more votes, the higher the page rank becomes. It also matters from which website the vote is coming from. The more important the page is the more important the vote becomes.

Google gives every page of a website a ranking depending on the relevance of the data to the products or services that you offer. Better page rank means you will be among the top listed websites.

You may see some pages given a 0 page rank. This doesn't mean that it has zero value but rather it is worth very little. The page ranking is exponential so it will not be really that valuable if you move up from 2 to 3. Only a few pages rank beyond 6. Google of course ranks 10.

If a website has a page rank between 5 and 10, that is considered an optimal Page Rank. It will be one reason why a certain website will be among the top results when one searches for information.

SEO plays a vital role to design or structure your site so other web pages will link to it. This will result to better page ranking. On the other hand, the page rank stats are also vital to determine your SEO needs and strategy.

Your SEO Goal and How You Optimize Your Website

Gaining the top position on the search results for the search engine is any web master's dream. Any SEO company will promise you heaven and earth to achieve that position. The internet and how search engine reads your website evolves on a regular basis that's why SEO must be a long term process so you can always be among the top results.

SEO does not only target the traffic that it can bring to your site. What counts is how it can help your website or your business have the optimal conversion rate. Conversion means visitors turning into customers or being repeat users. Conversion brings life to your online business.

SEO will make you realize that originality of content is king of all means to be successful online. Injecting money phrases and tons of keywords, or inapplicable links to your website does not do the trick and will not bring you on top. SEO must set you apart from the others. SEO will not worry about search engines but worry about the users of the site which will bring the game into your business.

Getting SEO entails simple steps:

- Determine your goal for your website
- Search for SEO companies and short list teams which can help you achieve your goal through ethical SEO practices

- Choose the SEO company that can give your references of their works on the internet and see how they are doing with the search engines.
- Ask the SEO professionals on how they will analyze your website, your competitions, and how they can improve your current status.
- Collaborate with them on the strategy or approach that they want to apply to your website. This may entail revision of contents or as much as redesigning the whole website so the search engines will rank it better.
- Beware of any company that boasts of ties with Google or any other search engine companies because most likely they are not legit.

You also must consider the budget that you can allot for your SEO strategy. It may not come cheap but you have to weigh how it will improve your profits.

SMART SEO LINKS (use them if you are serious about SEO):

[Social Bookmarking & Directory submission Services](#) - Submit your website up to 240 Social Bookmarking websites & up to 2000 directories for a cheap price. You can choose multiple titles, descriptions and tags.

[Keyword Elite V2](#) - The New Generation Of Keyword Research Software! A must have keyword research software.

[SEO Elite Software](#) - The Grand Daddy Of All Seo Software! Get A Top 5 Google Ranking In Under 30 Days!

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[Buyer Keywords Generator](#) - Access Over A Billion Buyer Keywords In 50,000 Niches Quickly & Easily.

[Quality Score Formula](#) - How To Get A 10/10 Quality Score On All Your Google Adwords PPC Ads!

CHAPTER II

Keywords Spell Online Success

Keywords are the most vital SEO point that search engines look for. The keywords on your web page will be matched against the strings of searches that internet users type into the search engines. The right keywords will spell the superlatives for your online success and profits.

It may sound trivial when we say having the right keywords, but the task of choosing the right keywords is vital and may at times be difficult. Determining the keywords may entail research, and knowing what to look for will make life easier towards optimizing your website.

Knowing What Keywords to Use

Eons ago, it was very easy to be the top result on the search engines when you use the right keywords on your website. Today, you have to do a lot more and exert more effort so you can be among the highly ranking pages. Keywords are still key to online success.

Winning the top rankings today involves doing well with two or three-word search strings. They are easily manipulated compared with one word searches which can land you this week on top 10 and the next week on the forget-the-website pages. The competition among millions of websites is very stiff and almost every website has SEO plans in place.

One-word strings are still feasible but they should be working well with other expressions for high ratings. If you have a website about “mortgage” you have to include other keywords like “mortgage insurance”, “fixed rate mortgage”, “variable rate mortgages”, or “refinancing” plus a bunch of other useful

phrases. Thinking broad like how searchers will look for information will help you execute your plans better.

When you are planning how to optimize your website, it will be best to think of keywords that describes the content of your website and think how they will be entered by the users or your potential clients to the search engines. You can also include synonyms that may be used by internet users when they search for information. The search engines though have algorithms which can match the words with synonyms in their database.

You can also develop your website to follow the a certain theme relevant to your business and the possible keywords people will search for. This way search engines will be able to find your website which is specifically following a theme which can match the strings of searches people type in.

There are also tools online which can help you determine the keywords that you need to emphasize for a particular web content. These tools will tell you which are the hot keywords and which are not appreciated much by search engines.

There are also certain keywords which cater to narrow searches which can make your website very relevant. You can target a segment of your potential market by anticipating phrases which may not be that popular but still cater to your potential customers.

Keyword Density

After knowing the important keywords that will land your website on the top search pages, it will also be best if you know how make your web contents keyword-rich. The keyword density is the measure of how your web pages are relevant to the information needed by internet users.

The higher the density of your keywords, most likely the more relevant your page will be. Technically, 3 to 7% for major keywords will be a very good structure. Minor keywords can be given a 1 to 2% density in your pages.

Utilize the keywords that you have to make sure that your relevant will be content. You have to be careful though that you will not sacrifice the readability of your web contents when you plant too much of the keywords

needed. This may win favors from search engines in a way but not your potential readers or customers who will not understand a speck of sense from your website. Overdoing it may also result from banning of your website from certain search engines cause it will be interpreted as manipulating search results.

There are no set rules when optimizing your web content with a set of keywords from a very good list but always remember that you design your pages for your readers and customers not just merely for search engine spiders. Keyword stuffing is taking advantage of the system is considered very unethical in the information technology world.

Maximizing Keywords by Using them in the Right Places

Quantity is not the only good use of keywords but also the quality of how you use them in your website. Keywords used in the page title, URL, headings, and first few paragraphs are considered as treasure mines by search engines. They are considered valuable compared to the other keywords that you place in the bottom portion of the web article.

Using the right keywords placed in the right places will nitro boost your success when compared to the competition who has the same keyword density but does not have the keywords in the vital positions like domain name, first paragraphs, or titles. Google, Yahoo, and the other search engines will recognize your website as more relevant and more important. Here are some spots where they count most:

- **File Names and URLs**

Your domain name serves as the signboard of your business. When you have a website about cell phones then you might have to put cell phone or mobile phone in your domain name. To trim it down a bit, if you have a mobile phone repair service then it might be best if you incorporate this in your domain and make it sound like mobile-phone-repair.biz or .com.

Putting as much major keywords in your URL may help with your ranking but you also have to think of how people will recall your website. Keyword greediness will not be very helpful if you are thinking of a

domain name. As a measure, more than three words in the domain name may sound a bit much.

There are available tools online which can help you think of domain names that are keyword rich. These tools will be able to help you out in case the names that you thought of are already taken.

Search engines will also find websites relevant if you use keywords with your directory and file names. These are also easier to modify in case the need arises compared to keywords in your domain name.

- **Page Titles**

Page titles are great spots to place keywords on a webpage. It may not be mandatory to fill in the title tag in your HTML code but you need to fill this up for the sake of SEO. Unlike the URLs, page titles may be as wordy as you want so you have the chance to inject some important keywords.

- **Headings**

Headings serve a lot more purpose aside from making your web page friendly to the readers' eyes. From an SEO perspective, headings which will divide the paragraphs are very important especially if they contain valuable keywords.

There is no written guideline as to how many words a heading must have but common sense dictates that too long a heading will mean poor readability of the page. You need to consider less than 8 words at max for a good heading. You can also vary the headings' font size or color.

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CHAPTER III

Why Links are Important for Building Your Online Presence

How the world wide web is constructed is best described by links. Links are the association created by the foundation of hypertext. You link to the websites that you like and likewise the other websites will link to your pages.

All the web pages in the internet are interwoven and interlinked. The spiders of the search engines crawl through these links to find relevant web pages when an internet user enters a search. The more links you have, the faster the search engine spider will find your website. Lesser links mean less chance for your website rank on the top pages of the search engines.

Search engines do not simply rely on the quantity of the links of your site but also checks for quality of the connections as part of its algorithm.

When we consider SEO concerns, there are two important types of links— inbound and outbound.

Outbound links originate from you website interconnecting to another website. On the other hand, inbound links or backlinks start from other websites going to yours.

Backlinks

Backlinks are crucial since they serve as a measure of your popularity of your website among internet users. You can consider some backlinks good and some bad. Categorically speaking, backlinks are not equal because they depend on the reputation of the website that connected to your page. Links coming from relevant sites with similar themes and subjects may be considered backlinks.

Bad backlinks begin from suspicious places in the internet like link farms. These should be avoided as much as possible. Links which are hooked to your website without your knowledge must be declined or removed.

You can obtain backlinks from different web directories if you are just starting to build your online connections. There are backlink builders that you can find online. Webmasters of different websites negotiate terms so agreements can be reached and links between websites will be exchanged. When doing these, be sure that you are linking with good sources.

Buying backlinks is also a well known practice to establish your presence in the internet.

Internal Links

Internal Links or connections between pages of the same website are also very important.

Aesthetically, using graphics or buttons for links are a lot prettier but are not SEO friendly. Instead of these, it will be wiser to consider using text links. The text links can be seen by the search engine spiders compared to the design blings like flash animations, images, or buttons. If it will be unavoidable, play safe and make use of textual descriptions in their tags.

Anchor Text

Anchor text is one of the most crucial elements in the success formula of backlinks. It is the text that someone clicks to go to the hyperlink that you provide. The anchor text is where all the action starts. You will be getting readers, subscribers or clients, because of good anchor texts.

When you browse through your backlinks, it will be best to look into the anchor text and make sure that you have properly injected keywords into them. SEO work will be a lot easier if you are properly using anchor text.

You can find free backlink anchor text analyzer online to check if you have used backlinks appropriately. Aside from the link itself, the text around it must also be catchy enough to convince users to click them.

Link Do's and Don'ts

Links make your website relevant and credible but like keyword stuffing, too much links bought to boost traffic must be avoided. The search engines will not be pleased to see thousands of links being bought by a website. It will be too manipulative of the ranking system and they do not appreciate this.

If you are planning to use link farms, evaluate your situation carefully and determine if it will bring you any good or will buying links give you the worse end of the deal.

Link exchanges may also have a negative effect in the long run. Too much links from a single site will somehow “marry” your pages to the other website. You also have to be wary of your text links being removed by the other party.

A good ratio between inbound and outbound links must also be maintained. It may really depend on the purpose of your website but the ideal is to keep the balance between the two.

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CHAPTER IV

Metatags are Fading Away But they Can Still Help

With the evolution of how search engines determine the relevance of your website, metatags are fading from main stream website design. There are still search engines though that makes use of the metadata below the clickable search results. Once users find the information useful, the chances of going to your pages increase.

Some search engines still use metatags in their formula to rank your web pages.

These metatags is a tool that web masters use to give users and search engines what their website is about. With the metatags, search engines are able to figure out the relevance of websites depending on the themes and topics that it contains. Using metatags will not hurt and may still help bringing in the traffic that you want.

Most web masters or designers make use of the metatags through meta keywords injected into them. A list of keywords in the metatag is a very small boost to have search engines recognize your website but it is worth using.

There are also meta robots that are being utilized to keep contents from search engine crawlers. There are contents that you need to be in your website but you don't want search engines to see and index them.

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CHAPTER V

Original Content Rules

Search engines rely on the text that it can find in your website to determine its relevance and ranking when it displays the search results. This is the primary reason why original content is a must.

Internet users go for the freshest and most relevant contents in the internet. Your website must be frequently updated to increase the chances of search engines spiders crawling to your web pages. Logically, better contents will place you among the top search results. This will mean more readers or more customers on your part.

There are company sites which really do not focus on providing information on a regular basis. These companies may resolve this by coming up with a newsletter section or RSS which can be distributed to their clients.

Updating Your Content Regularly

You can find a ton of contents everyday to put into your website. You can tweak the information you find to make SEO friendly headings and body so search engines will find you.

Remember that the contents you are putting into your website must be useful to your clients or readers. If your content smells like advertising, internet users will not find it very practical for any of their purpose.

If you are operating an online business, you can have an automatic update of hot or new product lists, discounts, online calculators, and the works. This may not bring in new visitors but these tools are very valuable for your clients and will have a very positive effect on you business.

You can also put up a news section where you can update your readers about changes, events, or post some reviews. Another way to get fresh and free content will be through RSS feeds.

Formatting Your Content

When you have a ton of contents on your website, you need to highlight the important points from the rest of the words. You make them bold or italicized so human and search engines can recognize the important words and phrases easily.

Be careful not to over do the text with tons of bold and italic texts because it will not serve its real purpose. Make sure that you lay out your pages optimally for the human eye.

Avoiding Duplicate Content

When you get new content, you always need to ask yourself if it is an original content. If you answer no, then expect trouble.

If the contents in your website were stolen from the pages of other websites then you have posted an illegal copy of the web contents. Search engines will tag these contents as a duplicate content and the results will not be favorable to your website. Your website may ultimately be out of the search results.

One way of going around this is by obtaining rights to tweak the contents so you can make it original for your website.

Search engines have been very strict about duplicate contents when webmasters try to manipulate the system by creating multiple copies of web pages to hit the high rankings. The search engine algorithms were fooled that the websites have a ton of content when in fact they cannot be considered authorities in their niche.

The malpractice had resulted to search engines activating duplicate content filters. The content filters remove the suspicious pages. One downside of this is that some legitimates sites like manufacturing companies who share contents with its distributors are taken out of the search results.

There are sites like copyscape.com which you can use to monitor similar pages on the internet which may contain duplicates of your contents. You can get in touch with the web masters of these websites and ask them to remove the duplicated contents. You can also try to alter some of your text contents to avoid the penalty from the search engines.

Do's and Don'ts to Abide by the Copyright Law

Copying web contents is as easy as clicking a few buttons. Any one can grab text, images, or video from one website and use it in another. When managing your website you must have a clear understanding of the Copyright Law. Below are some practical pointers so you will not violate this creed:

- You can use and copy materials which are under a public domain. These are materials which do not have the copyright notice or stuff in the websites of the federal government.
- Fair use of short excerpts from copyrighted materials for the purpose of reporting, criticism, or commentary is allowed by law. You can quote the portion of the material and will not get into any trouble.
- You are allowed to make use of facts and ideas that you can find on the internet. This does not include the form or structure which may be protected by copyright laws.
- You can also find procedures, slogans, titles, short phrases, list of contents or ingredients, symbols, or names which are not protected by copyright Law. Take note that some of these may be protected by the trademark law.
- Nominative fair use of company logos or names is allowed by the law for the purpose of criticism or analysis.
- You can make use of a company name in your domain but be sure that you place a note that you are not in anyway trying to deceive the public that you are representing the company or related to it in anyway.
- You need explicit permission from the author of a copyrighted work before you can use it in your website. This means that simply quoting

the source or author will not automatically save your from copyright infringement law suits.

- Remember that all printed or digital works are protected by the copyright even though there is no explicit notice printed or posted with them.
- Carefully check the copyright of the materials that you intend to use so you know what kind of permission you need before doing anything.
- Authors of the original content may go after you for infringement even if you do not use their materials commercially. Acquiring explicit permission from the owner is the safest way to avoid headaches.
- Removal of duplicate content does not necessarily save you from copyright infringement. You will still be on the hot seat in case the author goes after you in court.
- If you can not find the copyright holder of a material, this does not mean that it is available for use. You may still be held responsible for copyright violations.

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CHAPTER VI

SEO for the Internet Users' Eyes

The different search engines do not know how to see the visual extras of websites like images, flash movies, audios, and java scripts. Web masters are able to help search engine spiders by making use of text descriptions. These texts about the visual extras will enable the search engine to index them.

The search engines may evolve though in the future with them able to index images or videos without the need for text descriptions.

Images

Images are essential to the design of the website. They are a must so they will be attractive to the eyes of internet users. The dilemma of webmasters though is that search engines will not be able to use any of the information that will be placed in the images.

It must be pointed out that clear text links and proper anchor text are as vital as the images.

The use of images and textual links is a tough balancing act. Great images may be very friendly to internet users but they will be useless if search engines can not find them. A design compromise must be made to make sure that the website is SEO friendly.

Site owners and designers must closely collaborate and agree that images are still vital parts of the design but they must not be used for displaying text or serve as links. It is not an option to dismiss the use of images since it is an integral part of the aesthetics of the website.

HTML specifications do not require descriptions of images but textual descriptions are a must so search engines will be able to find your website. Make sure to use an informative name and provide appropriate additional information.

Movies and Animation

Movies and animations are at the same stage like the images. They are very friendly to the users but are not SEO optimal for the search engines. Flash movies for site introductions are eye catchers but you can imagine how search engines will miss all of the embedded contents.

Movies and animation are ranking killers especially when you think of their contents being able to be explained or presented on text which can be indexed by search engines.

Web designers go around this problem by providing search engines an HTML version of the contents presented in animation or flash movies. This way they can still be utilized by the site for better page rankings. The movie files or animation files are excluded by the designers by using robots.txt so the website will not be tagged as having duplicate contents.

Too much flash must be avoided until the technology of browsing through the movies and animations will be developed by the leading search engines.

Frames

Search engines view one URL as a single page. When frames are used by web designers, search engines get confused because a framed page may actually share a single URL but contain several web pages. They can still be indexed by the search engines but it serves as a challenge for them. The evolution of the internet paved the way for less and lesser use of frames in web designs.

When frames cannot be avoided, web designers must again provide useful text descriptions in their tag to help search engines find these web pages.

Javascript

Websites are basically built on the foundations of HTML but this language is not capable of supporting the requirements of internet users today. Storage of session and database capabilities is well beyond the borders of HTML.

Javascript and PHP are utilized to handle other important needs of websites today. Like those mentioned above, search engines also ignore every javascript that they encounter on a web page. Links that are placed within the codes of the javascript are ignored by the spiders and are therefore not indexed.

Some place the javascript codes in the HTML but it may be too cluttered for the search engine spiders that they skip it most of the time.

Dynamic URLs against Static URLs

Static URLs outscore the dynamic URLs in terms of search engine indexing. The latter is not favored by the search engines because they do not give much of an idea what the site is all about.

Dynamic URLs are generated only upon a request or after an action like. Search engines do not see these pages because when indexing, they crawl what is there and are not designed to fill up any forms.

Dynamic URLs are still indexed by the search engines today but is done comparatively slower with static URLs. Some of these dynamic URLs maybe stored in the server but are skipped by search engines because they contain too many special characters like question marks used in forms.

There are available URL rewriters which will help one convert dynamic URLs to appear as normal HTML web pages. This way, they can be handled easily by both search engines and end users.

SMART SEO LINKS (use them if you are serious about SEO):

[Social Bookmarking & Directory submission Services](#) - Submit your website up to 240 Social Bookmarking websites & up to 2000 directories for a cheap price. You can choose multiple titles, descriptions and tags.

CHAPTER VII

Tips in Designing Your Website

Search engine optimization is affected by how you build your web pages. Knowing the building blocks of websites is a crucial tool especially for beginners. Knowing how sites are built will help anyone to know how websites will land on the top rankings of search engines.

Here are some things that you need to avoid when designing your website:

1. **Communicate Fast** – The internet is not a domain where people have long attention spans. Your website must give out what it wants to give out at first glance. The first few seconds are very important, it will help decide whether the reader will keep browsing your website or go somewhere else.
2. **Eye Friendly Format**- When laying out your pages, remember that you are not designing a book. Let go of big blocks of text to keep your readers. Your web contents must be scannable. Everyone is encouraged to make use of subheadings, bullets, lists, etc. Make sure that information can be found by the reader as easy as possible.
3. **Readability of Fonts**- Complicated and sophisticated fonts might look your website good to your eye but it doesn't necessarily mean that these fonts are readable from the perspective of internet users. Make things as simple as you can.
4. **No to Small Fonts**- Web browsers can easily zoom in to enlarge small fonts but from the beginning make sure that the fonts that you will use will not cause any eye strains.

5. **Avoid Opening New Windows** – When clicking on links, most internet users hate it whenever the website opens. Let the user take control of the situation whether it will be a new tab or a new window. The Back button is also there to get back to your site if the user wants to.
6. **Never Resize The Browser Window**- again the user should decide for the settings of the browser. You might end up messing up the user's system if you impose any configuration.
7. **As much as Possible, No to Registration** – if registration is not a necessity, then don't require any. Most internet users will veer away from websites that require registration. The web users seek information and they are hesitant to give theirs if it is not at all necessary.
8. **No Automatic Subscription** – Everyone hates spamming and make sure you have the consent of the user before sending anything to his inbox. Unsolicited emails may just tarnish your credibility.
9. **Too Much Flash is Not the Way to Go** – Too much flash movies will slow down your web pages and may annoy some users who do not have all the time in the world. You can utilize flash movies if there are features that cannot be maximized with the use of the static pages.
10. **Do not use music.**
11. **Let Users Decide to Play the Sounds** – How the internet should be used is up to the user. If there will be audio files on your website, let the user decide if he will click play or not.
12. **Badges** – If your website received recognitions, the badges are best placed in the About Us section. Badges may make the page look cluttered and lose its over all appeal to the users.
13. **Never Use a Website to Launch the Real Website** – Remember the fastest way to the information, the better.
14. **Allow Venues for Feedback** – It will be best if you leave your contact information so your clients, subscribers, or readers can leave their praises or comments. You can make use of these feedbacks so you can further improve your website.

15. **Never Use Blinking Text** – This era is long gone.
16. **Keywords in the URL** – if you can make your URLs as simple and as keyword rich as possible then do so. This will help search engines find your web. Aside from developing your page ranking, it will help in brand recall.
17. **Opt for CSS Tables over HTML** - CSS tables are more reliable and faster compared to HTML tables for lay out.
18. **Let the readers See the Information** – Avoid using drop down menus for navigation. The more information you let your readers see, the better.
19. **Rely on Text Navigation** – This is a lot faster compared to using images for links. Aside from being search engine friendly, some users also turn off the images when browsing the internet to maximize their connection speed.
20. **Let Them Know it's PDF** – You don't want users to blow off their steams when their computer freezes while browsing your website because it is waiting for the Acrobat to open. Let them know that they are clicking on a PDF.
21. **Don't Confuse Users with Different Versions** – Some sites may ask for bandwidth preference or screen settings. See where they are, way below the rankings. Just give the readers the contents that they want to see.
22. **Do Not Mix Ads with Content** – Blending an AdSense along the text body might increase the chances of clicks and revenues. Short term wise, this will earn your profits. Long term, imagine users who are annoyed of being led to an advertisement which they do not need and do not want to see.
23. **Simple Navigations are Top-notch** – Simple navigation is an assurance that the users will not be lost while browsing through your web pages. If one gets lost while clicking Next or hopping to another link, you can say goodbye to a potential subscription or sale.

24. **No to Intro** – Placing an intro before letting anyone see the contents of your website is really annoying. Not everyone has the time, patience, and attention span to watch what you want them to watch. It is just right to respect their time and lead them straight to the information that they need.
25. **Avoid Using FrontPage** – Frontpage and other cheap HTML editors may be easy to use but you are sacrificing the quality of the design. You can often see problems with the codes or bugs when using different browsers. Unless you have advance coding skills that you can avoid such problems, FrontPage and other cheap HTML editors is not the way to build your website.
26. **Cross-browser Capabilities** – Different browsers have different sets of capabilities. What you have to do is to make sure that your design is compatible with the most used browsers by your target market.
27. **Intelligent Clicking** – Anchor text plays a vital role in your SEO plan. You have to make good use of them to let the users know where they are going if they click on a link. This gives them the freedom to choose where they want to go.
28. **No Link Cloaking**- Hiding links is like telling the user to go jump in the river. The links must be visible and must tell the users where they will be going. Sending the users to affiliate links without them knowing will lead to the drop in your credibility.
29. **Format Links Properly** – Formatting links properly make them more visible. Highlight their colors and underline them so they look very inviting to the users. Links are optimally colored with blue.
30. **Content Formatting**- The normal text should not be underline nor should it use colored fonts. Making normal text look like links might mislead users that they are also clickable.
31. **Guide the Users with the Links**- Alter the colors of clicked links so the users will be guided. This will give the user an idea which pages were visited and which ones remain to be unexplored.

32. **Avoid Using GIFs** – Advertisement banners may need GIF formatting but if these are not necessary on your website, avoid them. A ton of GIFs make the pages look cluttered and very unprofessional.
33. **No to Pop Ups** – Pop-up windows have been very annoying ever since. There are also chances that your pop up window will be blocked by available free blockers in the market today.
34. **There are Colors that cause Headaches**- Color schemes may cause headaches. If you think browsing through your website just for several minutes strains your eyes, then you must reconsider checking for another color on the palate.
35. **ALT and TITLE attributes for Images**– These will help a lot with blind users aside from being SEO friendly.
36. **Functional Footer Links** – Internet users are accustomed to finding useful links at the bottom of the page. Usually you can find FAQs, Terms of Agreement, Contact Us, and a lot more functional links. Users may click on them especially if they can't find information on your pages.
37. **Avoid Horizontal Scrolling** - People will tolerate scrolling down their browsers to see the rest of the page. Do not give them the burden of scrolling to the left, then going back to the right, then going back up, then going down. Doesn't that sound tiring enough? The most commonly used resolution today is 1024x768 pixels.
38. **Refrain from Making Long Pages**- Scrolling down a few times may be okay to see information. Scrolling down forever to see what information you can give the users may be annoying and impractical. Users may decide to skip or just leave your website. A properly designed navigation plan will avoid this problem.
39. **Polish the Grammar and Avoid Typographical Errors**- Errors in the text will greatly affect the overall quality of your website. Before posting, you must edit, re-edit, and proofread your contents to make sure that there are no spelling errors and grammar rules have been followed well all through out.

40. **CAPTCHA** – These are utilized by webmasters to avoid spasm on their websites. If you are using CAPTCHA, make sure that the letters are readable without having to call the whole family, football team, and friends to read them out.

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[SEO Elite Software](#) - The Grand Daddy Of All Seo Software! Get A Top 5 Google Ranking In Under 30 Days!

[Mass Article Control](#) - #1 Article Creator And Submitting Solution. Create 1000's Of Articles From Just 1 Article, & Submit Them Automatically With The Submitter!

[Buyer Keywords Generator](#) - Access Over A Billion Buyer Keywords In 50,000 Niches Quickly & Easily.

[Quality Score Formula](#) - How To Get A 10/10 Quality Score On All Your Google Adwords PPC Ads!

CHAPTER VIII

Wanted: Traffic

The basic goal of search engine optimization is make your website more visible to the search engines. Proper SEO will lead to higher page rankings and ultimately bring in higher traffic. The more users that visit your site, the higher the chances of monetizing and earning profits.

SEO is just one tool in the box to improve your website in terms of relevance and eventually traffic. There are several ways that you can explore to boost your hits and conversions:

Submission to Directories, Social Bookmarking Websites, and Forums

Once you have optimized your website, it will be best to consider submitting it to the search engines. Search engines have sections where you can submit your site but do not expect that they will find your site right away.

Spiders of search engines crawl the internet to index millions of websites on a regular basis. We can not be sure when the spiders will evaluate your website. The search engines also reserve the right of opting to visit your website or not. You can try your luck with Google, Yahoo!, and MSN.

Another good venue to give your website some exposure are webmaster forums or topic specific forums. You can find the specialized sections of these forums or sites to meet a potential target market that shares the common interest. You have to make sure though that the forums allow posting links since some may be strict about it. You don't want yourself being banned in a forum since this may affect the credibility of your website.

There are also website directories which can evaluate the relevance of your website. Unlike search engines, they do not have computer spiders to do the job. These website directories are maintained by humans.

The hottest method of link building is the social bookmarking submission. Social bookmarking submission has developed into a powerful tool for SEO experts. It involves linking sites within the various social bookmarking websites like Delicious and content centric sites like Digg. Considered a better alternative to submitting a website on blogs, manual social bookmarking is a simple, convenient and hassle-free way of making sure that your site is noticed and marketed in the right circle.

The last two methods may be more time consuming than submission to search engines, but traffic will surely increase when you exert a little more effort. If you don't have time to submit yourself to all social bookmarking websites and directories I'll recommend you to use a submission service like [SocialMarking](#).

Search Engines For Specific Niches

Google, Yahoo!, and MSN are not the only search engines that you can use. There are specialized search engines which are authorities in their own rights.

These search engines collect information on particular topics like law, universities, hospital, health, education, etc. They prowl on the net to search for related resources that can be used by their users.

You can look for search engines that specialize in your niche. You can submit your URL to these engines and be seen by people who are in the same field of interest. Sometimes It may even be more worth it to do this than striving hard to be on the first page of the popular search engines.

Paid Ads

If you want to see an immediate result, paid ads and submission is the way to go. Search engines allot a section for Paid Links. Keep in mind thought that most internet users do not easily trust the URLs that they see as paid links.

You have to consider the pros and cons of paying ads to be on the right spot where users can see you on the search results. Think of the budget and determine if it will be really helpful for your business.

If you'll start advertising with Google Adwords I'll recommend you to read the [Quality Score Formula](#). It will save you BIG money.

Promoting Your Website with a Limited Budget

Today, the competition among websites covering the same niche is very tough. Getting the top rank is a very difficult thing to achieve. With a little budget at hand, you can make use of promotional techniques that can boost your website's traffic:

- **AdWords** – Google's bank account is piling up billions of money from the combo of AdSense and Adwords. The simple explanation is that these things bring in the money. Adwords may be considered as among the most efficient tool in marketing your website. All you have to do is create an account, inject the most relevant keywords to your site and bid accordingly. At lower bids, your website may not land among the top results but will find its place on the content network or where websites of people the employ AdSense appear. Don't forget to check the [Quality Score Formula](#) to learn how to get a 10/10 quality score.
- **Website Specific AdWords** – When using AdSense, you will notice the option "advertise on this site". This allows you as the advertiser to create customized advertisements that you can display on specific websites. It does not work on a per pay click basis but usually implores cost per a thousand of impressions. This controlled advertisement gives you the advantage of putting the text that you want and in the website that you think is best for your campaign.
- **Ads in StumbleUpon**- StumbleUpon is a social bookmarking site that enables internet users explore excellent websites using their browser tool bar. When one goes to Stumble, web pages that got positive feedback from other users will be sent to him. You can also rate websites negative or positive depending on your experience. There is also StumbleUpon Ads which helps you deliver your website to the

users. For \$0.05 per page delivered, there is a considerable amount of conversion to regular readers.

- **Direct Banner** – You can utilize the banners of websites which provides this space for paid advertisements or sponsorships. Using direct banner presence will help greatly in building your brand. Being on a banner stirs curiosity among users and has a high potential of gaining the much needed traffic. Internet users also perceived your site as a credible one since you are somehow believed to be endorsed by another website.
- **Text Link** – Another way to increase your traffic is by purchasing text link ads. This does not primarily have a direct traffic effect but your rankings will be given a boost. The websites where your text links will be placed matter most. The more relevant and authoritative they are, the better.
- **Sponsored Reviews**- There are websites and forums which offer paid reviews. Like any other business, sponsored reviews will be like spreading through word of mouth effect in the real world. You can hire a review for a few dollars or experts for a few hundred dollars.
- **Blog Networks** – A number of blog networks are designed for traffic exchanges. You can earn credits by visiting other blogs of people. With these credits, you are able to purchase banners around the network or ask people to visit your blog. Most of the time these blog networks also allow purchases using money, and for a very convenient price you can increase traffic to your website.

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CHAPTER IX

How Internet and SEO are Evolving

How we are using the internet is changing the world. We are using it for business, for arts, or simply for expression of our ideas. Still the future will be focused on reaching to other people online. According to experts, how you should optimize your website will also get a facelift.

Experts are foreseeing how search results will be subjective. There will be big shifts with how we see the page results in Google, Yahoo!, and MSN.

Search Results Based on Behavior

How you will see your search results on your end will not be the same how one person on another computer will see the search results. Personalization will be the name of the game and things will depend on the search history of the individual.

Let's say you enter a generic term like "dog". One person might be looking for the types of breeds while another is looking for adoption information for dogs. Ideally, search engines will know what one is looking for.

Intention Prediction

Search engines will be able to predict what your intention will be. This may be based on your IP which is tracked by the search engine. The search engine will know when you enter "Mercedes Benz" in the search field. It will determine if you are just researching for information or do you have an inclination to buy a car. The search engines will be able to take you to the web pages that will answer your needs.

R.I.P.: Ranking

Page ranking may soon be dead. Experts are predicting major shifts that internet users will see in their search results. SEO consultants will have to look into conversions, actions, bounce rates, traffic, and analytics.

Traffic will be the name of the game as intent-based search and behavior based searches start to go full swing.

Universal Search

Search engines will have the capability of crawling into audios, images, and videos. The search engines will be able to convert them to text and tell how interesting, relevant, and reliable your website is.

Videos will be search engine friendly and gone will be the days when search engines don't find videos and audios useful.

Spammers will not enjoy the future of the internet since they are just scraping on text which will not get the ranking or attention from the spiders.

Generally, internet marketers must come up with contents that can convince users to bookmark their site, interact, read, or other things which will mark the site as very important to the user.

Technologies that recognize the contents of scanned objects are also being developed. This will paved the way for inclusion of books, letters, and other documents as part of the search results. SEO wise, these materials cannot be beefed up easily because of the set up but will be very useful for everyone as the resources for information broaden.

Not relying purely on metas or tags, search engines will be able to visually identify specific faces of persons, or places that one enters into its search fields. Specific keywords in a speech or audio file can also be recognized and be easily found through the search engine.

Social input will be very important in the future and internet marketers will have to find a way so users will favor their websites.

CHAPTER X

SEO Checklist

Search engine optimization is really a balance of what you do and what you do not do. SEO is a process which needs your time, effort, commitment. You don't do SEO today and reap its rewards tomorrow. SEO is a constant and consistent process.

With the foreseen changes to happen in the world wide web, all you need to do is be ready. Remember that you are doing SEO for your readers, subscribers, or customers and search engine friendliness follows smoothly when that is your mindset.

Here is a simple checklist to serve as a reminder:

- SEO is not a one time knock out punch but a commitment to improve on a regular basis.
- Do not be tired of learning new SEO secrets and techniques. The turnover of technologies is very fast paced and what you know now may not be useful tomorrow. Always go for a new skill set.
- When hiring an SEO company, ask all you want to ask them.
- Patience is an SEO virtue. It will take a few months or so before you see its results.
- From the start, make use of web analytics as guide to setting your SEO goals.
- Do not forget the basics of website building.

- Incorporate a website map page that can aid the search engine spiders to crawl its way around your website.
- URLs must be SEO friendly. As much as possible, make use of keywords which can easily be recalled by internet users.
- At the kick off of your SEO project, search for keywords that are essential for your business or field.
- Give your web pages relevant and unique titles and descriptions.
- Think of your readers or customers before thinking of Google, Yahoo!, or MSN.
- Unique contents never fail. Original content will make you stand out from the rest. Search engines will love you and so will the internet users.
- Establish links wisely using reliable and trusted search directories.
- Blog. Search engines love blogs where their spiders can crawl for fresh and well structured information.
- Issue press releases to give your site some exposure. Remember though that there must really be something news worthy or else it will not serve its true purpose.
- Be active in Social Media Marketing. Actively participating in different websites will help establish your credibility. Once you are considered as an expert in your niche, word about your website will spread like fire online.
- Maximize the opportunity of winning your local traffic. If you own a business, post your number and address where potential clients can contact or visit you.
- Take advantage of the free tools that are given by search engines and different websites. This will help you implement SEO without costing you any money.

- Diversify where you get your Traffic. This will keep you safe from any algorithm updates which may hit your website hard. Grow your market through newsletter, ezines, blogs, social media, and local search. Potential clients are all over the place and you should have a very good marketing strategy to get a big chunk.
- Always be Updated. Keep a list of SEO resources which you can use. Never get tired of looking for new references since SEO will also evolve as search engines, the internet, and the users continually evolve. Make sure that you will not be behind the SEO race.

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