Basic Search Engine Optimization (SEO)



# Introduction

The goal of SEO is to increase your site’s position in search engine response lists when people type key phrases into search engines

You want to make your site more appealing to search engines so that they will give you more traffic when people search for what your website has to offer.

Traffic that occurs when people click on a search engine response listing for your site is called organic (free) traffic

# Target key phrase Research

### Search engines do two things

First, they categorize sites

Second, they rank them by relevance within a category

People normally only visit the first few sites in the search engine list when they do a query

### You need to

Help search engines understand your categories

Convince them to rank you highly for certain chosen queries

### Search engines fight SEO

Want to categorize pages “naturally”

Fight actions like repeating the same phrase a million times on a page

Constantly change their strategies

# Key Phrases

### Search engines use key phrases to determine relevance

Key phrases are words or phrases that characterize your site

Money

Make Money at Home

### Target Key phrases

You need to identify good key phrases to characterize your site’s webpages

You need to anticipate what key phrases searchers will use

In jargon, you need to select target key phrases

### Many key phrases are highly competitive

“Make money”

Do not try to fight these by selecting them as your key phrases

Established sites will almost always win for popular key phrases

This makes sense because they have more traffic

In addition, they have more SEO expertise than you will

Your ranking will be so low on the response list that nobody will find you

### Choose a less competitive target key phrase

More specific

“Make money on eBay”

“Make money with a good eBay strategy”

Concept

Bad: Fewer searches will point to you

Good: If people use them in a query, you will be ranked high enough to have a chance

# Finding key phrases that do this requires a great deal of thought

### Select *A Few* key phrases

But not too many

### Use synonyms

Search engines like synonyms rather than mindless repetition

Search engines call this latent semantic indexing

“Six pack abs” “flat tummy,” “tone your midsection” etc.

Write naturally: Key phrases should only be 2% to 5% of your content

You will be rewarded for this

# On-Site SEO Actions

Things that you can build into your site

Search engines pay more attention to certain parts of your site than to others

### Domain Name

Should include your key phrase

### Don’t Put key phrases in images

Search engines can’t read them

### Focus Each Page on a Specific Key phrase

Content should include it

2% to 5% of time use the key phrase or synonyms

### Title

<title>xxxxxx</title>

Quite important in SEO. Put your key phrase here

Words near the front are rated higher

### Meta Tag: Keywords

<meta name=”keywords” content=”make money, make money online, how to make money online”>

3-10 keywords/key phrases

Use these in the page content

Search engines are wary of meta tags

### Anchor Text

<a href=”xxx”>This is anchor text</a>

Search engines consider this significantly

Use key phrases

Internal links within sites are good

External links **from** other sites are better

### <h1>, <h2>, <h3>, <h4>, <h5>, <h6>

Usually, one h1 on a page

Multiple h2s

Search engines consider these, especially h1s and h2s

### Body Copy

Use your key phrases

Use synonyms instead of just repeating the key phrases

But write naturally

### Frequently Update Your site

Search engines like this

XML compliant site map

# External SEO Actions

More powerful but expensive and difficult to do

Get popular sites to link *to* you

Top sites have legitimacy

The fewer sites a popular site links to the better

In general, you need to hire a search engine optimization guru