SEO
MADE EASY

HOW TO GET YOUR SITES ON THE TOP OF THE SEARCH ENGINES & DOMINATE YOUR MARKET

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Table of Contents

Introduction

Search engine optimization (SEO) is an essential aspect of marketing a website. If a website has not been properly optimized, the search engines will not find it and if the search engines do not find the website then potential customers cannot find the site either. It is important that the website is designed for the search engine in mind as much as the customer in mind.

There is a lot of information about search engine optimization on a variety of mediums. There are websites that "specialize" in providing free information about search engine optimization. There are companies that promise specific rankings within the search engine process. There is information floating on the internet that shows algorithms that have been used since the beginning of the search engine development.

All of this information can make it very confusing for a person to find and use the proper methods for search engine optimization in regards to their personal website or their business websites. What is important to remember, that just as computers change every few months, so too do the details for search engine optimization. The current methods that the search engines use to find a website are speculative, but not exact. There is no guaranteed method of getting a website at the very top of the potential list.

It is the job of the webmaster to continually change the site to reflect the changes in the way that the search engine looks for the websites. This can be reorganizing the site map, adding new content and changing the key words that are uses in the website to reflect what people are frequently searching for. This is a continual job, but with the work comes the pay off as more people find the website and purchase from it.

Why It Is Important

Search engine optimization, or SEO, is very important because without this optimization, the website will go unfound by those who are surfing the Internet. Most people fail to go beyond the 2nd page of website listings when they look for a key word or product. The higher on the list of relevant websites the website is; the better chance it has for being clicked on and viewed by the potential customer.

Another reason that it is important to search engine optimize a website is to make it stand out from the other websites that might be selling the same product. By constructing the website in a search engine friendly manner, it can make more sense to the customer and to the individuals who are looking for the sites. Search engines themselves are non-human and function using algorithms, so by finding the right system and processes for search engine optimization, the website will be able to fulfill all of the potential needs of the customers as well as bring in more traffic.

By performing regular search engine optimization techniques on the website, the website owner can find and correct any errors that may be on the website. These errors can cause the website not to function appropriately, and can leave customers frustrated and unwilling to return to the website. The process of search engine optimization can also help to identify dead links and where new content is needed.

If there is a constant stream of new content, there will be something for the search engine to sort through and latch onto in regards to fulfilling the requests of the searcher. This new content can also cause people who have been at the website to pay more attention to the website even when not using the search engine. This can be done by making the website one of the favorites and by returning to the site on a regular basis.

How To Use SEO

Using search engine optimization techniques is not a simple process. This is always changing and many people find that they have difficulty keeping up with the search engine optimization changes. Luckily there are a few things that do not change in the search engine algorithms. These things may be used in a different way than they have previously been used, but they are still used by the search engines to find, sort and assign order to the websites on the Internet.

One of the best things to use for search engine optimization is keyword optimization. These are words that people use to search for items on the Internet. The keyword is simply a word that is used in natural sentence methods that the search engine is able to latch onto and assign a code to. The more keywords that are used, the more the search engine registers the website, but if it is overly saturated, it can work the opposite way.

Tags are another common way to mark an article or website for search engine optimization. This method highlights different words for the search engine and makes them easier for the program to find. The tags do not need to be used in a natural way within the wording of the website, but rather can be listed along the side or under the text of a website.

HTML titles are the titles of the website that the search engine looks at. This is not necessarily the title of the website itself. Setting this title can be a little tricky, but once the process has been mastered, it can greatly increase the traffic to the website. Most often the title is really another set of keywords.

Site descriptions and blogs are additional texts that help to identify a website and provide room for the keywords. Simply knowing what these items are can help to optimize a website, although it is much more effective to know how to use these different tools appropriately. That will be discussed immediately as each of the

tools is described in depth and using them is explained. There will be samples as well, making learning the search engine optimization process that much easier.

Keywords

Keywords are the words that people use to search for a website. They place these words in search bar of the search engine and once they hit go, the search engine works to identify these words throughout the texts of various websites.

Keywords can be used in a couple different ways. Keywords can be used in a natural manner in the context of the website text. This is the preferred method of keyword usage and it is also the most effective manner. This helps to ensure that the people viewing the website find what they are looking for and are not likely to click out quickly which would show as an exit from the website, which will hurt the SEO ratings.

The keywords can also be used in a tagging method where they are all clumped together, creating a large number of keywords but no content. This is considered an unethical method of using keywords and it can hinder the website more than it can help the website because most search engines are programmed to detect and ignore this type of keyword entry.

Keywords should be used in the HTML and the standard title for the website. This usage of the keyword within the titles will help people to feel more confident about viewing the website. The keywords that are used in the titles also help to ensure that the search engines find the websites with little difficulty. Be sure to use the keywords in a very fluid and natural manner when putting them into the title. The title should not be just the keywords.

One of the important things to remember about keywords is that they do not have to be exact for the search engines to find them. There are many people who are not able to spell what they are looking for, and the search engines will approximate for the searcher. The search engine will also notice words that are close together, but not necessarily adjacent to each other.

Examples:

The searcher types in "forclosure" the search engine will search for "forclosure" as well as "foreclosure". This is a single word search engine query and it will result in many different websites.

The searcher who types in "forclosure for sale" will receive information about "forclosure for sale", "foreclosure for sales", "forclosures for sale" and "foreclosures for sale". The searcher will also find "foreclosure for cheap sale" and "foreclosures not for sale" as well, since those phrases have the words he is looking for, but there is a word between them.

The keywords are not case sensitive. The search engines do not recognize a difference between a capitalized word and one that is not. The search engines also do not notice words that are italic or bolded any faster than the notice words that have not had the font or format altered. This used to be the case, but it is no longer recognized as a means of search engine optimization.

There are also two different forms of keywords. There are the short tail and the long tail keywords. To differenate the two types of keywords, the short tail keywords are those that include only a few words. Meanwhile long tail keywords are those keywords that include full questions or a series of words. Both of them garner different responses from the search engines and the websites should be prepared for either type of keyword queries.

Short Tail:

Flying a Kite, ear infections, coach purses

Long Tail:

How to Fly a Kite, Songs about flying a kite, what causes ear infections in children, where to buy real coach purses

The long tail search engine keywords tend to provide users with a very exact type of website that answers that specific question or statement. These long tail websites may not get as much traffic as the short tail keywords, but they do provide better quality content for the user.

Tags

Tags are words that the search engines find and latch onto similarly to keywords. Tags are often not incorporated into the text of the website, but are attached to it though the use of a computer program. The tags do not necessarily include words that are used in the article or text, but they can be words that describe the text. These tags can also provide link backs to other advertising sites and can help to bring in more traffic based on the back site.

Tags can be manually entered into the website. They can also be automatically handled through a variety of programs that are offered by the website hosting companies. One of the most common tagging programs is "Tag the Web" and it is offered by WordPress.com. This program highlights and "tags" words that are commonly used in the search engine process.

No matter how tags are placed on the website, they have become one of the single most important aspects to search engine optimization. They are still behind the use of keywords, but they are working their way up in importance. Most blogs and sites have a multitude of tagged words, even though they may only have a few keywords that are used frequently.

HTML Titles

HTML titles are titles that the search engine looks at in order to determine if the website has relevant information for the searcher. It is important to remember that the search engine is not human and has no emotion; therefore it is not going to care about how flashy the title is. What the search engine cares about is whether the HTML title has the keywords that it is searching for.

HTML titles are very important for the search engine and have a limit of how many characters that are considered valid and important. Most search engines do not look beyond the first 120 characters of the title. They also tend to ignore punctuation, so placing commons, periods or other punctuations takes away from the number of characters available to use keywords in.

HTML titles are not typically visible to the person checking for the websites. Instead, this person sees the site title and the site description and makes a judgment call based on this information. In rare cases, depending upon the search engine, the HTML title can be seen, so it is important to use the keywords in a sentence or title structure.

Site Descriptions

Site descriptions are very important aspects of search engine optimization. When a site description is written, it should feature each key word at least once in natural use. This site description is used by the search engine to determine what the site is about at a mathematical level. The description is also used by the searcher as a means of deciding which website to read.

The site description therefore needs to be very interesting and relevant to the website. It is suggested that the description is written like a teaser for the website. The keywords should be in the description, as should any tagging program. This way the search engine has more that it can focus on to identify and rank the website.

Blogs

Blogs are quickly becoming the most common type of Internet content. This is because blogging does not require the use of formal writing patterns. Blogging allows a person to enter emotion and common language uses in the piece without experiencing the harsh critics that the traditional article would receive.

Blogs are used to provide additional content and information on the website. The blogs are written as though the individual works for the website or is a founder of the site, however, most blogs are written by professionals who specialize in SEO content. This helps to ensure that the individual is able to truly use the keywords in the appropriate percentages and still achieve a fluid conversation tone.

The blogs are often grouped together and older blogs are stored on the website. This allows all of the blogs to increase the SEO abilities of the website. The visitors to the website also find the blogs helpful as they can convey information regarding the goals of the website and the products that the website sells. This is a pivotal means of communication between the producer, seller and customer.

Getting Help With SEO

The search engine optimization process is very complicated. With the processes constantly changing, it is not common for people to need a little help in optimizing their websites so that they are able to get the most traffic possible. There are many different companies and individuals who do understand the process and who are willing to assist a person with the website for a payment.

SEO Companies

Search engine optimization companies are the most cost effective means for optimizing a website because this is what they specialize in and they are able to do more websites faster due to a dedicated team. The downside to this method of optimization is that it often lacks the personal touch that the other methods of obtaining search engine optimization assistance can provide. Often this company is able to guarantee so many hits on the website per month.

Website Building Groups

Website building groups offer to professionally search engine optimize the website. This is often done free of charge when the company builds the website for the customer. The web building groups will set the customer up with initial search engine optimization traits for the site, but it will be up to the customer to maintain these components, such as the blog and website page information. These website building companies will guarantee so many hits for the first few months of the website, but after that there are no promises as to the number of hits. Weebly.com is one such web hosting and web building website that offers this.

Independent Contractors

Independent contractors and SEO content companies, such as the contractors on Elance.com and Guru.com, provide content for the websites that is designed to be picked up by the search engines. This content can include the blogs, new articles, promotional work, and they may even host blogs on their other sites that provide links to the website. These businesses often do not give any guarantees as to the hits, but they do provide more information for the readers.

How to Chart SEO Success

Charting SEO success can be done in a couple different ways. There should be a chart on each backdoor operation of a website that shows how many hits the website got and what the searched keywords were. Some free companies withhold this information for those websites that have been upgraded, but most companies allow this information to be viewed. The different blogs and articles can also be tracked to see which ones are bringing in the most traffic. This can show where changes need to be made, which keywords are being searched for the most and how to better the website.

Conclusion

Websites are very difficult and complicated. Search engine optimization is even more complicated, but when broken down into the various parts, it is manageable. Even if the website builder is not able to handle the website optimization of the website, there are plenty of other avenues that he or she can take in order to make sure the site is found by the search engines.

These different avenues most often include obtaining assistance in the form of Search Engine Specialists. These individuals have undergone training on search engine optimization and they have been able to follow the changes that these search engines have undergone since their inception. These individuals are often cost friendly and with the exception of independent contractors, they often guarantee additional hits. Independent contractors guarantee specific keyword densities and provide the content that the web owner wants listed on the site.