

How to dominate the search engines

Firstly thank you again for your purchase of the “totalwebseo” website optimization guide.

By working through these simple steps, you will also be able to get your website climbing high up the search engine rankings and enjoy hundreds of free visitors to your website each day.

Be sure to work through each section.

Some areas may seem tedious but these steps are here for a reason.

You’ll also need some patience. You should see results almost immediately but that will depend on the industry you are targeting.

Finally, our sister site also has a search engine optimization forum. Here you can post your questions and even get your site reviewed personally by myself and other experts.

Log onto <http://www.teneric.co.uk/forums/>

It’s completely free and is there as additional support if you get stuck at all.

Good luck, and please let me know how you get on.

Regards,

A handwritten signature in black ink, appearing to read "Peter Hale". The signature is written in a cursive, flowing style.

Peter Hale

About Search Engine Optimization

From the search engines perspective:

The role of the search engines is to attempt to gather all the pages that are in the internet world and rank these according to the search phrase typed in by the user.

The algorithms used are highly complex mathematical formulae that no one knows exactly how they work (except for the search engine staff of course!)

However there are certain rules to follow that are known to be able to rank highly for given search terms.

From the webmaster perspective

Of course everyone believes their website should rank at the top.

But there are sometimes millions of people within the same industry trying to get a #1 position. This makes it harder for new sites to get to the top, and certainly, if you are trying to rank #1 for “home based business” you will not succeed.

The people ranking #1 for these terms that are highly desirable have been in this game for years and it's unlikely that a novice user will be able to push them off top spot.

So what do you do ?

Keyword research

The key in developing your website is to target phrases that have lower competition.

This is at the heart of any SEO development campaign.

This is the area you should spend all of your time on before you embark on any linking or development campaigns.

It is time well spent. If you believe you will rank for “home based business” then you may as well give up now.

I’ll show you how to rank for relevant terms in this market though and that’s what this guide is about.

You are wasting your time targeting high volume keyword phrases such as “work at home” that gets 1.4 million searches per month.

- 1) you’ll never get there without a huge budget
- 2) it’s better to be #1 for 20 smaller phrases that get 50,000 searches per month (or 40 that get 25,000 searches per month)

#2 is far easier to achieve because they have less competition, and you’ll reach the same goal as the top keyword phrase.

I’ll go into this in more depth later on, but first, I want to dispel a few myths:

Myths explained

If you are new to SEO you’ll probably read a lot of forums and seen advice. Some of this is irrelevant and I’ll show you why:

“I need a PR4 for my website”

PR stands for page rank, although it is not the rank of a page in Google!

This is what Google applies to each page on the web and applies a score of between 0 and 10. New pages will have 0 and Google updates page rank around 4 times per year.

PR is generally developed from people linking to your website. So if web pages with a PR5 link to you, you should get a PR4. And that is all it means.

Although PR is only updated for users (on the Google toolbar) 4 times per year, Google is constantly updating PR in its own systems.

A PR6 and above page will get indexed more regularly than sites below but that is all the real benefit (unless you intend to sell links on your site for money)

Many people get excited when new PR is applied, but why ?

If you have a PR4 but no search traffic what is the point?

So my advice is forget all about PR for the time being. It will come as you add links to your site. Forget about it now and just follow the advice for rankings.

Submit to 10,000 Search Engines

You do not need to submit your site to any search engine, period.

Forget about this and spend your time on other activities.

The search engines will find your site from links pointing to it from other sites. So forget about submitting your site to any search engine and do not pay for any submission service. It really is a waste of time and your money.

I'm already indexed in the Search Engines

Great, so your site is in the search engines. So what?

You need rankings. So even if you're indexed, this means nothing. OK, it's good that the search engines have found your site but until it starts ranking that is no use to anyone.

I already rank for my name, I don't need SEO

Some people tell me that they don't need SEO of any kind because they already rank for "jane smith's baby sitting services eastbourne"

Well that's good news. But the number of people actually searching for those terms is probably.....nil. A search for "baby sitting services eastbourne" is going to be a much more common phrase and this would be what they should be aiming for.

Google doesn't show all my links

Well, that's just how it is I'm afraid.

Google only shows a snapshot of links to your site. It's always been like this and Google admit this is deliberate. So don't worry if Google doesn't show your links – they know about them and you should not be concerned.

To find out the real number of links to your site (and your competitors) see below.

Common operators

Before we start, here are some common special operators that you can use to find out how your site is doing in the search engines

Find people linking to your site:

Google and MSN – type in “link:www.yourdomain.com”
For Yahoo – type in “linkdomain:www.yourdomain.com”
(without the quotes)

Remember that Google only provides a snapshot of the links to your site. It never displays them all – that's just how it is.

To see the number of pages indexed

All search engines – type in “site:www.yourdomain.com”
(without the quotes)

Search engine optimization (SEO) strategies

Now we are going to start to optimize your website.

There are two important areas that you will need to concentrate on to move your website up to the top. Remember these are part of your overall SEO strategy.

On page – you may hear about on page and off page.

On page factors only relate to the areas you can affect directly on your actual website itself (all the coding therein). These are important areas for search engines such as MSN and Yahoo. Google places less importance but you still need to develop these.

The on page areas such as what you call each page and the text and images on your pages describe to the search engines that page. They rank pages according to some of these factors.

The search engines also use some of the coding to display in their results so pay particular attention to all of these – not just for ranking purposes, but also for optimal clicks to your site.

Off page – more and more these days off page criteria (that is not coded in the page itself) is having more weight and relevance. These are things like links pointing to your site from other external sites and other pages within your own site.

All these will be discussed at depth later – just remember there are two areas.

Know your market

Like all marketing strategies and tactics you really do need to understand who your customers are.

You should not go after the really big terms that have thousands of searches per day if they are not related to your site.

Think about what you are selling and the type of query people may type in the search box that will lead them to your site.

We'll look at this in more depth later on when searching for keywords – but most people go online for research first and buying later.

Generally the more words in a query the more likely someone is looking to buy something.

Research key words

This is the area you should pay most attention to.

The key to any SEO is to choose carefully the words you believe people will key into a search engine to find your site and services.

Think about the most basic thing someone will type in for your services. (for example “work at home”)

This is the most common term for people search for websites that have work at home. There are free online tools to help you find phrases that people type into the search engines each month. These will also show you related terms, and this is what we are after.

The most useful tool I use is at <http://tools.seobook.com/general/keyword/>

Before you start, get a pen and paper and write down what phrases people might type in for your industry. Just brainstorm. Write anything down. Although the above tool will help you, write these down before you start because once you start, you may forget some of these terms. For example:

- Work at home
- Home based businesses
- Home business ideas
- Start an internet business

Below are the results for “work from home”

Overture Suggestions	Overture Bid Price	Monthly Search Volume	Google estimated	Yahoo! Overture	MSN estimated	Yahoo! Suggest	DigitalPoint Ni (Wordtracker)
The top terms							
work from home	top bids	872,526	98,586	249,293	124,647	YI Sugg	DP
work at home	top bids	1,378,510	787,720	393,860	196,930	YI Sugg	DP
work at home jobs	top bids	150,378	85,930	42,965	21,483	YI Sugg	DP
work at home business	top bids	97,682	55,818	27,909	13,955	YI Sugg	DP
work from home jobs	top bids	83,720	47,840	23,920	11,960	YI Sugg	DP
work at home business opportunity	top bids	62,286	35,592	17,796	8,898	YI Sugg	DP
home work	top bids	57,127	32,644	16,322	8,161	YI Sugg	DP
work at home moms	top bids	52,990	30,280	15,140	7,570	YI Sugg	DP
work at home opportunity	top bids	51,149	29,228	14,614	7,307	YI Sugg	DP
free work at home jobs	top bids	36,530	20,874	10,437	5,219	YI Sugg	DP
work from home business	top bids	35,378	20,216	10,108	5,054	YI Sugg	DP

But, do a search on google, and you’ll see over 4 billion results – there are a lot of people competing for this money term. You’ll never, ever rank for this.

Go further down the results:

Keyword	top bids	Searches	Competition	Other Metrics
home based business work	10,682	6,117		DP
work at home agent	10,577			
part time work from home	9,359			
work from home stuffing envelope	8,978	5,130	2,565	1,283 Y! Sugg DP
work at home assembly	8,876	5,072	2,536	1,268 Y! Sugg DP
work at home stuffing envelope	8,383	4,790	2,395	1,198 Y! Sugg DP
start work at home business	8,355	4,774	2,387	1,194 Y! Sugg DP
business opportunity home based work from	8,187	4,678	2,339	1,170 Y! Sugg DP
free work from home jobs	8,047	4,598	2,299	1,150 Y! Sugg DP

A search in google for “work at home stuffing envelope” yields under a million results – still a large amount, but easier to rank for.

Choosing your phrases.

You need to develop phrases from the tool above where there is less competition.

Pick out 40 – 50 phrases and then go to MSN – why MSN? Well, it is easier to scam, so if people are targeting the phrases you have chosen, then you'll see headings all the same in the top results.

If all the top 10 have the same heading you are targeting then choose something else.

Also see the number of competing pages. Write down the number of pages for the main phrase like “work from home” and then for your chosen phrases.

I tend to target a phrase where the number of results returned in Google is less than 1 million.

These will be pages where the search terms are shown but not necessarily competing.

Can't get any non competitive phrases ?

In big industries like casinos, dating, ringtones and work from home, you will have a LOT of competitors. People who have been doing this have been developing their websites for years.

So you may need to either choose different phrases or even a different industry.

In the work from home industry we have seen there are hundreds of millions of pages competing.

This will be a hard industry to break into but don't worry. Keep clicking on the links in the seobook tool above to drill down on phrases and see what else comes up.

Eg: I typed in “home money” which is a very generic term hardly anyone searches for. But what the tool does is to provide suggestions around this phrase.

I found the term “income from home money opportunity” – keying this into MSN yields about 1m results – and no one is specifically targeting this term.

So, you need to delve deep for competitive industries – it will take time but you will find terms no one is targeting.

Find 50 terms delivering 50 visitors per day, and you have 2,500 visitors per day to your site !

Building your site

Now you should have 50 keyword phrases you wish to target you need to build your site.

Group these phrases into meaningful groups. For example, you may have:

- Income from home money opportunity
- Make money online and work from home
- Earn money from home
- Make money from working from home
- Make money easily and work from home
- An idea on how to make money at home
- Money making home business opportunities

Wow, don't they all look alike !

Well, that is the point of this exercise.

You see on each of your pages you should target no more than 2 or three keyword phrases. So if you can group ones that overlap, then group them.

- Make money from working from home
- Make money easily and work from home

These 2 can be grouped as the words are almost similar.

Optimizing the page itself

Naming the page

We are going to develop a page for the phrase “Make money easily from working from home” and this covers both of the phrases above.

1. call the page make-money-easily.html
2. it will be in a folder called /working-from-home/

So the full URL will be www.yourdomain.com/working-from-home/make-money-easily.html

Then you can group all your “working from home” pages in that folder, and distinguish them by the actual page name.

The search engines will give a little boost to pages actually named after the phrase you are targeting. And folders are given a bit more of a boost.

Headers and titles

The title of your webpage is probably the most important element of your webpage.

The title that appears in the top left area in your web browser AND as the first line in any search engine results.

It carries a lot of weight and has two purposes:

A: To show the search engines what your page is and to optimize for your chosen target phrase

B: To entice people to click on your listing to go to your site

As before, the title of this page is Make Money Easily From Working From Home

Ensure you capitalize the first letter of each word. Not for ranking purposes, but to make it stand out.

Coding your web-page for headers

NB: ALL YOUR TITLES AND HEADERS SHOULD BE UNIQUE AND NOT REPEATED THROUGH-OUT YOUR SITE

When coding your webpage there are three pieces of code you should need to enter. Some search engines use all three – all search engines use one of them.

The code looks like this :

```
<head>
<title>A maximum of 3 keyword phrases and 55 characters</title>

<meta name="description" content="Use this to describe your site. Repeat each
of your keyword phrases (max 3) at least once but make it a true representation
of the page that the visitor will be viewing, and try to keep it under 255. This is
generally shown in the search engine results to make it enticing for the user to
click on your site.
characters">

<meta name="keywords" content="Only add permutations of your keyword
phrases"> (Google all but ignores this tag DON'T STUFF IT FULL OF
NONSENSE)

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">

</head>
```

You don't need the line spaces between these meta tags (I only did that so it's an easy read).

Only put here words that are key to your page and are on your page. These are describing what is on the page itself – add something here that is not on the page and you may not get the rankings you want.

In our work at home example, the heading would be:

```
<head>
<title> Make Money Easily From Working From Home</title>

<meta name="description" content="Anyone can make money easily from
working from home with our expert help and free online advice – start today!.">

<meta name="keywords" content=" make money easily from working from
home">

<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">

</head>
```

The rest of your page

Remember when putting the actual text on your page together that you should really write for the visitor first, search engines second !

There are probably just three important areas you need to code in.

- Headers
- Bold
- Italic

These are all given various weighting but tell the search engines about the page.

Headers are H1, H2 ... H6. These are like the headers in a Word document .. and you can change the appearance.

Generally H1 is describing your page. If possible, use the same header that you used before in the previous sections.

Then add in H2 headings for different paragraphs of that page.

Bold is given further weight (if you bold something it must be important !) and the same reasons go for italic.

Your page structure page then look like this :

<H1>Page header with main key phrase</h1>
Some introduction text that includes the 3 key phrases you are targeting
<h2>Secondary key phrase</h2>
Text about this key phrase
Link to the page about this key phrase with link text (see below)

For example:

<h1>Make money easily from working from home</h1>

<P>Anyone can write a make money easily from working from home using our free online advice and expert knowledge

<h2>How to make money easily</h2>

<P>Making money easily can be difficult if you are just starting out but we will show you all you need to know to make money whilst working from home.

<P>There are so many working from home opportunities on the internet these days and not all live up to the promises that are made. We cut through all of this and provide you with the right programs to ensure you can make that extra income you need.

<h2>Why work from home ?</h2>

<P>Working from home is the desire of almost everyone. There is no commuting, you can look after your kids whilst earning money from your own living room.

<P>etc

<h2>etc</h2>

Important notes:

Remember what your page is about and talk about that page.

Write about 500 words per page.

When writing your paragraph text also include your key phrases – almost immediately. If it's at the top of the page it must be important – if the first time we see it is at the bottom – then it's not important for that page itself.

Sprinkle your key phrase around the page (as it's the whole page that search engines are looking at).

Finally add your key phrase towards the end of the page.

A note about keyword density

Some years ago the more times you added your key phrase to a page it would seem that the SEs gave more weight to your pages and ranked them more highly.

These days because linking into your site is so important, the number of times you mention your keywords is less important.

However, don't over do it. It's probably best to keep density at below 10% but no one really knows. You can check this out at <http://tools.seobook.com/general/keyword-density/>

Navigation of your home page

From your home page you'll want to ensure that you link out to your most important pages – you can't add everything so just chose the important ones.

If you structure everything correctly, you'll have 5 or 6 additional folders, like /working-from-home/

Simply link to all these folders from your home page and all your other pages.

Link to a site map and list every page you have on your website – up to maybe 200 links per page.

Ensure you have your text to the page in the link text as shown previously ie: keyphrase here

ie: working from home

Page structure tips

The search engines read your code as you have it in your page. So if your page starts off with a load of links to the rest of your website then this is what they will read first.

You want to avoid this.

Put your navigation at the end of your text either at the bottom of your website or to the right.

That means your text, which the SEs are reading comes first – it's the most important so it needs to come first.

Internal linking tips

Ensure all your links are to the same page.

Eg: /working-from-home/ --- Not /working-from-home/index.html

This is effectively TWO pages and your PR will be split between these 2 pages.

The same goes for your index. Only link back to your home page using hard linking such as <http://www.yourdomain.com> NOT <http://www.yourdomain.com/index.html>

As an added good measure, ensure all your links are absolute. That means having your domain in each link.

Not `` but ``

Additionally, it would appear that text in close proximity to the actual link is important also. So when talking about blue widgets ensure you write something like “when we come home from the summer, blue widgets are the best. Find more information on ``blue widgets here``.”

The SEs want to know that not only the link is correct but it is taken in context.

Adding images to your pages

It's a good idea to add an image on each of your pages.

The image should have a file name similar to the page file name. EG: working-from-home.gif

When putting the image into your page also add an "alt tag"

Eg: ``

When you hover your mouse over an image or link a little box will appear on your screen with some words within it. This is how to do it:

Customizing your headers with CSS

You can change the look of your `<h1>` and `<h2>` headers. The default style is awful and useless these days.

What you need is a cascading style sheet (CSS) !

This is an external file that you reference that has the styles of your webpage within it. If you don't have one here's how to construct it.

1: Open up a text editor (like notepad)

2: Simply type in the styles like this :

```
h2 { color:#990000; font-size: 13px;margin-bottom:0;margin-top:4;}
h1 { color:#990000; font-size: 17px;margin-bottom:-14;margin-top:4;}
```

You can change everything that is visible using a CSS.

For more help search for CSS tutorial in Google

3: Save the file as "style.css" or whatever you want to call it

4: Reference the file in your page (say index.html). Add the following piece of code after your meta tags we did for the headers but before the `</head>` tag as:

```
<LINK REL="stylesheet" TYPE="text/css" HREF="style.css">
```

It's as simple as that.

Checking your page

You want to ensure that you do not repeat your key phrase too often and therefore to keep the density at a reasonable level. It is suggested to keep this at a 3-7% level.

Check your keyword density (that is, the % of your keyphrase to the rest of your page)

<http://tools.seobook.com/general/keyword-density/>

Your overall site

Remember what your site is about.

It will have an overall theme so keep it that way.

Don't add non related pages. For example, if your site is about marketing, don't add in information about casinos. Don't link out to non related sites. Some sites are banned by the search engines and if you link out to one of those you might be banned also.

Off page factors

Perhaps **the** most important area in SEO these days is off page factors (those factors not on the page itself)

Google has always said that it looks at the sites linking into yours – it's like a voting system – if another sites links to yours they are voting and saying “hey, this is a good site, why not go there”

So, the links INTO your site carry a lot of weight so this is an area to spend a lot of time in.

Additionally, the links within your site navigation will also help rank your pages. Your inner pages WILL rank for non competitive terms:

- if you just have external links to your home page
- if the links from your home page to the inner pages have the correct anchor text pointing to the inner pages

eg: when you link to the “working at home” section of your website you'll link as follows:

```
<a href="/working-from-home/">Working from home</a>
```

Other sites linking to you

OK, this is where you need to spend some quality time.

First off, some rules.

Not all links to your site are created equally.

- some are very low quality and will not benefit your site at all, eg: blog comments
- some are extremely high quality

Generally .edu, .gov sites are extremely trusted. They rarely link to commercial sites so any link is trusted.

It's trusted because thousands and thousands of different websites link to them.

That, among other things, treats them as an authority. A link from an authority is worth its weight in gold.

So bear that in mind when you go hunting for links, basically these are the rules:

Rule 1: Get on topic links

The best type of link you can possibly get to your website is how the system was initially set up.

The rankings are based on recommendations or a link from a page where the title of that page and the theme of that page is the same as the page on your site you want that link pointing to.

Make sense ?

Put another way. If there's a page about wasps on another website, and the title of that page has wasps in it and the text talks about wasps and your link has wasps in the anchor text and the page on your site is about wasps (or insects etc) , then this is an excellent "on topic link"

Additionally, you may actually get real traffic from people clicking on your link from that related page.

Rule 1a: Get off topic links

If you don't mind waiting for Google to give you rankings (see sandbox below) and just want to concentrate on MSN and Yahoo, then pile in and get as many links as you can from almost anywhere.

Rule 2: Don't worry about PR

Hey, everyone started sometime right? So don't worry too much if the links you are getting are from PR0 pages.

Some day, these pages may be PR7 !

Remember that Google only updates the PR every 3/4 months, so the page you are getting a link from maybe PR4 or more already !

Rule 3: Build them slowly/ build them fast

Most new sites, if left to their own devices, would not get thousands of links overnight.

The search engines know this, so if you want to be in Google, build slowly.

If you are targeting a non competitive phrase with a low search volume (eg: 1000 per month) then 3 or 4 on topic good links will get you a number 1 ranking almost immediately.

Then just keep adding away.

The trouble is most people want to dominate a high volume niche straight away and that requires thousands of good links.

So, either:

- a) for low search/ non competitive market – 3/4 good links will get you where you want in all the search engines, then just build on that.
- b) Highly competitive area – you want to concentrate on MSN and Yahoo first, and just add as many links from as many places as possible. Google will follow eventually, but that is not your goal.

Rule 4: Mix up your anchor text

This is important. If your page is about “working from home” ensure that the text in the links you are getting is not always the same. Have your website name in the links for some of them and add additional words you wish to target as well. Eg: “working from home business ideas”

This makes the links pointing to your site seem more natural. If you left people to link to you naturally, hardly any would put in the text you wanted.

Google and links

Here’s a very interesting shareholder presentation from May 2006 – it explains a lot

<http://google.client.shareholder.com/Visitors/event/build2/MediaPresentation.cfm?MediaID=20263&Player=1#>

Important

Remember, you are not going to get #1 ranking in Google for highly competitive terms any time soon. See build them fast and slow above.

I'll say it again though with an additional pointer.

- 1) Don't go for the really competitive terms first off – do your research first.
- 2) If it's low search volume 3/4 on topic links with the right anchor text will get you high in all the SEs
- 3) For high volume terms, concentrate on MSN and Yahoo first with links from anywhere.

How to get links to your site

There are many great ways to get people to link into your site. Here are the most common and those that are proven to work.

Remember, this is not an overnight success piece of work.

It's best to build a long term strategy. For the main links (item 1 below) aim to add between 5 and 10 links per week. This should not take more than an hour of your time and is time well spent.

Before starting a linking campaign

Whatever pages you want people to link to (normally your home page at first) give them a reason to link to you.

If you have a "clone" website or an affiliate website with no added value, people will be far less willing to give you a link.

So provide something different. Maybe a free report or advice on the home page. Ensure your website looks professional and everything is working.

Find sites to link to yours

Either use a tool like seelite or do it manually.

You basically want other sites to link to your pages from their site. You need to

- a) find those sites
- b) motivate them to link to you

The best way is to look at your competitors.

This is because if a site has linked to them, they will also likely link to you.

Seelite takes this manual exercise and partly automates it. If you are doing it manually you'll need to get in touch with the site owners.

There are a lot of link request emails that I receive each day, so your email has to stand out. Here's what to do.

- a) actually visit the site and browse around
- b) find the page you want your link on
- c) find a real person's email address you can send an email to
- d) find out a bit about their business

Then write to them as follows:

Example email subject lines:

- We've added your site to ours
- Our PR5 page has your link on
- A comment about your excellent site
- Some new resources for you, thanks.

You need a line that will get the person to open you mail – try a few.

Content

Don't explain what link trading is all about – but do comment on their site and why you want a link. Most link request emails look the same, so try something different.

This is what I use:

Dear [firstname]

I found your excellent site from and noticed you have a page about [your subject area] – but did not see our site listed.

I have taken the liberty of adding your site your ours at [www.yourdomain.com/yourlinkspage.html] as I believe your site has content our visitors are interested in.

Perhaps you can return the favour on this page on your site [list the page here]

If so, please add the following text :

<a href=<http://www.yourdomain.com>>working from home Excellent free unbiased advice about programs you can follow and earn money from home.

Many thanks for your consideration.

Regards

[Your name]

[Your site]

Wait 10 days. If there is no response, first check that they have not added your link and just forgot to email you, if there is no link up then follow up the initial mail.

Wait 10 days. If the same happens send a final reminder.

Wait 5 days. Send a note saying your link has been taken down – if they want to see it up again to add your link and let you know.

If you get a 10% response rate you are doing well.

Keep going and don't give up. Popular sites will receive many link requests every day so you may not get a response straight away.

Above all be courteous – linking to your site is not a right and most people know about links these days so get a lot of link requests. People will link to your site so long as there is a reason to do so.

A note about exchanging links

Most search engines are still OK about exchanging links on topic, including Google. It's when your site has a link to a completely off topic website and you have one coming in also.

MSN and Yahoo haven't made too much of this as yet so it is still OK – but just watch who you are exchanging links with.

As the SEs get better they will devalue this type of work.

Google has said in public though that Stanford university exchanging links with Harvard is the right thing to do – whether it helps rankings no one knows!.

Here's a good article about it:

<http://www.platinax.co.uk/blogs/brian/05-05-2006/google-targeting-of-link-networks/>

Getting inbound links - directories

A great way to get 200-300 links back to your site with the right description from on theme pages is to submit your site to all the online directories out there.

Of course some are better than others but they do count and are worth something.

You can either submit to them yourself, or get someone to do it for you.

See the list at <http://www.seocompany.ca/directory/free-web-directories.html>

The fastest and cheapest way is to pay people to do this for you.

There are folks that offer this service for around \$40 – have a look on the digitpoint marketplace at <http://forums.digitalpoint.com/forumdisplay.php?f=60> and chose someone – check what other people are saying about these people. DP operates a trading system, rather like ebay, so you'll see what others are saying.

Link baiting

This a new term around that basically describes people setting up a campaign just for others to link to their pages. Search for link baiting in Google.

This is a good way to get links, but as said above, there must be a reason for people to link to your site.

- is there some really odd news around ?
- have you interviewed someone famous ?
- have you uncovered a scam ?
- give away something valuable for free

It's basically the original reason as to why search engines chose to use links in their ranking formula – a link was a vote for that page.

If you have something new then you'll need to let people know about it, this is more internet marketing, but I'll cover these here

- **Blogging** – people blog all the time about all sorts, so if there is a well read blog you can get noticed on, then let them know
- **Press releases** – I believe google has come right out and said the links in press releases don't help ranking. They may help you get indexed but that

is about all. A well written press release may get picked up so you can get links to your bait page.

- **Forums** – you can tip people off about your page and people will link as above.

Writing articles

The latest craze is for people to write articles and submit them to article directories.

Now, although you may get links and some PR some loads of different places around the internet, I am sure that the SEs will clamp down on this tactic in the future.

However, at the moment it still works.

Consider the following also

- 1) Would it be better your article is placed on YOUR website instead – the article will get you rankings and traffic you can then channel for sales
- 2) It takes time to write articles and you are doing the work for someone else's website
- 3) The article posted on a large article database will rank higher than yours
- 4) There could be real duplicate content issues (if more than one website has the same pages) – so getting it published by more than one company is often defeatist.

About duplicate content.

The search engines want to return the most relevant results. They have in place filters to attempt to find the most trusted record of a particular article. So if 100 article directories have your article online, and yourself, you may find yours is not listed.

However, this is not an exact science, and doesn't always work for the SEs.

It's probably best to write articles now and again and submit them to the relevant directories for the links and PR.

Think about a newsletter or your own blog for content

Here's what I do.

I write a newsletter. I send the newsletter out to my subscribers. They

- a) come to my sites and read it (and then move around my sites and maybe buy something or click on an ad)
- b) some link to it because it is good

Remember, an article you wrote some months back may still get picked up. And if you just write one article/ newsletter a week, then you'll have a 52 page website of unique content by this time next year.

If I do write articles I find specific websites I want a presence on. Then I approach them with my ideas. Sometimes people approach me for articles which I often write.

Remember that your article should be at least 500 words in length.

Sales tip: once you have developed 20/30 newsletters or blog postings, you could turn this into an e-book and sell it on your website !

Buying links

Loads of people sell links publicly these days. You can find loads over at <http://forums.digitalpoint.com/forumdisplay.php?f=58>

I am not endorsing buying links but it can be a great way to get additional traffic.

Here are some rules:

- 1) Get links from sites that are themed to yours – remember I talked about this when getting links from other sites? Well it's the same here. Not only will a themed link give you better web rankings but people may click on the link to come to your site ! (the latter should be the main reason...)
- 2) Get them from a trusted source – DP has the iTrader scheme so you can see their trust. Other places like www.text-link-ads.com
- 3) Site wide links will earn you possibly one or two link credits in Google, **but I can tell you they work extremely well in MSN and Yahoo.**
- 4) Don't buy a PR6/7/8 link for a PR0 site – be realistic. If you must buy a link for PR value buy a PR4 or PR5 for your first link

You should be able to buy sitewide links for as little as \$30 per year.

If people click through, these will be a worthwhile investment.

Questions about links

Q: Should I get a link from a PR0 page?

A: yes of course if it is related to your site in terms of theme. If you are doing it for the PR, remember that today's PR0 might be tomorrow's PR6 !

Q: Should I get my links from all countries ?

A: If you have a UK site, get links from UK websites as well. This will boost your rankings in the UK search engines.

Q: Should I post links in blogs and other guest books ?

A: Well you can for the click through traffic (ie: people clicking on your link to find out more) but it won't do you any good in terms of ranking

Q: Should all my links go to my home page ?

A: No – you should “deep link” – that is, link to your internal pages. It's best if you link to sub directories that point to other internal pages, but linking to internal pages is a must.

Q: Who should *I* link to ?

A: Be careful who you link to. Find out if the website is banned (type in the website's URL into Google – if they say “no information found” they are banned). If they are banned do not link to them.

You'll get penalized for linking to “bad neighborhoods” That is:

- Sites that are banned
- Porn or gambling websites (unless you are a porn or gambling website yourself)

But just check the site out. Is it something you really want to link to? If not, don't do it.

Other SEO tips

Domain name hosting for country specific queries

If you have (say) a UK business and want it to rank well in google.co.uk then you can:

- 1) Get a .co.uk domain name and host it in the UK
- 2) Get a .com domain name and host it in the UK

Although having a .co.uk domain and hosting it overseas is generally fine, it is thought that a .co.uk with UK hosting is given more weight.

If you have a .com and host it in the US the SEs won't know you are a UK company.

If in doubt, ask your hosting company where their servers are located – this may be a reason why you are not ranking in the UK results (as some UK hosting companies have their servers in the US !!)

Keep it going

Once you have top positions don't think for a moment that all your work is done. Remember everyone wants to rank highly so you need to keep getting links to your site other wise it will start to fall

About the Google Sandbox

Google has in place a way to value links. Many people believe that the older the link has been active to your website the more valuable it is. So some links you get won't have any effect in Google for sometime (although the other SEs tend to count links for rankings almost immediately – especially MSN)

Additionally, if you are getting links for the top search terms, eg: personal loan, then you won't see much effect in Google for ages.

Here's an example. The [milliondollarhomepage](#) got high rankings for “new terms” – these terms were pixel advertising. That's because no one was targeting this term before, and Google has publicly said that the first site to have link text pointing to it generally ranks high for it.

So, as with the keyword research earlier in this guide, target phrases that no one is currently targeting, and build links slowly. This could get you to avoid the dreaded google sandbox.]

Getting indexed

Everyone it seems wants to get their website indexed. Ok, this is a piece of good news but it won't get you rankings.

If you want to get indexed then the fastest way is to point links to your site with your anchor text (the anchor text doesn't help you get indexed but will help with rankings)

Get these links from :

- PR5 or 6 websites
- That includes forums
- Posting an article
-

Redirects

Believe it or not, domain.com and www.domain.com are TWO different websites.

Some search engines have difficulty in realizing this. But there is a solution. For unix based customers add in the following into your .htaccess file (if you don't have one just create one in your root directory)

```
RewriteCond %{HTTP_HOST} ^domain\.co\.uk [NC]
RewriteRule ^(.*)$ http://www.domain.co.uk/$1 [L,R=301]
```

Replacing "domain" with your domain of course. This will change the URL for anyone typing in domain.com to www.domain.com – try it out, type in domain.com for your website and see what happens. If it is still domain.com then upload the .htaccess as shown above.

Don't hire an seo company who contacts you out of the blue ..

The SEO industry is completely unregulated. The tactics in this guide are all you need to get rankings. There are no special secrets and there are no search engines that take bribes.

For those that offer page 1 rankings guaranteed – walk away.

If you want to hire an SEO company, then get references. Ask those companies about what the SEO company has done for them. Find SEO companies through recommendations and through trusted forums

Even Google receives emails saying that “we can get you to the top of the search engines”

Recommended tools to use

The best free tools can be found at either :

<http://www.digitalpoint.com/tools/>

and

<http://tools.seobook.com/>

Search engine glossary

Adwords - A system to advertise on Google & partner sites on a CPC (cost per click) basis.

Agent Name - Synonymous with "User-Agent". This is the name of a spider or browser as defined by the owner.

Algorithm - A mathematical formulae which is used in order to rank websites and web pages.

Altavista - One of the first large scale search engines.

Back Link - A link from one website to another.

Bridge Page - Similar to "Doorway Page", this is a specifically designed entry point for a website.

Click-Through - A click on a link that leads to another website.

Click-Tracking - The use of scripts in order to track inbound and outbound links.

Cloaking - Delivering different content to specific crawlers/spiders. This is generally used to trick spiders into seeing optimised content.

Comment Tag - A tag in HTML that is invisible unless viewed through the source code.

Counter - A program or script that counts hits/visits to a page.

CPA - Cost per Action. Where you pay for a specified action such as a purchase.

CPC - Cost per Click. With this you are charged for every click your link on someone's website receives.

CPL - Cost per Lead. Where you pay for a lead i.e. is someone does something.

CPM - Cost per Thousand. Where you pay for each 1000 impressions.

Crawler - A program that goes through websites and gathers information for the crawler's creator.

Cross Linking - Multiple sites linking to each other.

CSS - Cascading Style Sheets. Used to manipulate and easily manage the design of a website.

CTR - Click Through Rate. The ratio of impressions shown to the number of clicks.

Dead Link - A link that produces a 404 error, page not found.

Directory - A website that list other websites in their various categories.

Domain - The name for a website e.g. teneric.co.uk

Dynamic Page - A page that generates content "on-the-fly" as a user requests the page.

Error Log File - A server log file which records errors encountered.

Google Everflux - This denotes the continuous changes in the Google search results pages.

FFA Free For All - This is a links page with nothing but links added by visitors.

Freshbot - This is the name for the Google crawlers that are known to add pages to the Google index more promptly than others.

Google - The largest and currently the #1 search engine.

Google Bot - The crawlers which index pages into Google.

Gulliver - The name of the web crawler for Northern Light.

Header Tag - An HTML tag which is commonly used for page headers.

Hidden Text - Text which is invisible to the human eye because it is the same color as the background.

Hit - An instance of a graphic or file being loaded on a webpage.

HTML - Hyper Text Markup Language. The languages used to format webpages.

HTML Link - A link from one page to another.

Inbound Link - A link from another website to your website.

Inktomi - A database of search results used to power multiple search engines.

IP Address - A unique number which identifies a computer or system.

IP Spoofing - An illegal process of faking an IP address.

JavaScript - An embedded client side scripting language.

Keyword - A single word used to help identify the purpose of a website.

Keyword Density - The percentage density of a given keyword or phrase.

Keyword Stuffing - Stuffing a page with numerous keywords for the sole purpose of confusing search engines.

Link Farm - A series of websites linking to each other in order to increase rankings.

Meta Search - Searching multiple databases and combining results.

Meta Tags - A tag used for behind the scenes purposes, such as providing content to non human visitors.

Northern Light - An older search engines, once very popular.

Open Directory Project - A large directory of websites run by volunteers. Their database is used by many website across the internet.

Optimisation - Fine tuning a website or webpage with the ultimate goal being to ascertain a higher position in all or a specific search engine's results.

Outbound Link - Linking from your website to another website.

Page View - The number of times a page was loaded.

PopUp - The opening of a new window above the previous window.

PFI - Pay For Inclusion. This is where a site must pay to be listed at all.

Pop Under - A pop-up that loads under a page so that it is only viewable when the current page is closed.

PR - Google's Page Rank. The higher the rank the better position your website or page will have in their results.

Query - A search phrase submitted to search engines.

Rate Card - A sheet with pricing information.

Reciprocal Link - Where 2 sites exchange links.

Referrer - The page from which a user has come.

Refresh Tag - A tag which defines when and to where a page will refresh.

Robot - Generally the name given to a spider / crawler. Anything that is not a human visitor.

Robots.txt - A file created to direct the search engine spiders in specific directions of the website.

Scooter - The search crawler of Altavista.

Search Engine - A site which searches the web for sites which are relevant for a

given search query.

SERP - A search engine results page.

Slurp - The Inktomi search crawler.

Spider - A program that visits and downloads specific information from a webpage.

Submission - Submitting a site to a search engine or directory.

Traffic - The visitors and page views on a website.

URL - Uniform Resource Locator. The address at which a specific resource can be found.

Glossary compiled by Darrin Ward from seochat.com