Professional Search Engine Optimization

What is Search Engine Optimization (SEO)?
The act of publishing and marketing information in way to improve search engine understanding of website content.

Arguably the best marketing strategy ever as it enables you to reach unlimited people with even the smallest budget.

Search Engine Statistics

- The only three main search engines to worry about are Google, Yahoo, and MSN.

- Currently Google receives 75% of all searches.

- Believe it or not YouTube even receives more searches than Yahoo and MSN now.

- Google is powerful so you need to focus your efforts around them related to SEO.

Relevancy and Search Engine Optimization

- Search engines make money with advertising and they get people to perform searches by providing relevant results to their users.

- If someone types in Titleist golf club into a search engine the expected result is that.

- The users don't want to come to a page that has information on Calloway golf clubs or even worse a page related to golf bags or golf balls.

Relevancy and Search Engine Optimization

- Search engines have a vested interest in providing the best results possible.

- You need to make your pages and your website as relevant as possible.

- There are several different on page optimization factors that you can do to make your pages search engine friendly and more relevant for the search engines.

How To Find Most Profitable Keywords

Be Specific

Keyword Category	Keyword Value	Examples
Generic Word or Phrase	**Low value, high competition, poor conversion to sales**	**pets, real estate, football**
Category	**Little higher value, and a little easier to rank for.**	**pet supplies, Oklahoma real estate, college football**
Sub Category	**Higher value and visitors are more likely to convert sales.**	**pet supplies online, Sacramento real estate**
Specific Topic	**Highest value. Keywords are easier to rank high for, and the visitor is more targeted.**	**automatic pet feeders, Oklahoma City Oklahoma apartment complexes**

How To Find Keywords

- Put Yourself In Your Customer's Shoes
  - *What problem does my product (or service) solve for my typical customer?*

- See What People Are Already Searching For To Find Your Website
  - Google Analytics, Webalizer, Awstats (Cpanel)

- Consider Related Keywords
  - Pet Supplies – Dogs, Cats, Birds

How To Find Keywords

- Adwords Keyword Tool
  - Adwords Keyword Tool (https://adwords.google.com/select/KeywordToolExternal)
  - Search Within Competitor Websites For Their Keywords

- Run Google Searches

- MSN Live Search
  - Related Searches On Right Side

- Google Insights (http://www.google.com/insights/search/)

- Google Trends (www.google.com/trends)

- Competitor Websites

- EzineArticles.com

More Keyword Considerations

- Remembers Plurals and Synonyms
  - auto parts (car parts, automobile parts)
- Merged and Hyphenated Words
- Misspellings
- Add Keyword Modifiers
  - Buy Nintendo Wii, Cheap Pet Supplies, Best Price Motorola

On Page Search Engine Optimization

- Title tags

- Meta tags

- Header tags

- Internal link structure

- URL structure

- Structure of content.

Title Tags

- Title tags are the single most important on page ranking factor out there.

- <title>**Your Keyword-Rich Title**</title>

- Should have the exact phrase you are trying to rank for.

- The exact main keyword phrase should be at the very beginning. SE read left to right.

- You should repeat the keyword phrase or a plural/singular version of it.

Title Tags

- Keep in mind that singular and plural keyword phrases come up differently in the search engines.

- For example: laptops and laptop produce totally different results. So you want both in your title tag.

- Sample of good title tag:

Dog Collars - Find the Best Dog Collar for Your Dog

Weight Loss – Your Source for Weight Loss Tips

Meta Tags and Meta Description

- Meta tags including the meta keywords and the meta description have a very minimal part of making you rank high in the search engines, **BUT they should be used!**

- Your meta description is especially important because it is what the search engines will typically pull from in the search results.

- You need to include your main keyword phrase for the page in there and a call to action.

Meta Tags and Meta Description

- The meta tags should be used very carefully, but it should only include the pages main keyword.

- Examples of good meta descriptions:

Get in touch with a Tulsa, Oklahoma chiropractor that this both trustworthy and reliable.

Working Capital Financing - What is working capital financing? Working capital financing is the lifeblood of your growing business.

Meta Tag Example

```
<HTML>
<HEAD>
<TITLE>Working Capital Financing</TITLE>
<META NAME="keywords" CONTENT="Working Capital Financing">
<META NAME="description" CONTENT="Working Capital Financing - What is
working capital financing? Working capital financing is the lifeblood of your
growing business. If you have commercial real estate and income producing
equipment, you can obtain a working capital loan that can help pay down
credit lines or accounts payable thus paving the way for growth opportunities.
What is the typical loan amount and terms?">
<link href="App_Themes/Main/Main.css" type="text/css" rel="stylesheet">
</HEAD>
```

Header Tags

- Header tags, after title tags are extremely important to your on page SEO.

- In the HTML they look like this:
  - <h1>, <h2>, <h3>, <h4>, <h5>, and <h6>

- For example the <h1> typically generates the largest font so it is the most important one that the search engines look at.

- The header tags act like headlines on your web page.

Header Tags

- Your header tags should look natural. They would be like sub-headlines on your page.

- For example:

<h1>Your Source for WSU Cougars Gear</h1>

Article…………goes…………..here…………

Article…………goes…………..here…………

Article…………goes…………..here…………

<h2>Buy WSU Cougars Gear and Save!</h2>

Article………..continues…………..here…………

Article………..continues…………..here…………

Internal Link Structure

- Your website should be easily spidered by the search engines.

- Your internal links should be text based links.

  - www.petronic.com

- You need to use anchor text when you link into pages within your website. The keywords should be part of the link. For example:

Chicago lawyer

Internal Link Structure

- You should have no more than two links from your home page to your internal pages.

- Use a sitemap and an RSS feed if possible.

- The sitemap contains all of your links.

- Sitemap links are all text based URLs that basically helps the search engines spider and pick up all of your content all at once.

URL Structure

- Your URLs or links should contain your main keywords in it. For example

- www.yourdomain.com/miami-pest-control

- www.yourdomain.com/wilson-tennis-rackets

- Use the permalinks from Wordpress to do this.

- Name your HTML files in your web editor. Do this on your future links and pages.

Content Structure

- Your articles on your site should contain your main keywords near the beginning of them.

- Articles should be broken apart with the header tags in between.

- You should try to include your main keyword once or twice in the first paragraph and place it anywhere that makes sense in the next paragraphs.

Search Engine Friendly Content

- Try to include your main keyword in the last paragraph of the article.

- Perfect Keyword Density is a Myth!

- Don't get caught up in keyword density with your articles at all.

- Write for humans and not for search engines and the search engines will appreciate your content.

- Write unique and relevant articles.

- Target 1 keyword phrase per article.