

The Beginners Guide to Search Engine Optimization

Brought to you by Elizabeth Ashe



If you are at a point in your business looking for something that will bring you real measurable results in your online business. Then you have come to the right spot when it comes to learning how to market your business the right way.

When I first started to work online which is not very long ago, I struggled looking for the correct information that would help my online business go the highest level that it could in the shortest amount of time. Being that I am stay at home mom of four boys did not make the transition even easier or quicker. I went through books after books, reports after reports and software program after program. Until I had come to realize that no special in a box tool is going to solve the problem that I was looking for in the short term.

The one thing that I had to learn the hard way and somewhat longer then others is that internet marketing and search engine optimization go hand in hand. And no doubt it has been a learning process, my experience now as a seasoned internet marketer and online internet marketing podcaster. I can assure that the information throughout this special report will give you the tools you need to get you started on the right track to online marketing. I know the ins and outs of building a business and some of the quickest ways of seeing responsive results for your efforts with out breaking the bank!

The information I about to share with you below will not only be given to you with no-strings attached! But it will allow you to incorporate this time sensitive information right away into your content, site, blog and what ever it is you need building.

Introduction

Type a keyword or keyword phrase in a search engine and before you can say ‘online shopping’ the results are back and your business website is listed in front of your prospects. This simplicity is why it’s vital your business is listed with the search engines and why a search engine optimization strategy is important for your long term success.

The better your page ranking the more website traffic you’ll receive.

Search engines work by sending out web crawlers or spiders to index and catalog all web pages. Each search engine stores information differently. Google stores a portion of the webpage and Yahoo stores every word. How they store affects their results. This is why your page ranking, or what page your business ends up on in search engine results, can be different for each search engine.

While there are hundreds of search engines, the big three to pay attention to are: Google, Yahoo, and MSN.

Typically, people click on the results presented on the first page or two, rarely scrolling past the first five pages. Therefore, the businesses which are listed on the first couple pages will receive the most website visitors. These visitors are often referred to as ‘traffic’.

The goal of this report is to serve as your ‘go to’ guide when it comes to [SEO basics](#). There are many tips and strategies which can be incorporated into an SEO strategy this report focuses on the 5 musts which include:

1. **Niche marketing**
2. **Keywords**
3. **Linking**
4. **Content**
5. **Tagging**

Let’s just jump right in and talk about Niche Marketing

Part One: Niche Marketing

A niche is defined as a small market or target audience. Typically a niche offers less competition and a highly focused target audience.

An example of a niche market might be “bedroom slippers”. That’s a very narrow niche which probably doesn’t offer a whole lot of competition. Of course it may not offer a lot of demand either. I’m not sure how many folks are searching for bedroom slippers online. However, a slightly broader niche might be sleep wear or footwear.

As an internet marketer it pays to appeal to a smaller audience. Niche marketing reduces your keyword competition, it makes it easier to reach a loyal group of customers, and it makes it easier to become the leading expert or provider in your industry.

The trick is to find the most profitable niche. This requires a bit of research.

Step One. Research Demand. How many people are interested in a specific niche? You can find this information by utilizing [keyword popularity tools](#), fly catcher pages, and by visiting forums and blogs which speak to your potential target audience. For example, if you’re considering a website which sells bedroom slippers then you can visit retail related forums and websites and gauge interest in your product.

Step Two. Research Supply. Who is out there already supplying your potential niche product or service to the public? What is the ratio of supply to demand?

Step Three. Research Competition. Ideally there will be some competition, but not so much that it doesn’t make sense to start a business in the same niche industry. Remember to research indirect competition too. For example, if you’re selling bedroom slippers than a big shoe store is competition along with that other website which sells slippers too.

Part Two: Keywords

Keywords are the words your customers use to find your products, services, and information. Without the right keywords, potential customers won't be able to find you online. Conversely, the right keywords will enable you to dominate your competition and attain a coveted top ten ranking.

Types of keywords:

- Keyword phrases – these are the basic words or phrases which people type into a search engine. For example, “office furniture” or “metal office furniture.”
- Long tail keywords – are very specific keyword phrases you can optimize your content for. They're great because they often have very little keyword competition which means your page ranking can be very high. An example of a long tail keyword might be *“how to clean metal office furniture”* or *“where to buy metal office furniture.”*
- Local search keywords – This is particularly important if you're a brick and mortar operation however even if you only have an online presence having a local search engine presence is quick, easy, and can drive profits. People like to do business with their neighbors. To get listed with local search engines you can simply visit them and submit your site. Local.google.com, local.yahoo.com and local.msn.com. Make sure to include your city and state in your Meta data on your website to help local search engines find and list your business. We'll talk about Meta data in the section on 'tagging.'
- Misspelled keywords. If your niche contains words which are commonly misspelled consider also optimizing your site and content for the misspellings.

Finding your keywords. The first thing to do is to come up with ideas for keywords and phrases that would be relevant to your business website and niche. These would be keywords or phrases people might use to find your information, products, or services. There are several great ways to do this:

- Brainstorm
- Ask friends, family and associates
- Utilize keywords tools like [Google](#), Overture, or [WordTracker](#)

Part Three: Tagging

You have your keywords, now what? What do you do with them? To begin, try to use your keywords in your domain name and in your pay per click ads. You'll also want to make sure they're listed in your Meta data or your tags. Tags are essentially the website code which tells the search engine spiders where to look. You can learn more about basic html by visiting [w3schools](#)

They include:

Title tags. Title tags are quite possibly the most important place to situate your keywords. They look something like this:

```
<title>Primary keyword phrase here.</title>
```

Your title tag is where you place your primary keyword or keyword phrase. The sentence should describe your business in less than 90 characters.

Header Tags. Header tags are next in order of importance to search engines. They're ranked in order of importance and look like this:

```
<h2>Primary and/or Secondary keywords here</h2>
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The 2, designates this header as the second most important header on the page.

Meta Tags. Meta tags provide the small descriptive text found underneath the title tag on the search engine results page. Like title tags these should be kept brief, informative and up to date.

Alt Tags. Alt tags are used to provide a text description of a graphic. Many businesses skip this step however Google and other search engines do look at the alt tags, which means paying attention to yours may give you the boost in search engine ranking that you need. Each graphic on your site should have a description and an alt tag. They look like this:

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Part: Four Content

Content is the bread and butter of search engine marketing. Content is what spiders look for and index. Without it there's nothing to index or rank. Provide enough regular and optimized content and your search engine ranking will improve.

Here are some of the types of content you might consider using on your site:

- Informative articles
- Special reports
- Interviews
- Product reviews
- Discussion forums
- Blog posts
- "How to" guides
- Tips lists

Step One: Develop a strategy to add new content regularly. Create a strategy to address what types of content you're going to add and how often. The more regularly you add content the better your ranking will be.

Step Two: Integrate Your Keywords into Your Content. Content without keywords may still be valuable to your audience but they'll have trouble finding you without the keyword optimization.

Evaluate your content for:

- **Keyword density.** This is the number of times or frequency a particular keyword is used in your copy compared to the number of words in your copy.
- **Keyword proximity.** This is the way a keyword phrase is used. If the whole phrase is used together it will have more value with the search engine than if the words that make up the phrase are scattered throughout a paragraph or sentence.
- **Keyword prominence.** Search engines prefer to look for and find your keywords in headings, subheadings and the first paragraph of the body of the text. Keywords in the rest of the text still have value; however it doesn't weigh as heavily.

Step Three: Latent Semantic Indexing. Google's spiders don't just search for keywords and keyword phrases. They also search a page for relevant content. So if your web page has content about bedroom slippers then words like scuffs, moccasins, pajamas and so on would be relevant words the spiders would recognize. If the search engine spiders find these related words or phrases they have more confidence that the keyword is being used in context, and therefore they will judge the site as more relevant.

Part Five: Linking

A link is essentially a webpage address which someone can click on to go to another site.

There are different types of links.

- A direct link looks like a basic website address – www.yourwebsitehere.com or www.yourwebsitehere.com/blog
- A text link occurs when the webpage address is embedded in the text. Readers simply click on the text and be redirected to a new website page.
- If the link is to an internal web page, for example an article published on a website, rather than the home page, it is considered a “deep link.”

When establishing a linking strategy for your website it’s important to know that all links are not created equal.

Would you like to know more about developing a Linking Strategy for your site?

I am hosting a teleseminar on November 20th at 11:00 am and for one complete hour you will be able to learn and how to create a dynamic linking strategy.

This is one opportunity that you do not want to miss out!

For more information please visit <http://www.seoskillsunleashed.com/blog>

Creating a comprehensive SEO strategy isn’t difficult. However it does take time and careful planning. The five aspects addressed in this report; content, tagging, linking, niche marketing, and keywords are the foundation of a successful SEO strategy. Use them to build your business. Yes, there are other [tips and strategies](#) you can use however any successful campaign begins with these core five tools.

To your success!

This report is brought to you buy <http://www.seoskillsunleashed.com>