

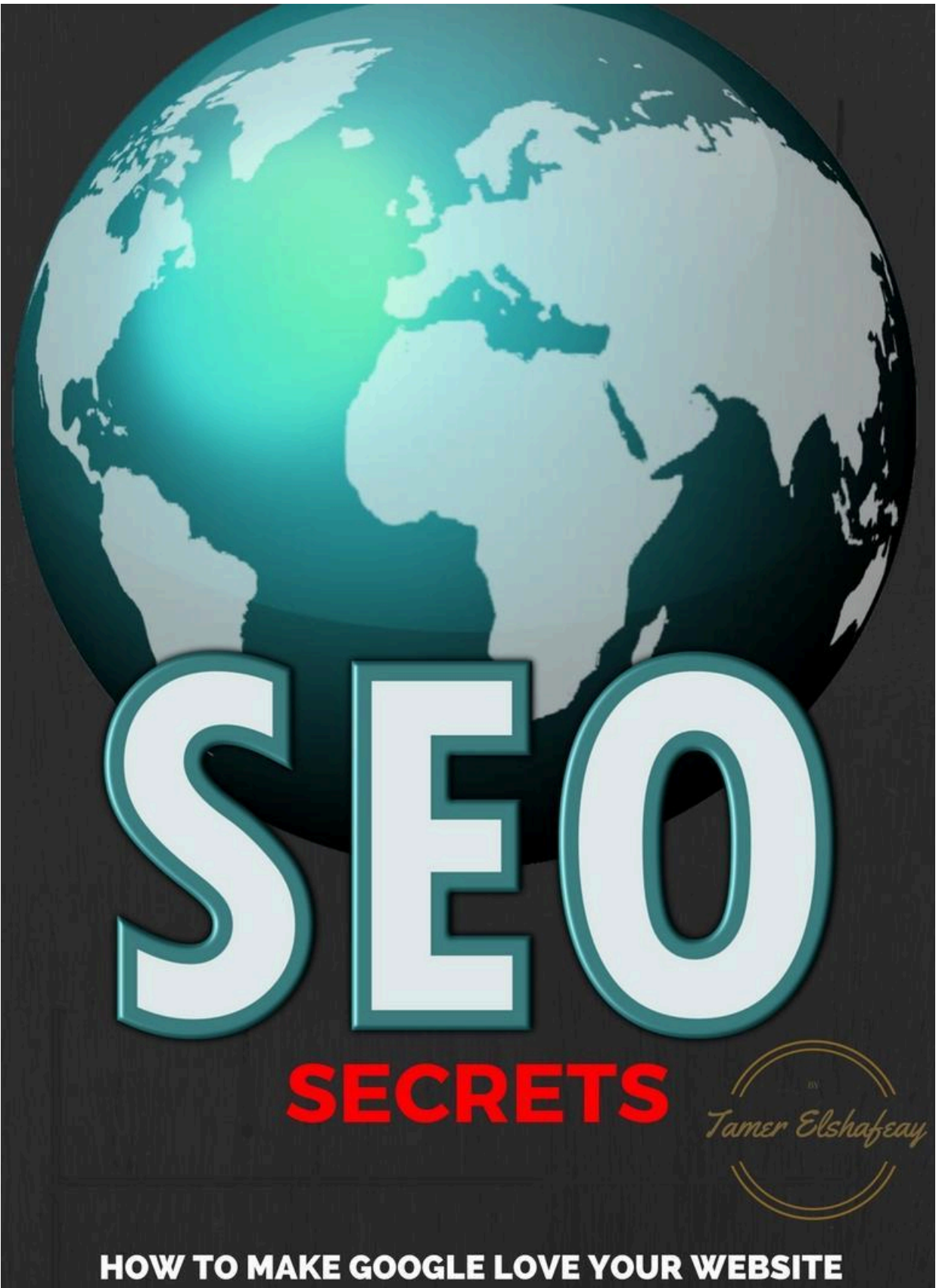


SEO

SECRETS

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HOW TO MAKE GOOGLE LOVE YOUR WEBSITE



Foreword

Traffic is the pre-requisite for any successful business. Just like how a typical brick and mortar shop needs people walking around to see their shop, an online business needs eyeballs as well. The problem is that for many new entrepreneurs, they lack the financial budget nor knowhow to generate tons of traffic for their businesses. And then in the early internet marketing years, a group of people came up with the term “SEO Marketing” and this has been the forefront for free traffic generation till today. Let’s dwell deeper into this amazing phenomenon.

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The Basics

Monitoring the ranking of the site should be a priority to ensure the current efforts put into the content and choice of keywords to encourage the relevant clicks is the best for the site. Using complimenting platforms such as Marketing Vox will allow the individual to keep track of the page ranking with tools like Alexa and Google tool bar. All these will keep a regular check on the ranking and provide the feed necessary to facilitate a re-thinking exercise should there be a need to implement it. Keywords are like the magnet or the eyes that are going to get the attraction of the SEO thus creating favorable ranking possibilities. The use of the most appropriate keywords will eventually make or break the success of the site's ranking rate and this is the most important contributing factor from the viewing visitor's perspective. Inserting the keywords into recognizable spots like the title tag and the page header will help too. SEO ranking also takes into account the links the site manages to create. The integration of internal links is an easy way to boost traffic to the individual site or page thus creating a recognition element that .

Keyword Research

Keyword research is an essential part of SEO.

The Research

You will need to find what keywords are the most sought after in your niche and target them in your web content.

That way, when the majority of people search for something on the net, everything will lead to your website

The best place to do your keyword search is at Google Adwords Tool
<https://adwords.google.com/select/KeywordToolExternal>

The winning formula for good keywords are:

- 1) High search volume
- 2) Low competition

As a general rule of thumb, getting about more than 1000 organic searches a day is a good bet for a highly searched keyword. If you want to check out your competition, get the Google toolbar and see what are the "page ranks" for search results are in the first page.

These keywords and key phrases will then be targeted to draw you

massive free traffic via SEO. There are also long tail keywords which are longer key phrases with less search volumes but virtually no competition. These should be targeted as well.

Onsite Optimization

As mentioned earlier, onsite optimization deals with the things you can edit on your own website to make your web content more likeable by Google.

Onsite

Onsite

5% keywords density. So sprinkle your keywords where it's due but don't overdo it. For total optimization, keywords or key phrases should be present in the titles of blog posts, the first sentence of the first paragraph and also at least once in the body. Keywords should also be bolded or italicized every now and then. Links should be worded with anchor text links (keywords and phrases).

Also, onsite linkages is highly recommended. Meaning, you should link blog posts and pages together if they are relevant. These small steps contribute to SEO and should be applied when convenient.

One more thing about on site SEO, people say that images don't contribute to SEO. I beg to differ. Images should be given alternate texts or descriptions. You can also link images to blog posts.

Stick to these good practices and you'll be on your own to free traffic.

Offsite Optimization

Offsite optimization deals with the stuff outside your website that can contribute to SEO. One of the main components of offsite optimization is getting backlinks. Backlinks is one of the main components of offsite optimization.

Offsite

A backlink is basically someone else's website linking to you. Obviously, pages with higher page rank that link back to you give more Google Juice. The key is to get as many high page rank, RELEVANT websites linking back to you.

Quality over quantity, nuff said.

So it would be a good idea to scout around your competitors websites and request a link exchange.

Another important component is social interactions. Like I said, Google's algorithm changes from time to time, and recently they implemented a new ruling that social interactions are important for SEO. This could be things like sharing on Facebook, Twitter, comments etc.

The world is connected to everywhere now, not a stand alone component.



SEO Tactics

With the amount of people doing SEO, there are tactics that each one of them would use. This is how you build up the website to the level of your competitors. Later, you will use specialized or advanced SEO tactics in order to gain higher ground and beat out your competitor.

Link Building

This is the first part of common SEO tactics and it can be broken down into several techniques or methods. But the basic principle here is that you spread links going to your website throughout the internet. This is done because one of the factors that affect search engine rankings is the number of links leading to the site. Basically each link is a “vote”. The idea behind this from a search engine standpoint is that if a lot of websites link to a particular website, then that means the receiver has good content and is deserving of a higher spot in the rankings. Link Building is done in order to replicate this effect.

Directory Submission



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This is the first and probably the most common link building method there is. Almost any website today uses this method and all SEO specialists are at least familiar with this method. It is the fastest and easiest way to gain links from all over the internet. So how does this go? First off, there are websites on the internet designed to provide people a service similar to that of the Yellow Pages. The main difference is that instead of providing the address and phone number of a particular business, it provides the URL of a particular website. These sites are called Directories and they are huge compilations of various sites all over the internet.

What's great about Directories is that they also categorize the sites listed in them. Although categorization can differ from one Directory to another, it's still very helpful that they are categorized. And, another great thing here is that you can use them to gain links for your site. Basically all you have to do is to look for a Directory (which isn't very hard). Next, look for the button to submit a site to their directory. You are then instructed to fill up a form containing information such as website name, the URL address, a quick description, e-mail of the submitter for verification, etc. After you do this, click on submit and it will be posted after the owners of the directory approve it. Accomplish this process a couple of times every day and you're sure to gain good backlinks for your website.

Now there are good directories and bad directories to submit to. You can identify a good directory if it has a high page rank and if it does not use a "no follow" tag on the links. Bad directories on the other hand are the exact opposite. They have zero page rank, which could also indicate that they are blacklisted by Google, and they implement "no follow" tags.

Forum Posting

Another "old school" method of building up your backlinks is to make use of Forum Posting. It is a quick, easy and sometimes even fun way to get your links out and maybe even have someone directly click on them which is always a good thing. When it comes to Forum Posting however, the trick is moderation and substance.

To start things off, you need to find a forum in which you will post your links. Now there are several strategies that you can take here and it all depends on what you feel most comfortable with. But the basic idea is to find a forum that is at least remotely related to your website. Again, for

example's sake, the target website deals with selling motorcycle parts, then it would be a good idea to sign up with a forum of motorcycle riders.



Once you have filled up the form and are an official member, the tricky part starts. Each forum has their own rules and regulations especially with regards to posting links. One of the most common rules you will find is that they do not allow you to post links in your messages until you reach a certain number of posts or weeks as a member. Also, when you get approved to post links, do not go on and overdo it. Do not post your link in every thread of the forum. This is a sure way to get your account banned and your posts deleted thus all that effort going to waste. Do it moderately and in an acceptable manner.

For example, post a link in your message only when you are referencing to something. Again let's go back to the motorcycle parts scenario. It would be ideal to reply to a message asking where to buy a particular part and suggest your website by posting the link.

Next, in forums, each member is allowed to create his or her own signature. This would become part of every message you post to a thread. Once you can place a link in your signature, do it then participate in several discussions. This is a great way to get a lot of links fast since all replies you make would automatically contain your link.

Article Submission

It is worth noting that when it comes to link building, it is very difficult to find a site owner willing to give you a link freely. Usually you give something back in return. In Directory Submissions, you provide content for them. In Forum Posting, they also get more content for their site. Another example of this is Article Submission. The basic concept of Article Submission is that you give the Article Site content and they allow you to place a link in your article in return. Once it is approved and posted in their site, you get the link. It's as simple as that. Of course, there are rules here too. And each Article Site has their own set of rules and regulations.

The first thing that you have to consider is the quality of the article. You can't simply go around and submit a poorly written article to these Article Sites. If you do that, chances are you will get a low success rate and get one approved article for every twenty submissions that you do. Another thing you have to remember is NOT to copy another article word for word and submit it as your own. They have ways of checking for plagiarism. If you do this, it is a quick way to get your account deactivated. Worse, some of these Article Sites will block your actual IP

address.

You should also refrain from articles that are too sensitive or controversial such as adult oriented articles and vulgarity. Keep it simple, keep it direct and informative. That is the best type of article to deliver.

In submitting an article, write one that is related to your product or service of course. Again back to the motorcycle parts scenario. If that is your website, then write an article about motorcycle parts. Look for an Article Directory which has a category that fits your article and submit it. Now when it comes to the links, one Article Site can differ from another in their rules. Some sites allow you to place a link or two anywhere in the article. But most commonly, these sites will only allow you to place two links in your author biography box.

Link Exchange

Since the dawn of link building, this method has been done in order to get backlinks. As a matter of fact, this is the simplest way to get link building done. So how does it go? Well, the name says it all. It is an exchange of links. You do this by messaging another website asking if he or she is willing to post a link in his or her site to yours and you will do the same. Of course, looking for a willing webmaster can be a pain. You have to surf through the internet for hours looking for websites and messaging them. Ideally, the sites you do Link Exchange with should be relevant to your website. For the motorcycle parts scenario, do Link Exchange with sites selling motorcycles or organization sites for motorcycle riders.

If you go on and ask several SEO specialists about Link Exchange, you will find that some of them, especially the new ones, have never tried this method. This is because exchanging links does not really produce that much success anymore. For one, there are a lot of factors that can hinder the other site from agreeing. One such factor is the page rank. A high page rank website will certainly not agree to Link Exchange if your site is new. They will gain nothing from it.

Another problem with Link Exchange is that since it is one of the earliest methods in increasing backlinks, Google and other search engines have found a way to counter its effects. They do not give a lot of credit to a link if it goes to a site that simply links back to the first website. Each link counted by search engines is “graded” for quality. And if they see it as a

Link Exchange between one site and another, they give the link a poor grade thus not giving much effect to the ranking of your site.

Blog Posting

One of the latest things to hit the internet is Blogging. This allows anyone to have their own little space on the internet and post their ideas, feelings, and basically anything they want. You don't need to understand any coding to create and maintain a blog. All you need is your ideas and thoughts to post.

Now, you can choose to either keep the blog private or broadcast it all over the internet. If you choose the latter, people can come in, read your posts and even comment on it. That last part is what you can use to spread your links even more.

Blog Posting is basically done by visiting various blogs. Choose a post, read it a bit and put in a comment. Inside the comment, you can place a link to

the target website. It's that simple. Well, the idea is simple but the execution may not be that simple.

Unlike in Article Submission, Forum Posting and Directory Submission, there are no written guidelines when it comes to the approval of your comment and thus your link. You have no guide to ensure your link to be posted. This is because each blog is run differently depending on the owner. Some owners meticulously check each comment and only approve those with sense and substance. Others simply approve all comments. There are those who don't approve comments at all. Then you have blog



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owners who will approve your comment but remove the link before publishing it. Success rate in Blog Posting can be low but the quality of each link posted is good. This is why SEO specialists still do it.

Link Buying

If you have the money, you can speed up your Link Building process significantly by purchasing links. This is done in a similar fashion as advertising. There are websites that build up their content, do their SEO and get their site to become popular. Once that happens, they offer to place your link in their site; for a price of course. As mentioned earlier, no one will willingly give you links for free on the internet. You have to give something in return. And since this is the business of making money, why not give money to make money? If you have the budget, then go for it. You can attain high quality links in no time at all.

There are a lot of sites and blogs that offer this service. You can look for them manually or you can use a service. There are services on the internet that lets the two sides meet. Here you can simply scan through their list of websites and blogs that offer Link Buying. You can check out their stats like page rank, traffic, and description. Once you have made your choice, simply contact the website and make your offer. Of course, the better stats a website has, the more expensive their price will be. There's no real strategy here. Just have a budget for it, and buy as much high quality links as you can without going over that budget.

Content

When it comes to Search Engine Optimization, the content will play a huge role in your rankings. As they say, "Content is King, Link Building is Queen". Remember, all the hard work you do in building up your links will be for naught if your content is garbage. Search engines love websites that have good content and that only. If you can build good backlinks, you have to offer good content as well to achieve proper optimization and success.

Actually, it's not just for optimization's sake. SEO is about bringing in traffic, and how can you get people to go to your website if you have nothing significant to share? How can you convince people to stay on your website and buy something or click on an affiliate link if you have no articles, videos, or at least pictures in there? Simply put, you can't do

any of that without proper content.

That being said, Search Engine Optimization should start with creating and uploading content. This can include a lot of things but the most basic piece of content that you will use is articles.



When writing your articles, you need to keep in mind two things: first is your reader, next are the search engines. You need to make sure that both aspects are taken care of. Make it easy for your readers to understand and digest what you have to say. You can have different approaches to writing your articles; it's up to you in which method you'll be comfortable in. The important thing is that you express what needs to be expressed. You let the readers understand where you are coming from. And, in a sales point of view, you have to convince them that they need to buy or avail of what you are offering. It's all about convincing your reader that what you say is true.

Next, you also have to treat search engines in the same manner and importance as your readers. This is because if you treat search engines right, they will place your content in a higher ranking. As mentioned earlier, they love good, unique content. That being said, how do you make them happy? First, make sure that your article is not plagiarized or simply copy and pasted onto your website. There are a lot of free online tools that let you do that.

Next thing to remember is to make use of your keywords in your articles. Sprinkle them all over the place; but do not overdo it. Using your keywords too much can result in search engines not liking your site due to Keyword Stuffing. Use it a lot, but in a smart way.

Other things that can make search engines happy about your article are the use of tags like bold tags for your keywords, header tags and title tags. This can significantly improve the looks of your article in the eyes of search engines.

Of course, there's more than one type of content that you can use for your website. The main one would be articles, but you can also use pictures or images to enhance the look and feel of your website. It can also add emphasis to whatever you are saying in your article. Images are a great way to catch your reader's eye and get the message across faster.

Audio and video content are also good choices for certain websites. You can add audio messages or even background music for your website just to give it a better feel or ambiance. Plus, it lets your visitors remember the site. Videos on the other hand give you a faster and easier way to communicate with your visitors.

Chapter 6: *Advanced SEO Secrets*

The Common SEO Tactics are what most specialists use in order to get their websites up the rankings of Google, Yahoo and Bing among other search engines. It can be enough especially for websites that doesn't have a lot of competitors. But if you are looking to make more money or grow faster, there are other techniques that you can use of in order to get the results that you want. These are the Advanced SEO Tactics. These techniques will demand a bit more time and effort to pull off but the rewards are better as well.

Blogging

Earlier in Common SEO Tactics, it was discussed that blogs allow almost anyone to create his or her own space on the internet. One of the main uses of blogs is to write about your personal thoughts on something. There are people who use a blog to write reviews on movies they have seen. There are those who write about various restaurants and foods they have tried. And there are those who write about certain websites that are involved in something they are interested in.

Going back to the motorcycle parts scenario wherein your target website sells various parts and accessories for motorcycles, you can make use of a blog to inform other people about the products you are selling. You can also make use of this blog in order to share news regarding motorcycles.

Basically, with a blog, you have free reigns on whatever information you want to share. So how do you use this for SEO? Well, it is ideal to create an official blog for your website.

Having an official blog will give you two advantages. First of all, you get to interact with your customers. You can release news about your website, they can comment, and you can reply back to them. In this way, you are providing direct marketing to your customers which people always appreciate. They can also use this to ask questions about what you have to offer and you can reply back immediately. There's no need for



emailing, calling or messaging. Plus, the great thing about this is that you don't have to answer a single question several times. If someone asks a particular question on the comments section and you answer, other people will get to read that and they don't need to ask again.

The second advantage that an official blog will give you is constant updates of content. Ideally your official blog should be within your actual site. For example, it should be www.example.com/blog and not www.exampleblog.com.

In this way, whenever you post something new on your blog, search engines will see this as an update of content in your actual website. Why would you want that? Because this will trigger search engines to keep looking at your website since you always have something new to share. This will be a plus for your site in their eyes. And as mentioned before, if search engines like it, then do it. The more they like what you do, the better chances you have to climb their rankings.

Basically having an official blog for your website enhances your overall marketing. At the same time, it improves your site's optimization. The only downside is that it can be a lot of work since you need to update this regularly. But if you have the time and effort to do so, it can bring in a lot of traffic for your site. The more traffic, the bigger chances you have of making money.

Multiple Site Link Exchange

In Common SEO Tactics, Link Exchange was discussed. This is the process of calling or contacting another website and offering to place a link in your site to his as long as they do the same for you. However, there are a lot of factors that can affect the efficiency of this method. On top of that, search engines have found a way to negate the effects of direct Link Exchange. To counter their countermove, you can make use of Multiple Site Link Exchange.

A webmaster or company would typically have more than one website. And if you have been in this business for quite some time, you could have several websites as well. If that is the case, then this will be a good approach to get links to your target website. So how does this go?



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In its simplest form, Multiple Site Link Exchange would involve three websites. For example's sake, the sites are Web A, Web B and Web C. Say you own Web A and the other webmaster owns Web B and Web C. The deal would be Web A will link to Web B then Web C will link to Web A. Both sides benefit from the deal and it would be next to impossible for search engines to detect the deal.

Of course, there are other variations here. This can involve four websites, five websites, six websites, and so on and so forth. The main thing about this is that both parties involved are satisfied with the results. And because there's more than two websites involved in the deal, you get enough flexibility to avoid any hindrance. In other words, the factors that can hinder the success of direct Link Exchange are not there when it comes to Multiple Site Link Exchange.

Now, you can offer this to other webmasters even if you only have a single website. But, if the site is new then it wouldn't have much effect if you link to their site. The trick here is to create a free blog since these are easier to improve SEO wise. Once they have page rank, you can offer to other webmasters that your blog will link to their site while their website links to yours. This is still considered Multiple Site Link Exchange. So the basic thinking is that you give a link or two to them, and you gain the same amount. It's all about having everything you need in order to convince the other party to agree on the exchange. That is the main and only hindrance for this to work. Again, this can be a lot more work compared to the Common SEO Tactics, but if you get it done right, you will get better results overall. It all comes down on how you will convince the other webmaster to a deal that will benefit both your business and his/her business.

Link Wheel



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The basic thing you need to remember when doing SEO is that you want to get as much links from as much high quality websites as possible. This can be a difficult thing since getting your links approved can take a lot of time. At the same time, a lot of other webmasters won't approve it if they don't get anything in return. But, what if you can control the approval of links? What if you can post anywhere and get 100% success rate? That will really give your business a boost. But, how do you do it? The answer is, by building a Link Wheel.

A Link Wheel is basically a mini web you have created for your money site or target website. It's like creating a whole community instead of waiting for the community to grow on its own. The hard part here is that you have a lot of work in your hands. But the benefits are huge.

First off, you need a target website. Again, time to go back to the motorcycle parts scenario. Here you have a target website that sells motorcycle parts. You have good content. You have an official blog. Now all it needs are links to get it rolling. But instead of relying on traditional Link Building methods, you can create the websites that link to your target website.

Of course the main rebuttal here is that instead of having a single site to do SEO for, now you have several. So, to make things easier here, instead of actual sites, just use free blogging tools such as Wordpress and Blogger. For this example, create about five blogs. Blog A, Blog B, Blog C, Blog D and Blog E will all be independent from each other. Now, free blogs can get high page ranks faster since they are hosted in the main domain.

Now, you have to fill them up with content. Keep updating each blog as much as you can. Later, they will eventually get hits and traffic. Once that happens, they will attain a page rank. When they have page rank, it's time to do the linking.

The hard part of filling up content is now over. Just update them at least once a week or every two weeks once they attain a page rank you desire. Now comes the tricky part: linking them to the main website.

There are two ways in which you can do this. You can have Blog A link to Blog B, Blog B to Blog C, Blog C to Blog D, Blog D to Blog E, and Blog E back to Blog A. This will then complete the Link Wheel. They will share all that link juice. Then, you can add a link in all of these blogs directing to your target website thus dumping all that link juice into your target site.

The other course of action you can take is to place the target website as

part of the actual wheel and not in the middle of it all. You can do the same linking as mentioned above but instead of Blog E linking to Blog A, it links to the target website. Then the target website will have a link to Blog A. Which one to use will be totally up to you.

Social Media

A lot of people are on the internet because of Social Media. Here, they can communicate and share various information with their friends and family through the internet. So what can Social Media give you in terms of SEO? Well, they allow you to share links. And because there are a lot of people on these sites, search engines tend to give good grades on links found in here.

Facebook/Twitter

When the term Social Media is mentioned, the first two websites that will pop into the mind of an average person are Facebook and Twitter. Both of these websites have become the ideal form of Social Media. And both of these sites can give your business a huge boost in terms of direct traffic and SEO.

The first thing that you can use is Facebook. The great thing about this is that you can create a community on Facebook for your business. You have two options actually, either create a regular Facebook Profile for your business or create a Facebook Page. A Facebook Profile is what you would create for your personal use. A Facebook Page on the other hand is more or less like a profile but it has a Like button. So basically it would be better to use a Facebook Page.

Once you get a lot of people to like your Facebook page, you can divert them to your target website by simply posting a link on the page. This will instantly appear in their personal walls thus giving you instant potential for traffic. At the same time, you posted a single link but it will appear in several pages on Facebook. This is a fast and easy way to spread your links. Whenever someone “Likes” your link, it gets posted onto even more Facebook walls.

When it comes to Twitter, you create a Following instead of a community. You post Tweets or short messages and those who follow you get them. The thinking is basically the same as Facebook. You create a Following, you post a link, and they re-Tweet the link to their

friends thus spreading the link even further.

Today, Facebook and Twitter are the most popular Social Media websites in the world. They are being used by millions of people. This means that once you are in the Social Media world, your business is exposed to all of these people. Of course not all of them would be interested in what you have to offer. But the great thing about Facebook and Twitter is that you can target your market.

In Facebook, you can check the interests of each person. If they like something similar to what you are offering, then suggest that they Like your page. In Twitter, no one would follow you unless they are interested in your business. This is a marketer's dream.

With the use of Facebook and Twitter, you can grow your business faster. It helps in direct traffic and in SEO because both sites give you a wider internet presence. At the same time, you can also use this to improve

customer relations. You can contact them one on one through posts and messaging. And, you can also use Social Media for announcements such as promos and to introduce new products. There are a lot of things that you can accomplish with proper Social Media.

Social Bookmarking

This is a very unique method because it combines Link Building and Social Media in one. Social Bookmarking has been created as a service for people to use anywhere they are. Basically in these websites, you can save your favourite web pages for reference or to read later on. Yes, this function is already built in browsers. But, what if you're on the go and don't use the same computer every time? What if your machine breaks down? Social Bookmarking sites give you the opportunity to save your favourite web pages and access it anywhere you are, whichever computer you are using. So, how does this help in Search Engine Optimization? The answer is quite simple



actually. In order to save web pages in Social Bookmarking websites, you enter the URL in them. This is then placed in your profile page or wall along with all the other pages you've saved. And there you have it, instant links.

Another great thing about Social Bookmarking is the fact that it is SOCIAL. This means that you can add friends in the website and you can share your list of favourite web pages with them. Much like in Facebook and Twitter, this can easily spread thus giving you a lot of links to your website.

However, there are limitations in making use of Social Bookmarking. Much like in Article Submission and Directory Submission, you cannot submit just any link. If the link you are trying to submit contains adult related materials or inappropriate content, then it will be removed later on and your profile can get banned. So remember not to do that.

Other than that, Social Bookmarking is a great way to spread links. It uses the power of Social Media in order to help Link Building.

Video Marketing

One of the most popular websites to come out in recent years is YouTube. This can be considered as a Social Media site actually but due to the success it has garnered and the way it has changed the landscape of the internet, it has created a whole new branch on its own for Search Engine Optimization. Today, a lot of websites, including news sites, use the services of YouTube in order to place videos in their sites. That's how powerful this website has become. Now, it can be capitalized in terms of SEO and this is called Video Marketing.

In order to do Video Marketing, you first need to have a cool video.

Something that can catch the attention of your target market and something that is significant to what you have to offer. If you're selling plants, you won't make a video that showcases ghosts and monsters to market the plants right? Going back to the example of a website selling motorcycle parts, you need to create a video that will show why this particular product is better than the rest and convince the watcher to purchase that product. In the case of motorcycle parts, you can create a video showing a dirt bike riding in really rough terrain. The camera could show the shocks from time to time so that it focuses on the strength of the shocks. In the end, you can place a link to your target website saying this is the place you can buy them.



Sounds much like a commercial doesn't it? Well, that's the point actually. You can create a video much like how a commercial would go. But one of the main advantages of online Video Marketing is that you don't need fancy equipment and a huge budget. You don't need to worry about censorship. You don't need to TV time. All you need is a camera, an idea, and a YouTube account.

In order to do Video Marketing, you can simply grab your friends, make a video, and then upload it on YouTube. You can place the link inside the video, in the description, or in both. This immediately gives you links to your target website. Of course, YouTube isn't the only video site available on the internet. There are a lot of others today that are trying to imitate the success of this website. You can opt to use one of these sites, a couple of them, or even all of them to spread your video and your links. Also, as mentioned earlier, these video sites can also be considered as Social Media sites. This is because you can easily share the videos by posting them on various other sites like Facebook. At the same time, you can also grab the video and place it in your own website as well. There are a lot of things that you can do in order to spread this around. It's a lot easier than trying to spread an article.

Competitor Reverse Engineering

Nowadays, it's very difficult to have an original idea on the internet. You think it, it could already be there. You want to sell something on the internet? Most likely you have a direct or at least an indirect competitor. Some of the most congested niches on the net right now are diet drugs, pharmaceutical products, travel services, selling software of various kinds, and selling t-shirts to name a few. Now of course you what you can do is offer a better product or service so that you will sell. But the problem is, how will people find you? You will have to do SEO.



The problem with that is these people are on top for a reason. For one, their product or service must be good. If you are confident that what you have to offer is better than the current leader, then the only problem you have now is SEO. More often than not, the leader of any niche would have done SEO as well. To combat this, you need to do a lot more than what they have already done. You have to find your edge SEO-wise. You need something to get you ahead. But before you get ahead, you must catch up first. And you have a lot of ground to cover. That's where Competitor Reverse Engineering comes in.

Competitor Reverse Engineering is the process of checking what your competitor has done SEO wise and doing it yourself. The main question now is, how exactly do you do that? Well first of all, there are tools that you can use to check their backlinks. These are the same tools that you would use to check your own backlinks. Basically you do to their site what you would do to your site in order to see how SEO friendly or how properly optimized the website is. In doing so, you get an idea on where they post to get their backlinks. Truth be told, this can take a very, very long time. You have to be really meticulous in doing this in order to get every last drop of information and every last detail on what they did. You will spend hours doing search engine queries and looking at their website.

Gather all the information that you can and take note of them. Now that you have this written down, it is time to analyse them.

The first useful information you will get out of doing this is to get an idea on how massive or how strong their SEO team is. You will see this in the number of backlinks they have and the number of indexed pages there are in search engines. With this information, you now have a benchmark on how big the workload you have in order to catch up with your competitor.

The next useful bit of information is you will find where to place your links. Check the backlinks. Not just the note of where they are, but actually look for them in the site they are published in. Look at where they are placed. Is it a comment? Is the link part of a signature in a forum post? Or is it a simple directory post? Whatever it is, list it down. Take note of every single detail of where the link is, how was it posted, etc. This will serve as your guide.

Now that you have the information in your hands, it's time to act using it. You know how your leading competitor got to his spot. In order to position yourself to take that



spot, you have to be right behind them. You can do that by using this information in one of two ways. First, you can do it in the exact, same way they have done it. Along with your regular Link Building efforts, try to do the things they have done as well. Post in directories you have found they posted in. Submit articles in Article Sites they have submitted in. Comment where they have commented. Do it the exact same way. The idea is, if they got to the top using these links, you will get near the top using the same procedure. This is the first and most logical approach to the information you have gathered regarding your competitor. But, there is another way in which you can use this information.

Instead of following what they have done step by step, this can simply serve as your guide in your own Link Building efforts. For example, if you find that most of their backlinks come from blog posting, then concentrate on blog posting as well. If they have more links in forums or directories, then focus on their areas. Basically do the same thing they have done but in your own way. You don't really have to do it the exact same way. Of course, this option is a bit riskier compared to the first one but the results should also be there.

When it comes right down to it, Competitor Reverse Engineering is simply taking something that has worked and using it in your own business or website. This has been done not only on the internet, but in any market all over the world. A company would usually do the same thing as their competitor in order to gain leverage. The same idea applies with Search Engine Optimization. If they are doing well in this field, then do it. Regarding legal ramifications and ethical standards, there are none when it comes to Competitor Reverse Engineering. You are not violating anything. You are not stealing anything. You are simply looking at the data readily available to anyone, analyzing it, and using it for your own benefit. Ethically and legally, there is nothing wrong with this.



SEO Mistakes To Avoid

SEO marketing can be a very powerful tool for generating massive passive traffic. But if you use it incorrectly, you'll end up doing more harm than benefits. Here are some SEO marketing mistakes you should avoid at all cost.

Errors

1) Over-doing the keywords. If you put too much keywords in your article for SEO purposes, you'll end up coming off as spam by Google and this will hurt your rankings. 2) Dabbling with black hat SEO techniques. These techniques are bad and can get you banned or "Google Slapped" so that you will never get a good ranking.

3) Not having good coding. If you are designing your website yourself and mess up the coding in your website, Google spiders won't be able to read your site efficiently and this can hurt your rankings as well.

4) Becoming a link farm. Getting backlinks are important but if you get a ton of useless backlinks from irrelevant spammy sites or use "link getting softwares" you're doomed. In short, success in SEO marketing lies in adhering to good SEO practices and avoiding silly mistakes.

There are no shortcuts to success! Don't forget, content and are king so you have to place a huge focus on those as well, while not overlooking the small stuff.



SEO – The Way To Passive Traffic

SEO-ing your web content is a great way to generate easy traffic. That being said, you won't get traffic instantly by writing a few blog posts.

The Way To Go

The process to traffic building via SEO marketing is a long one, and you'll have to consistently produce good web content which meet standards and also is up to date with relevant information.

So how does one generate passive traffic through SEO? There are a few ways. For one, you can hire a ghost writer to post articles for you. This cuts you out of the equation and can give you more time to focus on the marketing aspects of your business. You can also pay to have your blog posts featured in websites or directories. This is a faster way to get a boost in your traffic by having your featured article put in front of the website.

Another way is to hire an SEO consultant to optimize your web content so that the SEO will bring in long term steady passive traffic for your website.

Finally, you might consider collaborating with someone. That someone will do the SEO portion while you focus on the other aspects such as creating products, marketing etc. Remember, you don't have to do everything yourself.

100 SEO Tips

1. Recognize the importance of web traffic.

SEO or Search Engine Optimization is one of the techniques to use in order to achieve more volume of traffic to your site. Without a good number of people visiting your web page, you won't be able to expose your site to potential customers. Thus, you need to recognize the importance of internet traffic, so that you would be able to take necessary steps in SEO and attain it.

2. Choose your domain name carefully.

It is very important that the domain name of your site, is related to its topic. In fact, it is best if the title of the site is the same as its domain name, so that people can easily recall it and visit it again and again.

With that, you should spend some time in coming up with the possible domain names, and search for them.

3. Establish the main keyword of your site.

One of the very first things that you need to do in order to gain success in online marketing is to establish the main keyword of your site. When you are able to do that, you can make use of it and optimize your web page with it. If possible, you can also make use of it for your domain name.

4. Use a keyword tool.

Using a tool in order to determine the keywords of your site would go a long way, as far as using SEO as one of the techniques to gain more website traffic is concerned. There are lots of keywords tools that you can take advantage of today. Whatever type of tool you want to make use of, make sure that it is effective, so that you won't be wasting your time on it.

5. Domain names with hyphens.



In establishing domain names, you may come across articles, which may suggest not to make use of hyphens on them. You should become aware though that using hyphens on your domain name is not a bad practice. However, you should know that most people these days, are not used to typing domain names on their browsers that come with hyphens.

6. Take advantage of domain name suggestion tools.

There are lots of domain name suggestion tools available on the internet these days. All you got to do to find them is to make use of your search engine. To make use of such an online tool, all one has to do is to enter the keywords that are related to your site's topic. By using this tool, you would be able to have a good number of domain names to choose from.

7. Your website's content.

To have more people visiting your site on a regular basis, then you need to establish a very high quality content for it. If you can make it exclusive, then that would be better. Therefore, you need to start writing articles for your site today. Write the articles with the use of valuable information, so that people would be able to appreciate it. ***8. Come up with a memorable domain name.***

When it comes to choosing your site's domain name, you need to make it as memorable as you can. To make that a possibility, then you have to have a domain name that is catchy and short. When it is able to catch the attention of people, and it is short, then they would not encounter difficulties in trying to remember it.

9. Add more content to your site.

You have to keep in mind that in order to have people purchase or sign up with your products and services, you have to convince them first. You would know if a person is almost convinced if he is constantly revisiting your site from time to time. To have a person revisit your site, you need to give him reasons to; and, one of which is by providing the site with new and updated content.

10. Don't forget the keywords in your image file.

When you upload images on your website, which are related to your products and services, do not forget to establish keywords for it as well. Some people are easily attracted with certain images. Therefore, if you optimize your images with important keywords, then more people would be able to find your portal.

11. Do a research about your product offerings.

Before you launch certain promotional offers, you should do a thorough research about it first. By doing that, you would be able to ensure that such a step is something that you really need to do. Aside from that, your research can also help you in how to properly go about it.

12. Pinpoint your top competitors.

Knowing your competitors is one of the best things to do in order to get ahead of them, or at least be at par with their performance. To attain that, you need to do your research about them first. Identify them, and try to check the strategies that they are making use of. See if such techniques can also be applied on your web page, so that you can take advantage of them if possible.

13. Determine your best keywords.

Do your research in order to determine the keywords you are using that pull the most traffic. This will give you more edge over your competitors in terms of attracting more potential customers to your website. Once you identify the best keywords, optimize your site with it, as well as your articles, so that you can maximize the benefits you can derive from it.

14. Determine if your website is crawl-able by various search engines. In order for people to find your site when they search for information related to it, your web portal should be crawl-able by search engines. To achieve this, you need to research about how to get it done. Aside from that, make sure that certain files you have on it does not block your site from being indexed.

15. Make the most out of your tags.

To ensure that your web portal would benefit from your tags or title tags, you should use target keywords in it. Aside from that, you can also mention the area you provide



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services to in your title tag, if you cover a specific area. Moreover, you should also make use of the most valuable keywords at the beginning of your title tag.

16. Establishing titles for your site's pages.

First and foremost, you should make sure that each page on your website is provided with a title. On top of that, the titles should be short and catchy, so that they are more captivating. In addition, you should make sure that the titles on each of your site's pages are unique.

17. Distribute your articles to various article directories.

Each time you write an informative article related to your site's topic, you should distribute it to a number of article directories. When you do that, you are making sure that more people would be visiting your site. Article directories are frequented by several people all around the globe these days, since they know that it is where they can acquire lots of information about different topics.

18. Use synonyms.

When writing articles either for your website or for article directory distribution, you should make use of synonyms for it, especially when it comes to the keywords or keyword phrases. When you use synonyms, it would make the flow of the article more natural. On top of that, it also makes the articles more interesting and pleasant to read for your potential customers.

19. Don't forget the links.

When you submit your articles to various article directories, do not forget to include back links on it. These links should take the readers of your articles to your site, when they choose to click it. In most cases, the links are included at the bottom part of your articles, so that people would see them just prior to finishing reading the write-ups.

20. Make your articles unique and captivating.

In writing articles for your website and submitting them to article directories, you



should make sure that they contain unique content. When an article is unique, there is a better chance for a person to read it completely. Aside from that, since it provides him with valuable information, then he would be captivated by it, and would want more.

21. Access websites that can help you determine your performance. There are certain web pages today, which can help you check the current performance of your site. The data that you can derive from them would include your site's search engine ranking, general popularity, and incoming links. Access such sites on a regular basis, so that you can see where you stand.

22. Take note of Keyword Stuffing.

Although using of keywords is one of the ways to promote your site, you should be careful in not overdoing it. If there are too many references to the keywords that you are using for your web page, it is usually called Keyword Stuffing. When this happens, search engines, especially Google, may see your web page as a spam site, which is not good.

23. The importance of topping the SERP.

Search Engines Results Page or SERP refers simply to the results that one would see when he makes a quick search about a certain keyword phrase. You want to make sure that your site ranks good in SERP. This is because, if it does, then people would be able to see it easier and faster.

24. Take advantage of organic traffic.

Organic traffic is free, which is why it is best if you focus on attaining it for your web page. Organic traffic can be obtained if you are able to take the right steps in applying SEO. Aside from that, you can also achieve it if your site has good content. Thus, focus on this technique, since it can make your site gain more traffic through search engines.

25. Having a site that provides easy navigation.

Establishing a web page that one can easily navigate does not only benefit people that would be visiting it. It can also benefit you, as the website owner, since it can actually



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make your site gain more traffic. The easier it is for humans to navigate, the easier it is as well for search engines to index and explore.

26. Generating site maps.

Having a site map for your web page is very important. Aside from helping people in conveniently navigating through it, it can also make it easier for search engines to index it. Generate your site map with the use of an automatic tool, so that you can also update it easily.

27. Become more familiar of On Page SEO.

On Page SEO simply refers to the things that you can do, in order to optimize your web portal for Search Engine Optimization. Since it is “On Page”, it means the techniques you can apply directly to your site, in order to improve its performance. This usually is easier to do, compared to the Off Page SEO, which involves blogging, back-linking, and social web portal marketing.

28. Minimize broken links.

Broken links are not good to have on your site, since they can cause missing images, and such. Keep in mind that not only people dislike them, but also various search engines. Therefore, if your site has lots of it, then it may not rank good in them. To avoid this, make use of link-checker sites or tools, so that you would know whether your site has them.

29. Write articles to other online marketing websites.

Writing articles and submitting them to other online marketing sites can help not just the sites you are submitting it to, but also to you. This is because, when people want to acquire more information about the topic you are writing about, they may start to do their research about where they can find more articles you have submitted. Once they know that such articles came from you, then they would begin to visit your site.

30. Participate in blog discussions.

If you find blog threads or discussions that are related to your site’s content, then you should participate in them. When you do that, you are actually making more people aware about your expertise in your chosen field. Once people begin to look up to you, they may ask you certain questions about it, which gives you an opportunity to direct them towards your website.



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31. Take advantage of free blogging platforms.

There are lots of blogging websites today, which allow you to make your own blogs. Taking advantage of them can help you gain more traffic to your online marketing sites, in order to expose your products or services to many people. Optimize your blogs with well researched keywords, so that people would find them easily.

32. Participate in online forums.

Find internet forums that have topics, which revolve around the kind of subject your website is all about. Sign up with them, and participate by providing some insights about the topic, in order to share valuable information to other people. After some time, people would look for ways to learn more from you, and they can do that by visiting your website.

33. Create your own mini-course.

Coming up with a mini-course is another way to take advantage of SEO to drive more traffic to your site. Make sure that the mini-course is something that will grab the attention of people, so that many would take advantage of it. Just ensure to insert hints in it, which can lead people to your site, in order to increase your portal's volume of traffic.

34. Take advantage of free ads website.

There are websites today, which offer free ways of advertising. When you post your advertisement into them, as long as you make use of effective keywords, lots of people would be able to find your ads. The best thing about this is that, they are for free, and in most cases, such sites can allow you to post a good number of ads.

35. Write your own testimonials.

Find websites that offer or provide content that is similar to yours, and post your own testimonials or even just comments in them. Make your comments count, so that



people visiting the said web portals would notice it. Provide links in your testimonials, so that people can use it to visit your web page.

36. Using keywords in internet profiles.

When you make use of keywords in your online profiles, you would be increasing your chances of gaining more traffic to your site. The reason behind this is that, a profile that is optimized by effective keywords would be easier to find by other people. Once they find your profile, make sure that it leads them to your site.

37. Take advantage of press releases.

Making press release articles can help you, especially if they are filled with keywords. Make sure to research about the keywords used, so that people would be able to find your press releases easier. Aside from that, the press releases should also be written in high quality.

38. Visit web pages of your competitors.

To find out why competitors are beating you in the game, try to enter certain keywords on the search engine, and visit the first website that appears on the results pages. When you visit the websites of your competitors that are topping the ranks, try to see what they are doing right. Try to learn as much as you can, so that you may be able to identify what aspects in your SEO techniques need improvement.

39. Visit your own website.

Try to visit your own web page, as if you are just one of the people browsing through it. Review all the things that you could come across with. By visiting your site as another person, you would be able to see whether it provides a pleasant browsing experience or not. Aside from that, it also makes your browsing experience easier.

40. Have a friend visit your web portal.

If you want to see how people react to your site, then have a friend visit it. At first, do not let your friend know that it is your website, if possible. By doing that, you can be assured that he would give you his honest opinion about it. Make sure to finish your site first, and take criticisms in a positive way.

41. Learn more about SEO.

Learning more about SEO is one of the most important things that you need to do prior to starting your online business. This can be done by thorough research about the subject, which you can do through the internet. Aside from that, you can also choose to hire an expert in it to

become your mentor, or read eBooks about it.

42. Your meta keywords section.

Avoid using single keywords in your Meta keywords section. Instead, make use of phrases, if you want to expect better results from it. Aside from that, you should also do a thorough research about the best phrases to use, so that you won't be wasting your time in it.

43. Web hosting.

The type of web hosting service you have signed up with, can also affect your site's performance. Because of this, you need to make sure that you have signed up with a reliable service provider. Read reviews and testimonials of such providers, so that you can easily compare them.

44. Prefer new fads and topics over older ones.

There are certain topics that were popular a few years back, but are not able to achieve the same kind of popularity today. Therefore, if you are still at your starting point, then it is best if you tackle topics that are current and are already popular. By doing that, you would be able to gain more visitors to your website.

45. Get involved with new affiliate programs.

New affiliate programs are usually offering more lucrative rewards, which is why more people get involved with them. Aside from that, in most cases, some can also offer free tools that you can use, in order to promote your site more effectively. Find the affiliate programs you are most interested in, so that you would do well in it.

46. Be helpful in online forums.

If you want more people to visit your site, then you should become more helpful in online forums. Being helpful means that you offer valuable information to people, by answering their questions that are related to your chosen topic. Aside from that, you can also start a thread about a certain topic, and providing it with valuable tips and tricks.

47. Add a forum section on your site.

People would visit your site more often and in a regular basis if you are able to add a forum section to it. This section would be dedicated for discussions about the different aspects of what your website is all about. When you have a forum on your site, you can provide more answers to people's questions in it; and, by word of mouth, many people would also visit it.

48. Create eBooks that you can offer for free.

Creating your own sets of eBooks, which you can offer for free can go a

long way, as far as gaining more volume to your website is concerned. Most people are always looking for free stuffs these days. Thus, downloading an eBook is an idea that would be most appealing to many of them. Make sure to insert links in certain pages of the book, so that people can use it to visit your site.

49. Let other people know that you are an expert.

When people view you as an expert in the topic that you are involved with, they will follow your posts and visit your site more. Therefore, you should make yourself present in certain online discussions. Aside from that, make professional comments or answers to questions, so that people would know how well versed you are in your chosen topic. ***50.***

Make use of backlinks.

Backlinks are simply links that lead people to your site, which come from other sites. It is best to make use of one way links, since such links would imply that your site is the important one. Choose the sites you would insert these backlinks on properly, so that you would be able to gain more from them.

51. Take note of keyword density.

The keyword density refers to the number of times you should make use of your keywords or keyword phrases in certain pages of your site. In most cases, the density should be within 3 to 7 percent only, so as not to overdo it. If you go beyond that percentages though search engines may penalize you by not showing your site on its result pages, which is why you should be careful in it.

52. Use website analytics tools.

It is very important to keep track of the number of people that visit your website on a daily basis. To do this, you should make use of a website analytics tool for it. Some of these tools are for free, while others are not. With such a tool, not only will you be made aware of the number of people that visit your site per day, but it can also provide you information about where such traffic came from, as well the keywords they used to find your site.

53. Make sure there is good rate of demand of your products and services. Always keep in mind that no matter how good your SEO techniques are, as long as it is not highly demanded by people, it may not allow you to earn money from it. Thus, you should properly research about the demand of your products and services first. Do your research beforehand, so that you can get involved with something that is

worthwhile. ***54. Making use of PPC or Pay Per Click.***

Pay Per Click advertisement is something that is used by lots of online marketers these days. It should be noted though that the more people clicking your ads, the more money you will have to spend for them.

Thus, make sure that your title and content for it would be catchy and not misleading.

55. Purchasing your domain should be done last.

It is best if you purchase your domain last, instead of rushing into it. By doing that, you will be providing more time for yourself to make up your mind about it. With that, you can be assured that the domain name you would be selecting would be the best for your site, in order to increase traffic.



56. Consider all types of buyers.

There are people who are already decided on buying something and will indicate the brand name of the products they want. Because of that, you should also make use of certain brand names in your articles or your site's content. By doing that, you are increasing your potentials for more sales, especially when people visiting your site are already sure buyers.

57. Targeted traffic is more important than just traffic.

Gaining more internet traffic is very important. However, it is best if your site obtains targeted traffic, instead of just online traffic. This is because targeted traffic means that people visiting your web page are those that are really interested in the services and products that you can offer to them.

58. Use hyperlinks.

Using hyperlinks is another SEO technique that you can use in order to have more people visiting your site. A hyperlink can help you, since you can insert or include your keywords into it. When you do that, a person who wants to visit your site can simply click on the keywords to get routed to it.

59. Hire a mentor in SEO.

If you want to learn more about using SEO to improve the performance of your site, an option that you can consider is hiring a mentor for it. A mentor can teach you in using various strategies in order to optimize your site better. Once you have learned more techniques from him, you can have him assess your performance, to see if you can already be on your own.

60. Finding the best SEO eBook.

Reading a Search Engine Optimization book can help in learning more about SEO, especially at the starting part. To find such books, all you have to do is to make use of your search engine, or ask your friends for their recommendations. Make sure to do your research about the eBook, especially about its writers, so that you can be assured of its quality.



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61. The first paragraph on your website.

There are cases when search engines would base its results on the first paragraph of websites. In this case, you should also focus on making the first paragraph of your website as catchy as possible. Optimize it with your main keywords, so that it would rank better in search engines

62. Don't forget the value of social networking.

If you have not started making use of social networking for your SEO efforts, then it is best to start now. Starting early with social networking is always better than starting late. This is because reaping the benefits from social networking takes some time. Thus, you need to be patient in going about it, so that you would be able to enjoy the fruits of your labor soon.

63. Be persistent.

Gaining success in your online marketing efforts through SEO may take some time. Thus, you should be persistent about it. Always strive to improve the content of your website. Aside from that, you should also continue doing all the necessary things to build traffic.

64. What to do once you achieve traffic.

Once you achieve good amounts of traffic to your web portal, it is not the time to take it slow. Rather, you should try to determine the things that you were able to do, which helped in building your traffic. Aside from that, don't stop in finding out new ways, or applying new techniques, so that you won't lag behind your competitors.

65. Identify the best niches.



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There are lots of niches that always stay as popular as they are, even when thousands of sites have already been launched for them. Some of these niches would include wealth, pets or animal care, health, and relationships. This is because, such topics always interest most people all around the world.

66. *The SERP rankings.*

The SERP or Search Engine Results Page rankings are always fluid. In other words, since search engines base the SERP to different factors, any change in such factors may also create a change on the page rankings. Therefore, you should also be flexible. In other words, you should try to use other sets of keywords from time to time, and add more content to your site.

67. *Focus on one website first.*

In getting involved with SEO, you need to consider the fact that it is a full time job. It involves lots of things, in which you need to be alert for changes that may happen. Such changes can affect the trends, rankings, links, and many more. Thus, it is best to focus on one website first, since if you manage more websites, you may lose track on some of them.

68. *The number of keyword phrases on your website.*

When it comes to deciding on the number of keywords or keyword phrases you want to make use on your site, it is best to stay within the 13 to 15 phrases boundary. It should be noted though that this can depend on the length of your article on the landing page of your site. The longer your article would be, the more keywords you can insert. **69.**

Number of words per website page.

If you are trying to create content for your site, focus on having at least 200 words per page. This way, search engines would have enough words to work on. Aside from that, it can also provide you the chance to offer more relevant information to your site's visitors.



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70. Including your brick and mortar establishment's address. If you have a brick and mortar business, and you want to establish better web presence, then make sure to include your office's local address on your site. Include it in the contact section of the web page. Aside from that, you can also apply it on the landing page of your portal.

71. Never make text the same color as its background.

One of your goals in order to have people revisit your site or stay longer in it, is to provide people utmost convenience in browsing through it. To make sure that this is the case, then you should not make your text with the same color as its background. The reason for this is that, it would make it difficult for people to read them. **72. Post classified ads on your web portal.**

Having classified advertisements on your website would increase its traffic. Lots of people like it when there are classified ads, since it gives them more access to other products and services, as well as to other sites. Make sure to choose ads that are relevant to your website's content though, so that more people would visit your site. **73. Free web-based software programs.**

If you have the skill to create certain types of software programs, then make a bunch of them that can be used through the internet. Lots of people are searching for web-based programs these days, which they can use for free. By announcing your free programs through forums and discussion threads, you will be having lots of people visiting your site for it.

74. Make a video tutorial.

Create a video tutorial and post it in a website that allows video uploads for free. As long as you make good use of your imagination, you would be able to come up with videos whether it is for your products or services. Place a link on it to route people to your website, so that you would have more volume of traffic.

75. Private Label Rights.



Private Label Rights products or PLR products are highly searched by lots of people these days. If you offer them for free, by simply accessing your site for it, you would be able to convince people to visit it, since it is a win-win situation for them. Make sure that you offer quality PLR products, so that they would check your site on a regular basis for more.

76. Use long tailed keywords.

These are simply more keywords in a keyword phrase. In other words, you would be using longer keyword phrases for your articles, as well as for your website's content. Just make sure that the keywords within the phrase are significant to your site's topic though, and they should not have much competition.

77. Do the split testing method.

As the name of the method suggests, this simply means to try out different routes of promoting a product. It can involve promoting a product on a certain section on your site, and doing it in another page as well. After some time, you need to compare their results, so that you can determine which of the routes you took is the best way to do it. **78.**

Think of ways to stand out from the rest of the pack.

There are always certain ways that you can think about, which have not been used by other people yet. As long as you put your mind into it, you may be able to find an angle, or a new way of looking at something, which can help you gain more edge over your competitors. Keep on looking for it, so that you would be able to come up with a method or a strategy that you made on your own.

79. Always focus on providing call to action phrases.

Call to action phrases are simply sentences, which make suggestions to people in taking a certain step. It could mean taking a quiz, taking a survey, taking advantage of a free program, and such. By doing that, you would see more activities on your site, which is very favorable.

80. Add internal hyperlinks into your website.

Internal hyperlinks are links that can lead a person to another section within your site, by simply clicking on them. Search engines see these links as important parts of the site, which can become a factor when it comes to the rankings. If you have not added such links yet, then it is time that you do.

81. Logging out of Google first if you use it to check your SERP.

It is a good idea to log out of your Google account first, if you are using it

to check your SERP or Search Engine Results Page. The reason behind this is that, if you are still logged in to your Google account, it may tailor the results to be in line with your previous search preferences, which can show your site to rank much higher. To see more accurate results, log out from it first, or make use of another computer. **82. Using deep linking method.**

The deep linking is a method, in which you would be using links, which would direct people not towards your site's homepage, but to another section of it. Search engines actually favor sites that make use of it. However, you need to be careful, since such links may get broken every time you make some adjustments on your site. **83. Modifying the keyword or keyword stemming.**

Keyword stemming is a process, in which you would be modifying certain keywords before making use of them for your site, or articles. This would actually increase your chances of getting more hits on your web portal. An example is that, if your keyword is "reading", then you should also make use of read, readable, and such. **84. People search for information by asking questions.**

When a person is searching for information, in most cases, he may be typing an actual question on the search bar of the search engine to find the answers to it. Thus, it is a good idea to make the subtitles of your website into questions. By doing that, you would be increasing your sites potentials in appearing on the first page of the search engine results.

85. Bolding or italicizing your important keyword phrases. To emphasize on your keyword phrases, you can actually bold or italicize them. By doing that, you would be making the keyword phrases more eye catching, which is good, especially if you are also using some of them in hyperlinks. Just don't overdo it, since it may not look good on your site.

86. Making certain pages of your site more important.

If you want certain pages or sections of your site to become more important for search engines, then you should make use of internal links to it. The more links you would be placing on your site for that certain section of it, the more vital that page becomes. By doing that, you can improve your site's rankings in search engines.

87. Making an About Us page.

Do not forget to include an About Us page on your web portal. This is because, when people search for information about certain things, there

is a good chance for them to enter keywords that describe your site or company. With that, the said page would make your website rank better on search engines.

88. Age of the domain name.

Some people may not know it, but search engines also consider the age of the domain names as a factor when it comes to ranking websites. With that, search engines prefer to show sites that have older domains. This is because, it gives search engines assurance that the website is reliable, and not another “now you see it, now you don’t” type of site.

89. The rate of speed in getting backlinks.

It is true that more backlinks can help your site in gaining more traffic. However, you should not get them as quickly as you can, since search engines may become suspicious of your site’s activities. Thus, make it in a slower but in a more constant manner, just to be on the safe side.

90. Make your own Warm List.

A Warm List can come in handy in certain times. This is simply a list of your friends, relatives, colleagues, as well as contacts that you may established through online forums. Make use of your Warm List only from time to time; and, save them for more important product or website launches, in order to gain extra traffic to your site.

91. Try to target a hungry crowd.

Targeting a hungry crowd can offer lots of benefits to your online business. This is because, they are people searching for immediate solutions to their questions or problems. If you are able to present them the solution they are looking for, then you can expect lots of traffic to your site as well as sales.

92. Consider the reasons why people would visit your site.

If you want more visitors to your site, then you should determine the reasons why they should. Aside from that, you should also try to see why current visitors are browsing through its pages. One way of doing it is to identify the needs of your target market. Aside from that, you can also check what pages on your site are frequently visited by them.

93. Consider your own way of browsing the web.

Keep in mind that as an online marketer, you are also one of the millions of people, who make use of the internet to search for information, products, or services. Thus, try to consider how you make use of various search engines. Aside from that, try to pay attention on what

attracts you more, as well as what drives you to click on certain links.

94. Use tools for site analysis on other websites.

The tools that you use to analyze your site can also be used on other web portals that you visit. By doing that, you would be able to see what keywords they are using, what they are doing wrong, what they are doing right, and more. Visit sites that are visited by lots of people, so that you can gain more positive ideas.

95. Determine the reason or reasons why you are getting good traffic. It is very important that you know the reasons why your website is getting good volumes of traffic on a regular basis. By doing this, you would be able to make adjustments on your site, which would not affect its performance. Keep in mind that it is possible that there is just a single sentence on your site that makes it attractive to search engines; and, if you accidentally delete it, then it may abruptly change its performance.



96. Support other websites on your own portal.

Supporting other websites on your own web page can also offer lots of benefits for you, especially when it comes to gaining more traffic. This is because, such sites can also provide more traffic to you. Just make sure that you are not supporting competitor websites, since they might not return the favor.

97. Make some reviews.

If you are selling certain products, you can also make reviews about them on your site, or on other web portals. This is actually one of the reasons why some online marketers make use of the products they promote. This way, you would be able to come up with more detailed reviews, which would showcase the advantages and disadvantages of the products, in order to help people make informed decisions about it.

98. Make sure to provide links on your online forum profiles.

When you participate in online forums, it is best if you provide a link to your website, just right below your name or on your profile. This way, people would be able to visit your site, whenever they want to. Just make sure to leave interesting and informative comments, so that people will take notice of your expertise.

99. Provide links on your social networking profiles.

Don't forget to provide links on your social networking profiles, so that people would be routed to your site whenever they want to. However, make sure to gather more friends and contacts first, prior to posting your links. By doing this, they would already trust you enough to check out the links you suggest.

100. Be patient.

It is very important to be patient in applying your SEO techniques. Keep in mind that it may take some time, before you could reap the benefits from it. Aside from that, SEO is



something that you need to do continually, even if you have already attained your goals. Thus, it is a continuous process, as long as you want your site to be competitive.

Chapter 10: *SEO Game Plan*

Lastly, the most important thing when performing Search Engine Optimization is that you should have a game plan. There are a lot of things that you can and need to do so you need to be organized. So, the first step you need to take is to create a strategy for the website on how you will promote it for search engines. You need to define what you will do, when you will do it and how you will do it before it is actually done. By keeping the entire operation organized, you know what should happen today and what you should be able to accomplish every week. Now, the next thing you need to remember is when you have a strategy, stick with it. Whether it is immediately showing results or not, since you have a plan or a strategy already implemented, it is always better to stay with it rather than changing the entire thing every now and again. Search Engine Optimization is a science and an art at the same time. You have to find the balance between the two in order to achieve the best results possible. There are so many things happening at any given time that it is next to impossible to keep up with each one. Know what things are important. Focus on them. Then you have to balance each part of the operation. It can be very difficult, but the rewards from properly doing SEO can be really huge.



HOW TO MAKE GOOGLE LOVE YOUR WEBSITE