

Search Engine Optimization *Today*



The Essential Guide
To Getting Your Page
On The Top of The
Search Engines



Disclaimer

This e-book has been written to provide information about search engine optimization. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

Table of Contents

1. Introduction.....	4
2. What Is Search Engine Optimization?.....	7
3. Benefits of SEO.....	9
4. Approaching SEO.....	14
5. Categories of SEO	16
On-Site SEO	18
Off-Site SEO	37
6. SEO-Friendly Tips.....	59
7. Conclusion.....	61

1. Introduction

Web today, is a blend of billion of brands, millions of users, unlimited opportunities and a vast SEO market.

With each passing day, the entire global landscape is changing due to technological revolutions. The corporate world is the segment that these revolutions are affecting the most. Today, thousands of websites are there just at a single click, when you log into the web. Every website is generated with lot of money being put as investment; however, not everyone brings the desired results to its owner.

You might have thought the reason behind this. Why only a few websites are displayed at first when you Google any term, phrase or keyword. As an ordinary user, you might not have ever thought about that but if you are entrepreneur, doing business online, having social media presence for your brand, then this is the area you would have always been concerned about.

As an entrepreneur, what would you want for your website? Definitely more visitors, increased visibility, brand promotion, potential customers and sales. This is where the concept of SEO comes into an action.

Whenever a user enters any term or phrase or keyword in search engine like Google, Bing, Yahoo etc., to search about it, search engine generate the results automatically. The search engines “spider “or “crawl” the websites and then display the websites at the top which they consider most appropriate correspondent to entered term or keyword.

Search engines are unique websites designed in such a way to help users find a lot of information available online. The listing that a search engine generates largely depends upon its search engine optimization in terms of design, content, link, promotional strategy, social networks, and so on. The higher the search engine optimization of the website, the more likely that it will be given a higher rank by search engines.

To get your website search engine friendly, you need to know the concept of SEO and criteria of ranking on search engines like Google and other search engines. With each passing year, SEO is getting more complex, as Google rolls out revisions and changes in various rules. This is particularly challenging for small entrepreneurs and businessmen who don't have much time or do not sufficient resources to cope with them and remain updated.

Search engine optimization (SEO) seems a complicated area when you take into consideration all the information and also misinformation readily available online. Since the Internet is vast, it becomes indeed hard to

recognize which is which. Will the latest technique that you are following work? Is it useful for all websites? Or else only a few websites?

Let's face the truth that SEO can turn out to be very confusing. However, the good news is that it doesn't have to be. The basics of SEO are really quite simple to understand, and if you really want a high-quality base in learning the concept of search engine optimization, you can then be able to differentiate truth from fiction more easily and you will know the tools to investigate more about SEO concepts, which is the motive of this book. In this book, you will learn the basic concepts of SEO and highly advanced, widely adopted, and popular SEO practices that can greatly help your business and website to outrank your competitors on the web and be on top in search engine ranking.

Before we dive into technical and complicated stuff, you should be aware of the basic concepts of SEO and the way they work. This way, you can better understand the best utilization of SEO techniques for your own business. Hence, the next few paragraphs will tend to simplify SEO concepts and help you further understand what SEO actually is.

2. What Is Search Engine Optimization?

The concept of SEO was quite unknown up to last few decades. People were unaware of the concept of utilizing SEO techniques and tools for managing their websites. Businesses could not imagine that SEO can help them improving the ranking of their websites, drawing maximum web traffic, attracting more customers toward their brands, and competing strongly with their competitors in the market. The advent of Internet made the SEO come into sight.

If we talk about the development of SEO concept then the number of pages or files that early search engines used to hold was in between hundreds and thousands only, and they used to come across perhaps two to three thousand search queries per day. Now, top search engines index consists of three trillion pages and cater around three billion queries per day.

In this section of the book, I will tell you about how search engines actually perform these major tasks and how they influence the ranking of your website.

Every search engine has particular criteria to rank websites. With each query entered by users, the search engine crawls into the websites and picks the best ones that successfully meet the criteria. These are the

websites that search engines consider as the most optimal and best-fitted result in response to a specific query.

When you enter any word or phrase (keyword) in a search engine, the very first page you see, shows the most optimized websites in response to your query.

The SEO techniques that most businesses are practicing essentially take into consideration the functioning of different search engines, what keywords the visitors have been searching for, the significance and density of those keywords, and what search engines people are using the most.

For businesses who lack in-house expertise to develop and run their own SEO marketing campaign, they usually outsource it to specialized SEO companies, which work together to make the website as optimized as possible. SEO companies hire SEO writers, designers, content providers, link builders, lead generators, affiliates, and so on. These all are SEO practices.

By reading this book, you will come to know how you can pursue good and effective SEO practices and techniques for your own website, and if you adopt them appropriately, you can improve your ranking in short period of

time. It is quite possible that next time, you find your website at the top of the Google search result page.

3. Benefits of SEO

Without SEO, your website will remain in darkness. A well-optimized website holds higher probability of getting topmost positions in different search engines, helping you making your website visible to potential clients.

The low-cost results (as compared to PPC and AdWords)

Cost saving is one of the major objectives of most of the companies. This is indeed good news that organic listing of websites by search engines is absolutely free. An effective SEO strategy can get you at the top. You're not required to pay per click or spend funds for advertising. These are some of the major advantages of SEO. It is a gift that keeps on giving.

With some efforts (and capital to cover your SEO costs), you can get consistent traffic. Now, there is no need to pay \$10 for every click on your online ad. SEO also helps you reducing the need of thousands of ads across the web, to promote yourself.

Clear-cut boost in traffic generation

With reporting and analytics tools, you are always able to track the result of your SEO campaign such as periodic traffic rate. SEO is the way to exploit your business efforts. SEO delivers you results (not instantaneously but still quicker), as soon as you begin your business SEO efforts. Using tools to pull traffic to your website, you can obviously observe more visitors visiting your website and increasing sales as well.

More brand credibility: exploiting the fact that “people trust Google”

People believe that a website listed at the top in Google is a highly reputable and reliable company. Hence, it seems that by SEO, your website turns out to be the brand name. You'll become the business that competitors would want to surpass.

If you are unable to get good ranking by Google, the visitors will remain doubtful about your website. If Google has dedicated the top position to your website, it provides your brand a reliability that no ad can grant. Ads are also viewed by users as irritating, and that's the reason a lot of people have installed ad blockers on their browsers. So, next time when you think about wasting money in posting hundreds of ads, keep this fact in mind.

Better return on investment as compared to normal ads

When you invest money for promoting your brand and getting thousands of visitors via paid ad, just 2 percent of those visitors are likely to convert into

sales. But a thousand clicks from SEO can result in 4 percent of those visitors being converted into sales, which lead you to have a better return on investment. This higher conversion rate is just one of the main advantages of SEO that cannot be attained by any other type of marketing.

To your website, Google just get those people who actually look for you. These are the visitors actually searching for your product. Ads on the other hand, invite all, so a lot of “wrong” people might click on an ad mistakenly. A hit from Google is more precious than a hit from an ad.

Your competitors are getting optimized!

SEO is an increasingly popular technique. More and more businesses are now realizing that the benefits offered by SEO are enormously high. Keep in mind that your competitors are also aware of this and have also been exploiting it.

If your business lacks expertise to develop and run an effective SEO campaign, you would need to rely on a professional and specialized SEO company and invest in expert SEO personnel. This is exactly what your company demands to get better ranking than that of your rivals in Google.

Taking business to another level

An effective SEO campaign helps your website gets thousands of people every day. This might put your business in a position to expand to a bigger web server to hold the increasing amount of traffic and sales on your site.

SEO is truly a big asset for your business and could be what you require to take your business to higher levels.

SEO makes your site stand out among millions of other websites!

At present, there are around more than thirty trillion pages on the web. It is quite tough to make a name for your brand among a lot others present out there, especially if the product or service you provide is very competitive. Using SEO techniques, you can make your brand distinguished from the rest.

60% of visitors go for the first result on Google!

This implies that just 40 percent of clicks, in response to a specific search query, are left for the second and remaining results on Google. Gaining and maintaining that top position on Google is a great way to get thousands of visitors. SEO is surely the tool required to gain that top position. By making relatively lower investment, you can drastically increase your sales.

Enjoy access to data

As a business owner, customer data is quite essential and helpful for you. SEO helps you gather valuable customer data. On the basis of that data, or entered search terms by the users, you can determine new products to introduce or develop and observe what people are looking for the most. You can take this as your advantage and choose a highly-searched

keyword with low competitiveness, and though that might be hard to discover, it may result in bringing thousands of sales every month to your site. Customer data is critical for your business and not that tough to achieve by using the right tools. Exploiting it to your benefit can be exceptionally helpful for your business.

Permanent results

The results delivered by SEO are permanent, unlike advertisements. They don't get discontinued suddenly if you stop spending on your SEO campaign. Of course you would always need efforts to preserve that top position, but if you've obtained that top position, it will most likely be pretty hard for it to be taken away.

Cost

The cost associated to an effective SEO campaign is lesser than the cost companies incur for other promotional campaigns. A lot of people ask this initial question: "What cost will we have to incur to acquire one thousand visitors per day?" The answer is quite simple. In majority of industries, this height of traffic generally needs a budget of around \$1,500–\$2,500 per month. Though, this can differ significantly from industry to industry.

4. Approaching SEO

Search engine optimization can be said a wing of business marketing. It must fit into your overall marketing strategy and should not be just your marketing plan. You can commit many mistakes, do everything wrong if it comes to SEO, never get a single web visitor to your website from, but still can have a highly successful and money-making site. It might appear strange to read, but it's important to understand this as well.

If you take a step back and promote yourself well, some of the toughest or negative parts of SEO will handle themselves. That does not mean you can ignore proper implementation of SEO technique, but most of the people don't need to focus each and every little detail. There are lots of factors that decide the ranking a page will get in search engines. Emphasizing over just one of these factors isn't logical. Try to observe the forest rather than focusing keenly a single tree.

SEO is not like a "set it and overlook" proposition. It's like an iterative procedure. You do whatever you can, calculate the results, and keep on improving. You can't optimize your site in a day or within a month. SEO is something never ending. It is modified daily, and it's not like that a technique works for one website will surely work for another.

Fortunately, the fundamental principles are quite constant, and structuring a solid basis in understanding SEO that will take you much ahead than trying to make use of spammy or black-hat SEO tactics.

5. Categories of SEO

The goal of this book is to help you understand various SEO techniques and lead you in the correct direction for designing and pursuing the right SEO strategies for your own business.

From this section of the book, you are going to dive into a technical but interesting world of SEO.

SEO techniques or strategies can be broadly categorized into following:

a. On-Site SEO.

On-site SEO practices focus on building a search engine–friendly website and writing optimized content for it to get a better Google ranking. On-site is the basis of your website’s SEO. With no on-site optimization, off-site optimization is useless.

b. Off-Site SEO.

Off-site SEO is related to creating links for your website or page on social media channels. It also takes into consideration the analytics so that you can decide what’s been effective and what is not being able to produce desired results, and using that information to keep improving your SEO

efforts. So, we can say that it basically focuses social interaction and link building.

Let's discuss both the categories in detail so that you can have a better idea about some of the most widely adopted SEO techniques that even large businesses have been pursuing in order to expand in the market by getting higher Google rankings and beating others.

By reading next few chapters, you will come to know about those techniques. Also, from the perspective of start-ups and small-business owners, it's beneficial to implement these SEO practices.

On-Site SEO

On-site SEO is the beginning step in making any website optimized. On-Site SEO works in collaboration with off-site SEO. On-site SEO essentially refers to the alterations that are made in a website from time to time during the phase of its development, making it get indexed by different search engines precisely. Meta tags are of value in this regard.

On-site techniques come under the following major aspects:

Development of a Search Engine–Friendly Website

Websites pursuing search engine friendly practices are getting an increasing number of web traffic on a daily basis with no need to pay a single penny for their advertising. Simply by following SEO techniques, they are able to achieve it. There are certain tips that any webmaster can employ to increase the chance of appearing higher in search engine results and therefore leading users from all over the world to website.

Let's find out the ingredients or steps that must be incorporated in the process of developing a search engine–friendly website:

- **The selection of keywords and keyword variations**

The selection of keywords is the primary and critical step in all the SEO techniques, which will be explained below. You must carefully decide the keyword you are going to target along with other possible variations in the same keyword.

When choosing keywords, you should consider yourself an average web visitor and imagine what keywords you could enter in Google when searching for the kind of content you put on your own website. It is generally better to target the phrases rather than single words as their competency is usually higher. If you own a website about a particular type

of juice, then you must target “fresh orange juice” instead of simply “juice.” This will improve your rank for the grouping of these words and make sure the target visitors visiting your website.

Let’s get deeper. For example, suppose you are a web designer. As a web designer, you may consider it imperative to rank good for the phrase “web design,” but yet again is it essential? Are people searching for the phrase “web design” when searching to hire a web designer, or are those people looking for specific information about web design, or even just a definition?

Types of queries

You must be aware of the types of queries people usually enter in Google. This will help you choosing your keywords. There are three kinds of queries users might enter into a search engine to look for:

Informational queries

It implies searching for the information from a general level, then specific.

Navigational queries

It means searching for a particular page or a website.

Transactional queries

It denotes searching with an intention to procure/purchase/pay for any product or service.

All these types of queries are significant, and each can eventually lead you to make a sale. Someone getting useful information from your website will surely return to your site and might be purchasing something. The essential thing to recognize is that whatever a potential visitor enters into a search engine discloses their needs, demands and intention, and on the basis of that, you'd want pages of your website to be ranked for varied queries.

Developing Your Keyword List

The first stage in developing your keyword list is brainstorming. Take out some time to jot down as many phrases and words as you can think are related to your website. However, this is just a start of your research. You must be able to make a list of around fifty to one hundred phrases easily.

While making a list of targeted words and phrases, some themes must come out. Do you just offer web design services, or do your services also include web development? You might focus in small-business web design or e-commerce design, or maybe you also provide web hosting. Each of these is can be developed into a keyword. This will help you making a more comprehensive list.

Brainstorming will just yield a lot of words, so in next step you should develop your list of some specific keyword tools. I have included a few freebies, mentioned below, to help you get started.

- Google AdWords Keyword Tool - <https://adwords.google.com/o/KeywordTool>

- SEO Book Keyword Tool - <http://tools.seobook.com/keyword-tools/seobook/>
- Keyword Discovery - www.keyworddiscovery.com/search.html
- Wordtracker - <https://freekeywords.wordtracker.com>

The last two options also offer paid tools; however, there are also good keyword research tools you should go for.

Some valuable tips for building your keyword list

- Find the phrases and keywords your customers may use, rather than following the track of industry. It's nice if you expand yourself with progressive improvement. Target less competitive keywords initially and gradually move to highly competitive.
- **Search for synonyms.** As mentioned earlier, select those words your potential clients may search for. For example, "Is it "website design" or "web design"? Select according to your business.
- **Add qualifiers.** Let's consider an example to understand qualifiers. A real estate agent named Des Moines Iowa may add Iowa, Des Moines, or both to the most of his targeted phrases. Being a web designer, optimizing for "specialized web design services" also optimizes for "web design services." So, services can also be added as qualifiers.

- **Qualify your qualifiers.** You may be interested to add a qualifier such as “free” since a lot of people are searching the word. Though someone looking something for free does not mean that he/she is looking something to buy. Unless you actually offer something for free, it’s best to keep away from the word “free” as a qualifier.
- **Examine your analytics package.** Observe what words or phrases are resulting in more visitors to your website. This analysis will give you an idea of what words and phrases are actually helping you in getting ranked well in search engine. Also, you can also have an idea about more keywords to add.

The development of a website in a search engine–friendly manner is essential so that search engines can easily locate and index your web pages, which organize your provided information and provide clues to search engines regarding the subjects your website belong to and to avoid potential pitfalls.

On-page SEO also refers making every page of your website optimized by content for both search engines and people.

In the next section of the book, we will explain the importance of content for making your website search engine friendly and what SEO practices you can pursue in this regard in order to get higher search engine ranking.

Search Engine Optimized Content Creation

Search engines are becoming smarter day by day. They are becoming stricter in their ranking criteria and focus a lot on content of the websites they rank. You must keep in mind that search engine are getting better in judging high quality content. In this landscape, it implies that you must produce high quality content that a visitor would like to study with interest.

It also denotes that the content you create needs to be put in a logical and organized manner eliciting an encouraging search engine reaction. You might have heard this phrase before that “the content is king”. It is a reality yet a good search engine optimization depends upon the quality content that has been correctly setup within the Google Webmaster Guidelines and contains value for readers who will share that information with their friends.

Creating SEO content is not difficult. Though it does require a number of basic SEO skills and knowledge yet if you are good at writing and have carefully generated your targeted keywords, the task is not that difficult though.

I have included the following simple steps that you should consider while creating SEO-friendly content for your website. Follow these steps and make your site content rich.

Step 1

Develop a structure that can solve a problem related to your target market. Whatever your target market is, there is always an individual who wants to discover more, read more, and develop. You are the “specialist,” so what are you waiting for? Start sharing that knowledge and help others to learn.

Step 2

Take an idea from the above-mentioned step and start writing about it. Solve the problem. Inform your reader how do you do it. The people who read the information you provide and desire to do it on their own will do that anyway, either with or without your written words. You have to share your knowledge to gain reliability and establish yourself as an industry specialist.

Trust me, buyers today are highly educated. Whenever they do search any website as a potential seller, they want to know that you are a professional and you can meet their requirements. Your forums, website, or blogs are great ways to inform them that you can fulfill their requirements.

Step 3

The third step is based on keyword research, which we have already discussed in a previous section of this book. This is the time to ensure yourself about optimizing your content with those keywords able to give you desired results. There are a lot of keyword research tools out there, as I mentioned before. Get help from those. Go for the one that works best for you. Find a list of keywords that is related to your website and though it may not be the most competitive one but still has a significant amount of local and global searches each month.

Warning: Do not go for keyword stuffing, hiding text, spamming, and other black-hat SEO practices. The Search engines can easily identify the content integrated with black hat techniques.

Step 4

This step is about HTML tags and coding. This is the stage where SEO gets bit more technical, so I will simply say that you are required to incorporate your chosen keywords all over your content and HTML meta tags (description, title tags, and headers). You can study the Google Webmaster Guidelines to get your tags.

Hint: There is a character limit you need to follow, so be careful.

Step 5

The content should not be just optimized but be fresh as well. After knowing “how” to create a successful content, you need to create high quality content on a regular basis. It’s quite fine even if you refresh it just once a week. But you have to make sure that content generation is steady. Your visitors and readership depends upon the frequency with which you put content on your site. If you begin posting daily, this is something your readers will start to expect; and if you cannot maintain your frequency, they will soon lose interest and not return. It is better to post just once a week initially, develop your readership gradually and then increase posting frequency later as you can.

Step 6

Link building and baiting is the sixth step. Link building will be discussed more comprehensively later in the book. It is necessary that you make your

readers connect to you easily. Gadgets and widgets are great ways to construct backlinks. If you can expand them on your own (or hire someone else for this), then you should certainly be doing that. Or else just make sure that the whole content is link friendly. What I want to say is that you can make a fast HTML link box, ensuring that your URL strings are fresh and not messy with so many unknown characters that are not logical.

Step 7

Integrating social media with your website and the content it contains is another important step. Social media link building will be discussed in the next section of the book. Integrating social media means after developing high quality and valuable content, you should make it for your readers to share! Integrate it with Twitter, Facebook, and other social networking websites. In today's competitive world, it is very important that you give readers a mean to share your content. Search engines are not just indexing social media sites and platforms, but the popularity of social media sharing is something they also take into consideration.

Improving Your Social Media Presence by SEO

What is the connection between social media and your SEO campaign success? Perhaps more than you can imagine. The distance between social media and SEO seems to contract every day.

Both Bing and Google established that they are also considering certain social indicators, to some extent, to rank websites.

Bing is known to utilize information from a broad range of social networking sites. A great Twitter following will help in improving your Twitter ranking, while the Bing social sidebar joins results with the likes you have got on Klout (a San Francisco–based group providing social media analytics to gauge a user’s influence) and Quora (a question-and-answer site formed, edited, and controlled by its community of users) to demonstrate experts in a specific field.

Facebook, Google+, and Twitter are mostly considered by Google, and obviously, Google+ can endorse your website well in Google ranking.

Further, the leads and traffic from social networking websites and social media can generate a bunch of devoted brand ambassadors. Likes, shares, follows, pins, and retweets may aid to put your website to the peak of the search.

SEO social indicators

Social indicators are, basically, the measurements of your reputation and influence on the websites, like Twitter and Facebook that rotates around you, your business, and your website.

To know about it in a different way, they are basically the contacts you have, concerned about how often people network with you, and how frequently they talk about your business with others.

The importance of social indicators

These social communications bring visitors to websites by increasing your brand's reach.

New connections and readers will observe that you are active in chat and within a context that interests them. As a consequence, they may be intrigued enough to visit your website, join your social networks, and search for more ways to interact with your business.

Social indicators are also significant for your SEO campaign. Most of the developing websites take a deliberate approach to linkbuilding, finding means by which they can expand high-quality links from reliable sites. A website having a significant social visibility can enjoy higher search engine rankings.

Select your social websites cleverly and carry out some competitor study. To help you, I have included the following SEO techniques that you should

consider to develop your social indicators and get an improved SEO ranking.

- **Guest blogging**

Guest blogging strongly supports social interactions and communications with users. Helpful and educational posts are tweeted, shared, or linked by social media.

The recent prologue and improvement of Google Authorship, which allows bloggers to confirm ownership of content they write, has made guest blogging an even more feasible and prospective tool.

First, look for authoritative blogs or websites within your niche or industry and start building a connection with them.

If they're willing and permit dofollow links (though some think even nofollow links propose some link advantage), ask about the chance of writing a guest post.

*Note: A dofollow link has a particular HTML markup inside the search engines like Google *follow* the destination inside the link.

There are a lot of websites and directories that like to join guest bloggers having blogs looking for top-quality content.

Make sure your post is of high quality and after its publication; you must react to any responses or comments that arrive. Continue increasing the conversation and your association with readers. Answering their questions promptly means you have by now made the very important steps to increase devoted followers.

- **Blogger outreach**

Blogger outreach is similar to guest posting, except that instead of writing the content, you provide something that bloggers want to write about.

To start, develop a list of influential bloggers related to your industry. Then employ social media to contact these powerful bloggers before starting your outreach. They are social authorities, obviously, and they're more prone to be open to your pitch if you put in groundwork to be familiar with them first.

Once you've formed a relationship, you can execute your outreach.

If you offer a very low ticket price on the goods you sell (and a lot of trust in your product), you can think of delivering your free samples to these bloggers.

- **Social targeting**

When you have a particular message to deliver, it's sensible to connect to your target market.

For example, suppose we want to target those social media users who like tattoos. Use Google to look for profile pages by queries like

site:pinterest.cominurl:tattoos

This search then gives you a list of Pinterest profiles related to people having some interest in tattoos.

Then you can contact those people you have found out, emphasizing your shared interest. Comment on their images, follow their panels, or take a direct approach by contacting them. You will be required to grab their attention without being spammy. This may be a thorough procedure, but it may also lead to big relationships with relevant social network users.

*Note: Spam is about using electronic messaging systems to drive unsolicited bulk messages, particularly advertising, indiscriminately.

- **Link building/link wheels**

The expression “link wheel” out blows the concept of black-hat SEO practices (refers to the application of forceful SEO strategies, tactics, and techniques that focus merely on search engines and not a human audience, and generally do not follow search engine rules) and spamming.

There are a lot of social media websites and social networks out there, and they offer good-quality links. With the help of a link wheel, you can control these sites to develop branding while enhancing your social link report.



The picture above is a link wheel, with your website located in the center. Each of these social websites around the wheel not just linked to your main website's pages but to other social pages they are connected to.

So your blog hosted by WordPress links back to your website but at the same time, you can also see your Squidoo (a community site that permits users to generate pages [called lenses] for topics of interest) lens. The Squidoo page links to your website as well as your Twitter account, and so on, around the wheel.

This procedure makes all your social media accounts get linked to your website pages.

By the time these links get back to your site, they are significantly more powerful than they would have been by posting only one link from every profile back to your website.

- **Linkbait using apps, tools, games, etc.**

If you are familiar with Facebook APIs or Google MAO, consider producing a simple widget, game, toolbar, plugin, or any other open linkbait. These kinds of content when joined with the viral social media can be extremely effective.

To make sure you magnetize targeted users, focus on making a tool that is relevant to your business or website in a number of ways. This implies that users will be more prone to convert as well as more prone to share your created tool with some other targeted users.

Ensure that the tool you are creating is well identified (and, if needed, monetized). Then insert it into directories, drive it to bloggers for appraisal, and networks you've created via outreach programs, social networks, and guest posting. Write press releases and make sure to incorporate content on your website about the tool you are creating.

Social networks such as Facebook allow you to host and allocate such tools throughout the site. If you exert a lot of effort and time into your Facebook network, then it may prove very helpful.

As an alternative, you can host that tool yourself and pull people openly to your website at the time they downloaded the latest version.

- **User engagement and crowdsourcing**

Crowdsourcing is a great way to load your website with high-quality content while creating and maintaining stronger contact with followers, customers, and fans.

Ask queries via social media and use the answers which you might be receiving in a blog post. Ask for user reviews and guest post submissions. You should also join a page that can offer guest post submissions (this will lead to guest bloggers finding you if you employ this method). Initiate your photo gallery, invite video clips, and do something that persuades your users to present something to your website. Even attracting and vigorously participating in chat on your blog can be taken as crowdsourcing.

Not simply does crowdsourcing boost user commitment, but those who are featured or published on your website would want to endorse their presence, which pushes your content even more. They would link the content to different social networks and even from their own website.

- **Don't give up**

Many businesses start utilizing social media marketing vigorously, but they give up when they are not able to get desired results. Improving your social indicators is a time-consuming process, and it takes time. You need to expand a network of contacts prior to leveraging those contacts to help in providing links and generating traffic.

Start with a firm basis, but take social media marketing as an enduring process, much like your SEO battle.

Off-Site SEO

Off-site SEO contains techniques such as link building and incorporating social media or social interaction. Website reliability issues like branding and public relation also play a big role in off-site search engine optimization.

Usually an off-site SEO strategy focuses on the following questions in order to get your site better search engine rankings.

- Do visitors know about you, and do they know you well enough to search for you?
- Are you reliable enough for them to buy from you?
- Have you built goodwill by community participation?
- What makes your website remarkable enough for others to talk about?
- Do you give people marketable advice that they want to share with others?

Many on-site SEO techniques play a great role in leveraging your off-site search engine optimization. For instance, a lot of people will link to your high quality content by using official name in the link and/or title page, and numerous people will link to your website with your website name or domain name in the anchor text.

Off-site SEO techniques are the activities that you can pursue to establish a network of links linking back to your own website. Google and other search engines take links as signs of significance and authority. I can

include examples of off-site SEO, like article marketing, linkbait and linkbuilding designed to be shared on sites like Reddit.

Link Building For Websites

Regardless of size of your business, link building is the SEO practice that can play a vital role in boosting your SEO ranking and contributing in your website or business' success online.

Getting valuable links does take much effort and time. However, anything that's valuable in business takes certain effort and time—link building is one of those.

- **The process of link building**

I have included the following steps to help you determine how the link building process is carried out normally, to get better search engine rankings.

- **Strategy:** It involves setting sensible objectives and planning the tasks that are required.
- **Measuring the success:** It is related to how to systematize yourself and calculate your progress.

- **Current situation:** It is related to assessing who your competitors are, deciding what's link valuable for your own business and surveying your current internal and external links.

- **Networking and vision hunting:** It is about how to look for link prospects, gather contact details, and build your relationships.

- **Content creation:** It is about the content that you create, which will be a source for bringing your most precious links.

- **Promotion:** This phase is related to creating link requests, utilizing online PR and social media.

- **Monitoring:** It is concerned with how to monitor and report on your progress.

- **Google and the links' power**

It's indeed hard to believe it today, but Google was once a small start-up.

But the blow Google made was instant, because they constantly delivered superior results than the traditional and well-established search engines.

And they provided better results since they realized the structure and quality of links. Linking a page can give an ideal view of its genuine worth.

So pages that had high-quality links would be naturally more precious than pages that did not.

Google now directs the search engine marketplace, and to be winning online, you just need to be winning on Google. And it implies putting power of links to your site.

- **Competitive link building strategies**

Here are some techniques that will facilitate you to build links.

- **Inventing a phrase and setting up an alert**

The idea behind this strategy is to create a new buzzword, and make it catch on, and then keep links as a result. Since not everyone who is using that phrase will send a link your way, you can initiate Google Alerts to be updated. If it's obvious from context that users are talking about the phrase you coined, this can be a big prospect to make a link.

Now, if your website doesn't have the coverage to obtain a buzzword out there, this may seem like a useless exercise. If your marketing is targeted to the right people, and the slogan is attractive enough, this could well be sufficient to start receiving the phrase in use by a lot of users in the online community.

- **Producing resources and setting up alerts**

Likewise, you can insert a white paper, video, or an infographic (visual representation of information in an easy and attractive manner), initiating Google Alerts on the theme, and begin contacting people. Anytime a query

about the subject arises online, there is a chance to answer their queries with a link to your own resource. This is a nice strategy because the answer is totally on-topic.

If you utilize this method, be sure to be as supportive as possible. The resource itself is supposed to be extremely useful, of course. However, if it doesn't answer every facet of the question, make sure you speak about those openly in your e-mails, comments, etc. Don't let it sound like a sales pitch.

- **Updating others' content**

Are you familiar with content that can just continue giving? This is the content on which you wish to keep investing, with corrections, updates, etc., to keep it appropriate. It is a general practice to refresh the best content you have, keep endorsing it, and enhancing it.

But updating your old content can also be a task, and that's where you come in. Rather than submitting your guest post, why not get in touch with a blogger? Have with you a motivating update or fact that will assist in keeping one of their top posts interesting and fresh.

Try looking and searching for some more general terms linked to your keywords and visiting various blog posts you can come across. Focus on those posts that already appear to have an enormous appeal.

- **Customizing a widget**

A web widget occupies a section of a webpage and executes something helpful with information taken from other websites.

You may not be a coding expert with the skill to set a master widget that everybody desire to download. Nevertheless, it's fine to have the design or coding skills essential to modify a widget so that it fits into your site's appearance and branding.

Try looking out for blogs around your niche that employ widgets you are familiar with. Give those widgets a pinch so that it fits the website better, set a link, and present the new take on that widget to the blogger. This is particularly powerful for well-liked blogging topics that do not focus much on the technology industry.

It means be moral and ensure that the blogger is responsive in linking back to your website. There's no cause to hide this. As long as you recognize how to work with people cordially, it shouldn't be a trouble.

- **Purchase Display Ads**

With the help of display ads, it's possible to target websites where site owners and bloggers are most likely to creep around. This way, you may put your website in the minds of the viewers that have more power online, influence, and links. You only require paying when the visitors really click on those ads.

Many SEOs are reluctant to spend funds on ads since they just usually generate short-term gains, but if you are using ads for building links, this doubt isn't logical anymore. The only problem you should be worried about is whether or not your time is being better invested in outreach or paying for those ads (or a blend of both).

- **Working with experts**

There is no ground for creating content in isolation. In fact, most of the time, the best content is the outcome of collaboration. Involve best experts in the making and modification of your own content prior to it going live. If you are involving more experts, it means you have more opportunities to generate additional links.

However, you should not try to make this too large. The more and more people you involve, the less loyalty you can get from everyone of them, particularly if you are on the way of automating your outreach. As an alternative, tailor your outreach e-mails and keep the reason clear why you want to contact them. Don't expect a lot from them and let them know that they will also be gaining something out of this exchange.

- **Link building can give you a lot of benefits**

Links provide your business numerous benefits that will pay back your investment several times.

- Quality links improve your website's search engine rankings so that you can get ever-increasing web visitors and sales. The more you come into view in search engine results, the more web traffic you'll obtain and better reaction you'll acquire for all your marketing initiatives.
- Quality links enable you to have direct visits to your website since people click on those links to enter your site, so again you obtain more sales and traffic. Even better, if the visitors have just been reading about your business on an outside site, they'll have a positive feeling about what you offer.

- Quality links set you up as a leader. Irrespective of the market you're in, there's a casual group of websites that your possible customers will visit. When they frequently see links to your website, they'll probably think of you as a leader in your market.
- Quality links help to get further quality links. Once you are recognized as a leader, other websites will want to talk about you, your business, your website, or comment on your offered products and link to you—asking for nothing!
- Quality links will keep on working. Unlike advertising, links frequently stay in position and keep bringing you more traffic and sales for a number of years to come.
- Quality links join you with people. If somebody has taken the time to link to you, it means that they are involved in what you are doing. That gives you wonderful opportunities to know the people following websites that link to you and build relationships for shared benefit.
- Getting worthy links to your website is one of the most useful marketing strategies that you can think of.
- **Factors that influence your search engine ranking**
 - **Number of valuable backlinks**

When I talk about optimizing your website and getting backlinks, quality by far offsets quantity. Each page that is indexed by Google is given a page rank of 0 to 9 on the basis of how authoritative the website and web page are believed to be. For instance, the BBC homepage is given a page rank of 9. This information can be helpful when enhancing your SEO backlinking strategy as you want to get backlinks from other websites having high page ranks, as the search engines will recognize your website as having something valuable.

- **Number of related backlinks**

It is best to get backlinks from sites that are related to your own. This will boost your relevancy to a specific subject, and therefore the search engines will replicate this to your advantage.

- **Anchor text to be utilized for backlinks**

The anchor text is basically the clickable text that releases a link to your site. For the maximum SEO impact, this must be one of your keywords and preferably featured inside related content, different to that added at the bottom of the page. For instance, TFH Gazebos will receive a better SEO help from us linking by employing the anchor text titled Gazebos than linking their own domain name.

- **Source of backlinks**

Search engines never accept spam, mechanically generated backlinks, and something they recognize as not natural backlink. If your backlinks are from paid sources or spammy sites, Google and other search engines will consider it against your site.

- **Diversity of backlink sources**

For having the most useful SEO results, your site has backlinks from a variety of sources, such as websites, social media directories, blogs, and so on. This variety makes search engines consider that selected websites are being linked to you and your website is reliable for that specific topic.

- **All backlinks on the webpage linking to your site**

With the exemption of directories, if the site that you are having a backlink from, contains a whole series of backlinks on the page, then search engines will decrease the SEO ranking carried by these links.

- **Deep links**

Deep links are those links that go to other pages your website contains other than the home page. If you possess higher number of backlinks to all these pages, search engines observe this as relevant information all over the website.

- **Speed of building backlinks**

Search engines are looking for an organic and stable progress of backlinks. If your site directly has hundreds of backlinks, then search engines may infer as something not genuine, so your site will not get the SEO advantage that it should get from these links. This is why we advocate spreading an SEO campaign over a period of a few months and slowly increasing the number of links, as different to performing a hit-dash approach.

Social Network Link Building

The recognition of social networking websites on the Internet presents not just opportunities for people to meet online or get in contact with your friends, office mates, and old classmates but to find a new prospect in the area of search engine optimization approach. This section of the book illustrates how a SEO marketer can employ social networking to boost rankings and build trust and influence within a selected niche.

Because there are hundreds of social networking websites on the Internet, this section mainly emphasizes on the top four well-liked social networking websites. They are Facebook, Twitter, Myspace, and LinkedIn.

- **Getting links on social networking websites**

Getting links by utilizing the targeted anchor text pointing to your site, or at least receiving a link, is one of the most significant search engine ranking issues. That's not only true for Google but also for some other search engines, like Yahoo and Bing.

The good news is that you can get a link from social networking sites pointing to your website. However, I have included some main points to note prior to getting on track:

- It is not recommended to make your account just for the use of search engine optimization. You are required to abide by the website's terms, rules, and conditions and follow the planned purpose of that website.
 - Spamming and replicating content from other sites and posting it on the blogging platform of any social networking websites are not suggested and will result in the termination of your account.
 - Be an energetic member of every social networking website you are taking part in. Contact old pals and make new friends and contacts on a regular basis. This is one of the best things you can do with your account, along with updating your content at the same time.
- **Link building opportunities on Facebook**

You make a page on Facebook by following these steps:

- Go to this link, <http://www.facebook.com/pages/create.php>
- Fill it with required details and make your own Facebook page.
- The most significant thing that you are required to fill in is website URL.

Now once you get the Facebook link to your site, you can do numerous important things. First, you may draw visitors to visit your Facebook page. Read the following tips for enhancing your Facebook page to logically attract visitors.

- It is essential to draw a lot of Facebook page visitors because some of these visitors may click on the link of your website.
- Secondly, because Facebook places the “rel=nofollow” tag on its links, does that signify you cannot obtain search engine credit? Yes and no. There are websites like YouTube and Google Profile that place a “rel=nofollow” tag in the premature stages of a page. Once your page has earned some reliability and status, the “rel=nofollow” feature is removed. It is particularly possible that Facebook will implement this type of approach in the upcoming years.
- This is the reason you should frequently update your Facebook page, as well as obtain new contacts from time to time, as these

may be the basis by which Facebook decides to remove “rel=nofollow” links in the future.

- Do not undervalue referral traffic generated from “rel=nofollow” links. If you are getting a lot of visitors to your Facebook page, these people may buy products or employ your services. So apart from getting a link, the traffic from referrals contributes to an increase in your site conversion rate, which in some cases is more vital than just acquiring a link.

- **Link building opportunities on Myspace**

When I utilized Myspace (a social networking site with special emphasis on music) a few years ago, it used to contain dofollow links on the profile pages. To obtain backlinks to your site, you need to join your site to your Myspace profile. For instance, if you are endorsing an artist’s site, Myspace provides one of the best places from which to acquire links, since they allow formation of artists’ profiles.

All you are required to do is to make the artist’s profile in Myspace and put that URL in the box for the band’s site. Again, using the same techniques you employed for Facebook, you can pull toward you a lot of visitors, fans, or followers in Myspace. The key to success lies in adding valuable content, repeatedly networking within your niche.

- **Twitter and link building**

Although we recognize that links in Twitter linking to other sites receive a “rel=nofollow” aspect, you can find substantial referral web traffic from a

Twitter profile you have created if you draw lots of followers. This kind of referral visitors is targeted and may buy your services or promise to do so.

This is the reason a lot of personalities, companies, and even self-employed individuals are running hard to craft their Twitter profile to be popular since their Twitter followers can turn out to be customers or even fans.

- **Linkbuilding opportunities and LinkedIn**

The final but surely not the least are those links you generate from LinkedIn. The excellent thing about LinkedIn is that your main page profile (the one that is indexed and revealed by search engines such as Google) does not apply the “rel=nofollow” feature. This implies that if a page is entirely relevant to your site (it would be most of the time), you can acquire a link credit.

One of the best ways you can expand a great LinkedIn profile that boosts the worth of the link is to make sure that your profile is as comprehensive as possible. You can put in your profile considerable content that is related and appropriate to your site. This will shun an off-topic subject, which may affect the value of the link.

Apart from these giant social networking websites I discussed, there are other places on the Internet that enable you to put your profile there and obtain some links. One of those places is called Google Profile.

All you need to do is create your own Google profile by going to <http://www.google.com/profiles>, and after that add your sites. Certainly at

first (as per my observation), Google will place a “rel=nofollow” feature on the links. After a certain period of time, however, Google will eliminate it.

Your next step is to construct a practical Google profile. You will desire to find some valuable images to insert to your profile. You may also like to add original and detailed biographical content that is related to your site. You will also want a verified profile or e-mail address for one of your sites, which will be put into your Google Profile.

The Google Profile created by you will be publicized high in the search results if anyone searches or looks for your name. This is one of the reasons you are required to write a high-quality bio and have your account/profile verified.

You can also compose that profile as your official one so you can present it to your contacts and friends. They can click on the link leading to your websites, which can support conversion or give you the possibility to employ it in link baiting.

You can follow the same tactics for YouTube. However, build your channel to be useful and attractive; make sure it holds content linked to your site. Here, you can insert videos on an intermittent basis and do the promotion to magnetize a lot of new subscribers.

Using SEO Analytics

After applying all the techniques stated above or some additional techniques even, do you think it is enough to get a higher SEO ranking? Maybe you'll get a higher ranking for the time being, yet SEO is a never-ending task. If you don't maintain your position, rivals and strong competitors will surely take advantage and beat you down.

Therefore, in order to maintain your position, you need to be aware of your progress and what is happening in the market. Thus, you need a follow-up or an appraisal of the SEO techniques that you have been pursuing to get higher SEO rankings. SEO analysis thus becomes very important, and consequently it leads to the exploiting of SEO analysis tools.

What is meant by SEO analysis?

SEO analysis is basically a report that explains how a site owner can boost his or her ranking on well-liked search engines. The study commonly searches for replica content, inbound links to the site, along with uniform resource locator (URL) arrangement. This statement is usually generated by a site, and there is no requirement to download any software program.

In this section of the book, I will let you know about some useful SEO analysis tools that I personally find very helpful. However, there are also other SEO analytics available in the market. In the end, it is up to your website, your business, your SEO campaign, and your mind-set which one you choose and how you employ that.

WooRank

WooRank (<http://www.woorank.com>) is a tool that offers you an “instant website review.” With no first-rate account, you are merely allowed to produce one free statement or report each week. However, you are able to analyze previously produced reports. Also, the tool at present offers a one-week limitless free trial, which offers you access to infinite reviews. If you’re planning to purchase a plan, the cheapest one you can avail at \$49/month.

The report generated is usually divided into these twelve sections:

- **Top 5 Priorities:** These are the most significant action features for your website.
- **Visitors:** This segment summarizes your website’s traffic statistics and viewers’ demographics.
- **Social Monitoring:** This counts your website’s status on social networks, and it repeats a range of social information (e.g., newest tweets on Twitter, information on LinkedIn profile, etc.).
- **Mobile:** The mobile report of your website is shown, and the website’s obedience to mobile optimization top practices is assessed.
- **SEO Basics:** This segment checks if your website is following the finest essential SEO practices (e.g., XML sitemap usage, www/non-www canonicalization).
- **SEO Content:** The most imperative on-page SEO basics (e.g., meta description, title, etc.) of your website are appraised.
- **SEO Keywords:** This demonstrates a few of the website’s main vital keywords (and matching competitors).

- **SEO Authority:** This part summarizes the website's influence using PageRank, the website's indexability, list dates, and much more.
- **SEO Backlinks:** The website's backlink calculation is displayed.
- **Usability:** This section spotlights on a variety of usability aspects (e.g., load time, the 404 error page, the page's size, etc.).
- **Security:** This analyzes a range of security-related metrics (e.g., Google's safe browsing API, spam blacklists, etc.).
- **Technologies:** This segment investigates varied aspects of the website (e.g., speed optimizations, W3C standards compliance, etc.).

HubSpot's Marketing Grader

HubSpot just replaced its wildly accepted Website Grader with Marketing Grader (<http://marketing.grader.com>). Unlike a lot of other SEO scrutiny tools on the list, which focus above all on your website's SEO activities, Marketing Grader goes deeper into your business's online marketing plan.

The report generated focuses on the following areas of your business's online marketing hard work:

- **Topmost Focus:** Are you successfully bringing web visitors to your website? This part examines your blogging activities, your website's SEO, your website's mobile sociability, and various social media activities.
- **Middle Area:** Are you efficiently converting your visitors into leads, which eventually results into customers? This part analyzes the success of the landing pages, and it assesses your website's level of public engagement.
- **Analytics:** Are you successfully watching your business's marketing activities? This recognizes whether or not you are utilizing analytics software, and it evaluates your website's traffic in comparison to some other HubSpot customers.

SiteTrail

SiteTrail (<http://www.sitetrail.com/analysis>) is a free-of-charge “all-in-one website investigation tool,” and it does a brilliant job of collecting information from a variety of data sources. After you install SiteTrail on your website, the tool offers a report that sums up its findings.

The report generated summarizes the following thirteen different analyses, including

- **Social Media Analysis:** This sums up the website’s social commitment on twenty well-liked social media websites (e.g., Facebook, Twitter, Reddit, Topsy, etc.).
- **SEO Analysis:** This segment lists how many of the website pages are getting indexed, the website’s backlinks, and those directories the website is listed in.
- **Visitor Analysis:** The website’s visitors, their visits, and number of page views are also listed along with site’s visitors’ geographic division.
- **Traffic Analysis:** This part lists the website’s traffic ranks, and it illustrates what the trend is in the website’s traffic

- **Revenue Analysis:** The site's worth is estimated on the basis of its traffic and expected advertising revenue.
- **Content Analysis:** This section demonstrates the description, title, and admired keywords for the website's homepage.
- **Link Analysis:** The uniqueness of the homepage's outlinks (e.g., external vs. internal, followed vs. no followed, etc.) are obtainable.
- **Hosting Analysis:** This part presents information related to the website's hosting supplier.
- **Domain Analysis:** The website's domain listing information is exhibited.
- **Server Analysis:** This segment offers information regarding the website's technology load (e.g., its CMS, its web server, etc.).

Along with the tools mentioned, there are also some others, like

- Traffic Travis: <http://www.traffictravis.com/>
- SEO Workers: <http://www.seoworkers.com/>
- Lipperhey: <http://www.lipperhey.com/>
- SpyderMate: <http://spydermate.com/>
- DIYSEO SEO Report Card: <http://upcity.com/free-tools/seo-report-card>
- Seoptimer <http://www.seoptimer.com/>

6. SEO-Friendly Tips

Having such a website that is found in Google, Bing, Yahoo, etc., isn't tough to do, but it can be hard to know where to start. Here are my newest and best tips to get you on track:

- Do not buy a new domain except when you have to. Search engines take into consideration how long your domain and website have been there. While you may buy a new domain and redirect the old one to the fresh one, your best take is to employ your on-hand website/domain if at all feasible. If you're starting or designing from scratch and you are supposed to make use of a new domain for any reason, you can wait for at least somewhat of a beating in search engine web traffic. It could take place anytime, ranging from a few weeks to a few months or even more.
- Optimize your website for your targeted audience, not just for search engines. Search engines are searching for pages that best match with the keyword phrase a person types into their small search box. If those persons or users are typing search words that are related to what you offer, then they are most prone to become members of your intended audience. You are required to optimize your website to meet your target audience's needs. If you are not familiar with your audience, then you need to come up with a plan to do so one way or another.

- Research your keywords and phrases broadly. The phrases you believe your target market may be looking for might very well be wrong. To discover optimal phrases, use research tools like Google's Keyword Suggestion Tool: <https://adwords.google.com/o/KeywordTool>
- Design and classify your website navigation and architecture based on your keyword research.
- Program your website to become "search engine friendly along with being human audience friendly."

7. Conclusion

Search engine optimization (SEO) seems a complicated area when you take into consideration all the information and half-truths readily available online. In the vast world of the Internet, it becomes indeed hard to recognize which is which. Can the latest technique you are pursuing work? Is it useful for all sites? Only a few sites? Or is it just a new impulsive theory that sounds sensible but will not at all help to push you to the top of search engines? In this book, I gave the answers to these questions, with basic examples and tools to learn from.

Every search engine has particular criteria for websites' ranking. With each query, the search engine crawls into the websites and picks the best ones that successfully meet those criteria. These are the websites search engines consider as the most optimal and best-fitted result in response to a specific query. That's the reason when you enter any word or phrase (keyword) in a search engine, the very first page of the search engine shows you the most optimized websites in response to your query. SEO is the system that lets the web content come out on different search engines often and offers websites the means to get as many visitors as possible.

For businesses who lack in-house expertise to develop and run their own SEO system and SEO marketing campaigns, this function is now being taken and carried out by SEO companies, which work to make the website of their client as optimized as possible.

On-site SEO practices and techniques focus on building a search engine–friendly website and writing optimized content to get a better Google ranking. On-site is the basis of your website’s SEO. With no on-site optimization, off-site optimization is useless. Off-site SEO is related to creating links to your page and website and talks about analytics so you can decide what’s been effective and what hasn’t been producing desirable results, then using that information to carry on to improving your SEO efforts. It basically focuses on social interaction and link building.

No matter what SEO technique you apply for your site to get better search engine rankings, always remember that just implementing on-site SEO techniques can’t make your website stand out among others. Nor can off-site SEO alone improve your search engine ranking. It is the wise and balanced combination of both, properly applied in a timely manner that can push your website to the top of a Google search result page.