

# **SEO FOR DUMMIES**

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## **Preface:**

We live in a world of global village. The importance internet business is growing day by day. The traditional business style has been replaced by the modern E-Commerce and E-Business. The terms such as SEO, traffic, websites building, Google and Yahoo ranked sites, Keywords, link building etc are all part of this new set of business rules. This book highlights each of these important factors. Updated knowledge of SEO is a necessity. The book is written to acknowledge all you want to know and need to learn about SEO and internet business.

## **Introduction:**

Search Engine Optimization (SEO) is often considered the more technical part of Web marketing. This is true because SEO does help in the promotion of sites and at the same time it requires some technical knowledge – at least familiarity with basic HTML. SEO is sometimes also called SEO copywriting because most of the techniques that are used to promote sites in search engines deal with text. Generally, SEO can be defined as the activity of optimizing Web pages or whole sites in order to make them more search engine-friendly, thus getting higher positions in search results.

One of the basic truths in SEO is that even if you do all the things that are necessary to do, this does not automatically guarantee you top ratings but if you neglect basic rules, this certainly will not go unnoticed. Also, if you set realistic goals – i.e to get into the top 30 results in Google for a particular keyword, rather than be the number one for 10 keywords in 5 search engines, you will feel happier and more satisfied with your results.

Although SEO helps to increase the traffic to one's site, SEO is not advertising. Of course, you can be included in paid search results for given keywords but basically the idea behind the SEO techniques is to get top placement because your site is relevant to a particular search term, not because you pay.

SEO can be a 30-minute job or a permanent activity. Sometimes it is enough to do some generic SEO in order to get high in search engines – for instance, if you are a leader for rare keywords, then you do not have a lot to do in order to get decent placement. But in most cases, if you really want to be at the top, you need to pay special attention to SEO and devote significant amounts of time and effort to it. Even if you plan to do some basic SEO, it is essential that you understand how search engines work and which items are most important in SEO.

## **A Simple Insight into SEO**

The Internet has turned into a lucrative business channel and this is no different for what we sell, which are [trade show display](#) products. Search Engine Optimization can easily be defined as: The practice of obtaining high search engine rankings by performing keyword research, modifying the HTML code to reflect such keywords and building relationships with other websites to promote your site via a linking campaign. Search Engine Optimization can be

performed by anyone who has the ability to learn and has knowledge of basic HTML. In fact, search engine optimization has more to do with marketing than it does programming. Search engines rank your site by a complex mathematical equation called an algorithm or "algo" for short. This algorithm is written and designed by individuals who are mathematical wizards who hold PhD's. When I think of these experts I think about Russell Crowe in the movie A Beautiful Mind, just not delusional. It's truly amazing, for example, that Google is able to organize 4 billion web pages using nothing but a mathematical equation. Because the rankings are based on math there is some predictability to how they are organized and what one must do to rank well. The question is should you do it yourself or hire a search engine optimization company. I personally decided to do it myself as I enjoy learning new things and the multiple levels of strategy in Search Engine Optimization is very challenging and rewarding.

Before performing any Search Engine Optimization you must first determine what keywords your buyers search for within your industry. What you call your products and what your buyers call your products may be two different things. A great example of this is very common in our industry. Within our industry we call a particular type of display a [Pop Up Display](#) where the most common term our buyers search for is [Trade Show Displays](#). You want to optimize for all terms within your industry but primarily focus on the terms most often searched for by your prospects. To research keywords you have a couple of different options and they include:

[Wordtracker](#) - Wordtracker helps you choose the right internet marketing keywords that will help your search engine placement and ranking. Wordtracker is a fee based service.

[Overture](#) - Overture is a PPC or Pay Per Click service provider that powers search engines like Yahoo and Alta-Vista. They provide a free [Search Term Suggestion Tool](#) that can be found on their Advertiser Center page.

Word Tracker provides assistance in developing related keyword lists like the keyword [Convention Displays](#) in our industry and polls keyword results from multiple search engines. In any case your likely to find that the most common keywords will be easier to determine than secondary keywords. We recommend creating a focus group to come up with every keyword or name you or your employees have ever heard a customer call your product and then research these keywords for there search frequency. You then rank these keywords from most to least likely searched. Once you've determined your target keywords you're well on your way to successful search engine optimization.

If you're just starting out building your website you'll also be able to develop your website structure around your keywords. For example, you can assign the home page your most common keywords where as secondary keywords will be assigned to second and third level pages. Typically the less often a keyword is searched the deeper within your site it will be assigned to a page. Each page can be assigned anywhere from one to three keywords. In the purest sense each page should be optimized for a separate keyword, but this can make your website hard to use and convert fewer customers and the search engines might see you as spamming. Before optimizing it is also highly recommended that you read what is considered good and bad optimization from a search engines point of view. These are guidelines that Google and Yahoo publish.

[Google Search Engine Optimization Guidelines](#)  
[Yahoo Search Engine Optimization Guidelines](#)

When deciding if you should perform your own search engine optimization or hiring someone else you should consider a few factors. The biggest is that the rulebook on good versus bad search engine optimization is somewhat unwritten. Although the search engines provide guidelines, they do not stipulate every rule. You may, as a beginner, break a rule and not even know it and get your site banned and possibly dropped from the search engines. In this case all your efforts were in vain. Secondly, your time may be better spent doing something else within the company.

### **On and Off Page Components of Search Engine Optimization**

Search Engine Optimization or SEO, as it's become to be known, is broken down into two broad separate components. These components are on-page and off-page.

On page components include the following:

1. Title Tag
2. Meta Tag Description
3. Meta Tag Keywords
4. Heading Tag
5. Keyword Density
6. Alt Tags
7. Page Name / URL structure
8. Internal Linking

Off page components include the following:

1. Content Relation
2. Links
3. PageRank®
4. Page Traffic
5. Content Donation
6. Anchor or Linking Text

### **On Page Components**

On page components can easily be created in FrontPage. The built in help function provides detailed instructions and we recommend that you use this source in learning how to perform these tasks. On page components are the easiest to control because these components are created as you build or modify the site of which you have 100% control.

*Title Tag* - The Title tag gives the search engine a basic understanding of what your web page is about. The Title Tag functions the same way on Internet as it does for the title of a book or the name of a chapter within a book. Each page of your website should be titled to reflect the actual

content on that page. You shouldn't name your title "Blue Widgets" if the page has nothing but "Red Widgets" on it.

*Meta Tag Description* - The "Meta Tag Description" provides a basic description of what's found on the webpage. Typically this description will be 12-15 words as most search engines ignore anything past the 15th word. Included within your description will be targeted keywords, action verbs like "research", "buy", "sell" and your company name.

*Meta Tag Keywords* - Your Meta Tag Keywords are the same as the keywords that you researched. Your Meta Tag Keywords should reflect what's contained on your webpage. If the page is about Blue Widgets, then the keyword Red Widgets shouldn't be contained within your Meta Tag Keywords for that page.

*Heading Tag* - A Heading Tag is similar to sub-sections within a chapter of a book. They are used to break down the overall content within a web page. There are six heading tags and they are H1 - H6, with the H1 tag carrying the most importance and H6 carrying the least, but more than text that does not have a heading tag. For example the following heading tags have been used on this web page.

Search Engine Optimization - A do it yourself guide. - H1 Tag

Introduction to Search Engine Optimization - H2 Tag

On and Off Page Components of Search Engine Optimization - H2 Tag

On Page Components - H3 Tag

When using the Heading Tags you'll find that FrontPage automatically assigns a font size and other font characteristics, but these can be changed to fit the design of your website.

*Keyword Density* - Keyword density refers to what percentage a particular keyword is used on a page. In most cases it is recommended that a keyword be used anywhere from 2% - 8% on a page, but it can be analyzed for different aspects of your page. For example, your keyword density should be different for your Title Tag than your on page keyword density. Overall keyword density is calculated on all aspects of a page and that includes your Title, Meta Tags, on page text, URL structure and others. If you would like to check your keyword density of a page try this helpful [Keyword Density Tool](#) as it gives you percentages of all portions of your site. Requires registration for use.

*Alt Tags* - Alt Tags are primarily used to assign keywords to an image. If you've ever held your mouse cursor over an image and it shows a description then this was created by the Alt Tag. Your Alt tags should match the actual image. If the picture is a Red Widget then the Alt Tag should read Red Widget, not Blue Widget or Red and Blue Widget.

*Page Name / URL Structure* - Your page name or URL structure refers to the actual page name. For example, if you wanted a website to rank well for the keyword "Blue Widgets" then your URL could be <http://www.bluewidgets.com> or <http://www.blue-widgets.com>. In many cases your URL is the same name as your company, but you can still use this as an optimization tool. For example, <http://www.acme-blue-widgets.com>. Other pages can also be optimized like the following, <http://www.acme.com/blue-widgets.html>. There has been much discussion on using

hyphens (-) or underscores (\_) or nothing at all to separate words. Google did say that they see underscores as text and and hyphens as separators. Based on this information then a URL structure of "blue\_widgets" is seen as "blue\_widgets" where "blue-widgets" is seen as "blue widgets". However, any ranking advantage given to one style over the other isn't that apparent at this time as there are many other factors that are weighed to determine your overall ranking.

*Internal Linking* - Linking to internal pages refers to using keywords that normally occur within your site as links. For example the following sentence occurs on our site, "[Tradeshow Displays](#) can be an incredible aspect of marketing your business at your next convention." The keyword "Tradeshow Displays" is being used as an internal link to another page within our site and is being tied to the keyword tradeshow displays. These keywords are referred to as Anchor or Linking Text and are explained in the linking section of this article. This doesn't mean that every keyword should be linked as this could be viewed as spam.

### Off Page Components

Off page components primarily refer to building links or link popularity. Link popularity is a score that adds up the total number of links you have pointed to your site over various search engines. Marketleap offers a [free link popularity tool](#). Search engines heavily weigh how many links there are pointing to your site. You can view a link as a vote, however, all links or votes aren't equal. The more votes or links you have the better. Evaluating a link's importance is quite complex and is determined on various factors. Some of which include content relation, PageRank® and page traffic.

*Content Relation* - The most valuable link you can get is a link that is on your competitor's home page, but this isn't feasible as your competitor isn't going to promote your business. In theory though any company that operates and or targets the same customers and prospects are very valuable. In our industry [Promotional Products](#), [Publishing and Printing Companies](#) and [Public Relations Companies](#) are all used at trade shows and buyers of our [trade show exhibits](#) do business with these companies. For this reason we want to get links from these websites to ours.

*PageRank®* - PageRank® is a number between 0 and 10 that Google assigns to every web page in its index. This number is calculated on the Google Toolbar and can be downloaded by clicking on the link, [Google Toolbar](#). Getting a link from a PR8 webpage holds more value than PR5 webpage. Determining a link's value solely on PageRank® is unwise as there are lots of PR0 pages that might have lots of targeted traffic. We recommend that if the company targets the same prospects and customers then a link from them is good regardless of the page's PageRank®.

*Page Traffic* - Page traffic refers to how many potential buyers may come across a page on the web that you want to target. For example, our buyers visit the industry website [TSNN](#) so having a link on this site is of valuable consideration based on the traffic alone.

### So how do you get links?

You can acquire links in four primary ways and they include DMOZ and other directories, reciprocal linking, purchasing links and content donations.

*DMOZ* - [DMOZ](#) is called the Open Directory Project and it is maintained by over 60,000 volunteer editors. Obtaining a link in this directory is valuable, but it can take as long as a year to get. The primary reason for this is that quality editors are in short supply and they are volunteers so it may not be their primary focus. There are lots of categories within the directory that do not have editors so many sites submissions go unlooked until an available editor within the broad category that it falls under has the time to review the submissions. In addition, DMOZ powers Google's directory as well as other sites who use data feeds from DMOZ. There are other directories, but none that hold as much weight as DMOZ.

*Reciprocal Links* - These are links that have been traded between websites and is similar to what happens in the non-internet marketing world. We all have companies that we refer our customers to when we don't have what they want or services we don't offer. On the Internet you aren't there to communicate with the customer person to person so your website must do this for you. In most cases the easiest way to trade links is to setup some type of directory and promote it on your site. An example of this on our site is our [Trade Show Industry Directory](#). We've developed various categories of products or services related to our industry which is the easiest part. Contacting and setting up links is harder as this is an ongoing process that never ends. There are many places to learn about other websites who actively exchange links, these are two that we recommend, [Linkalizer](#) and [Link Partners](#).

*Purchasing Links* - You can purchase links in various directories like the [Yahoo Directory](#). Other websites sell advertising, not necessarily links, but be forewarned, buying links to increase rankings in unwise and in most cases isn't all that helpful. Having 1000's of links from the same site may increase your PageRank® value with Google, but not your actual ranking. Many theorize that for every additional link you have from a site the lower it's value. The first link holds the most value where every additional link holds almost no value when it comes to increasing your ranking.

*Content Donations* - By providing valuable content and your expertise you can obtain high quality links. You can publish press releases and articles on your website that can be openly used by other web owners as long as the other website provides a link to your site. This should be noted on each article. A great example of content donation is this article itself. There are 29 links in this article to 13 different companies and all of them with benefit from these links.

*Anchor / Linking Text* - One of the most often overlooked aspects of a good linking campaign is the text associated with the link. Every link in this article is associated with a particular keyword. This text will be what your site ranks well for and is based on your keyword research. If the link says [trade show booth](#) the website it's associated with will rank better for the keyword trade show booth. Many links are just the company name and some are just keywords. We find that a combination of both work the best like [Buy Pop Up Booths from A Smash Hit Trade Show Displays](#) as your targeting keywords and branding your company at the same time.

Links are lots of work and are ongoing and are absolutely necessary for good rankings. There are lots of ways that other websites will try to deceive you out of a link. There are Meta Tags that exclude search engines from indexing pages and some sites that use special programming so the link can be seen by you, but not by the search engine. We've found that using a [reciprocal link checking service](#) like [Links Manager](#) will not only enable you to monitor links on other websites, but make the process of setting up links and editing them much easier.

If you stick to setting up links with related sites and use anchor or linking text that are your targeted keywords your linking campaign will be a success regardless of your actual rankings in the search engines. In the end if you don't achieve the rankings you desire you can always opt for Pay-Per-Click advertising or contract with a Search Engine Optimization company to take over these responsibilities. In addition, depending on your industry it may take setting up 50 or even 5000 links to get your desired ranking. This alone may cause you not to proceed with Search Engine Optimization.

### **Conclusion**

As mentioned earlier there aren't clear cut rules to good or bad SEO and just when you think you've got it right the rules change and your rankings disappear. The search engines are getting more and more advanced in determining how and what webmasters are doing to get the rankings they've acquired so you have to adapt and spend time researching what might have changed in the algorithm. In the end though the experts, although more practiced at SEO, may or may not know exactly what has changed either and what must be done in order to acquire good rankings.

## **Search Engine Optimization (SEO)**

### **A roadway to revenue:**

**“SEO is a special classification of set of rules that seeks search engine friendly and traffic oriented websites on search engines.”**

SEO is a great promotional and advertising tool for getting your high traffic, making your website positioning better on search engine result pages, highlighting your business to online potential markets and clients, conversion of visitors into clients who buy your products, increase revenue and return of your investment with larger profit. SEO is basically a roadway to revenue.

#### **1. Why do you need it in the first place?**



*SEO is like a “Complete heaven for your website/business” and is the best way to make huge money online through your website and business.*

- Credible and effective
- Targets your potential customers/visitors
- Targets main search engines
- Enriched with optimal keyword density
- Relevant keywords for search
- Focused on your goals and potential clients
- Guaranteed great feedback of readers
- Gives high percentage of your website in top 10 ranking

## **2. Our Complete SEO Services package**

We offer everything and with a guarantee of highly professional and positive feedback. Unlike other SEO companies, our specialized and expert team is always ready to meet challenges of your tasks.

- Our Onsite optimization service
- The special Keyword research offer
- Site content copywriting
- Link building service
- A special Result tracking and notifying customers service
- SEO site analysis/review report
- Article online distribution
- Press release online distribution
- Customer support by Email, phone and live chat consultations.

## **3. I want to know how SEO works.**

SEO works and functions on many key factors.

- SEO package involves technical assistance on developing your website. This help includes java script usage, redirects (from your website), error pages and hosting etc.
- A detailed analysis and review of your website, also known as SEO site Review/Analysis. It reviews your site content, text or structure.
- Keyword research is another useful addition in SEO functioning.

- SEO also helps in development of your site content. The online distribution of your site content helps in projection of your website, all over the web.
- A special SEO training programme is offered.
- In order to bring traffic or customers to your website, SEO projects your website to the “targeted and related” markets and industries. This proves a great way to bring more and more clients to your website.
- In addition to above features, SEO develops your online business, customer awareness and projection of your products.
- The good SEOs help your site to get higher web positioning on main search engines. A higher ranked website has 90% more chances to make great business and money on the web.

### **A simple 3-step Guide to online earnings through SEO:**

Search engine optimization of your website is the first step of “earning” online. The second step is choosing the best SEO. The third step is ROI via sales. What are you waiting for?

#### **4. How to select the best SEO?**

It is mentioned above that *“a poor Selection of a SEO”* may influence directly your website and online business. Some SEOs and companies offer a **“Guaranteed” top ten rank** on main search engines like Google or Yahoo. ***It is important to know that Google and Yahoo never take money to place your website higher. Select only the best.*** Some things should be checked before selecting a SEO for your website.

- The experience of the company is most important. You should ask their previous work and “success stories” in the business.
- The SEO should be following Google webmaster guidelines.
- What is the international website development experience of the company?
- What is their consultancy and online customer support level?
- They should share with you all the modifications and keep you updated with what is going on you website.
- Their time frame, result expectations, achievements, plan credibility should also be asked.

#### **5. How to benefit the most from SEO?**

- a) **Think outside the box:** You should think big in order to benefit highly from the SEO. The Meta tags, optimizing keywords will help to a certain limit. The real determinant factor is “thoughtful and intelligent leadership” to devise a tactful plan and make it all work for your SEO.
- b) **The 4 check points:** The four important check points for obtaining beneficial and profitable result from SEO include:
- the SEO address on your webpage,
  - enabling social media,
  - enabling links,
  - And the conversion optimization.

These four features are essential and necessary.

## Links

### Why Do You Need Links?

Links are essential for promotion and online recognition of your website by search engines.

Following are their utilization in developments of your website.

- A search engine cannot access your page without a link. The procedure works with indexing of your page by a search engine. This indexing cannot happen, if there is no link associated to another page {which refers to your website} listed on the search engine. Links play vital role here for maximum peak recognition of your website.
- The web positioning or higher rank of your website is also based on quality and quantity of your links associated with other websites. These repeated redirecting to your website by other sites help the search engine to rank you better. The higher you are ranked, the more chances of increased traffic to your website.
- The addition of credibility is not possible without visibility of your website on main search engines. Links are responsible in attaining this status of your website.

## How Many Links Do You Need?

A single yet proper link may work well for indexing of your website by the search engines. However, the importance of links is based on many factors.

- A link of a free link page is less powerful than a link on a reputable educational site or critically approved link on high ranked site.
- 1000's of links may be needed for peak valued keywords ranking of your website. One will not do here.
- Other than positioning of the link, relevancy factor also matters. A link on a related website to your products and business worth much much more than many links on some unrelated site.
- The placement of your link is golden key for successful online promotion and marketing here. The suitable placement of links will achieve all your goals.
- In order to avoid spamming and undue suspicion, promoting your links slowly and gradually is favored. However, to stay in race with your competitors and in the market, you need to continue building up links over the time; still, it should not be too fast process.

*Now, if this sounds complicated and for any other issue mentioned above-*

**Contact us immediately. We will deliver the best help possible. Our Special link building service enables your website to be indexed and ranked without any spamming fear or low quality link problem.**

## **Here are Our Brilliant 2(two) Packages-Budget Friendly and Highly Helpful**

### **1. Link building strategy development - \$999**

- We offer exclusive considerations and recommendations for submission in to both free and paid directories, link generating website; we also assist you in producing link oriented content, a detailed time frame that works in accordance with your plan. We carefully observe your target market, niche and devise our recommendations based on it.
- We will send your Strategy Plan in MS word or PDF file within ten business days.
- The execution and implantation is purely your responsibility. We also offer customer support via email, telephone or live chat up to 100 hours after you receive your link building strategy development.

## 2. Complete link building campaign - \$1499/month

- In this package plan, our assistance and aid is in everything. From accurate and correct directory submission to managing your whole campaign venture of your website; supervising the purchasing/buying of the paid links, following your vision of your website and even communication with owners of the websites. We provide complete assistance and guidance.
- Monthly status reports are delivered related to your campaign. It will keep you updated.
- A minimum of six months contract is required to attain this service, because of the nature of the job. It required long term time span for in-depth analysis, campaign management and supervising, and other features mentioned above.
- While purchasing links, submission to paid directories- an additional payment is required from you. We pledge to make all resources possible for development of your website though this special complete link building campaign.

We will notify you about all the progress. This information will be provided to clients of both packages mentioned above. Our experienced, professional guidance and assistance is there for you and you can “personalize things” based on our professional assistance. You are welcomed to ask any question and we will also be letting you know all about your website’s elevation in rankings.

## 2 SEM[Search Engine Marketing]

What is SEM? - An advanced/modern form of SEO:

Search engine marketing (SEM) is derived from search engine optimization (SEO). The “money element” and “media buying” are key traits of a SEM.

### **Definition:**

**“SEM, in simple words, works on projection, highlighting and marketing a website on result pages of search engines. These result pages are called as {SERPs}. SEM uses paid optimization of websites promotes it and the website is listed in search engine pages. This helps the increase of traffic and customers on the particular website.”**

## **SEM depends on:**

- SEO
- A website placement for money
- Media marketing of the website
- Projection of digital quality content
- Marketing on the web with paid ads etc

## **What are SEM tools?**

- **Keyword authentication:** It checks for certain “top keywords” that put a site in first three pages of a search engine. These keywords become important as they determine the position of the website.
- **Saturation of search engines and your website:** The saturation of a search engine points out a relation between your website domain and the index of a search engine. The number of pages representing your website in index of any search engine shows the “saturation.”
- **Links:** The links measure the performance of your website in comparison to your competitors. The most hits on the links will list your website on high positions. It also adds to your online marketing.

### **SEM characteristics:**

Search engine marketing applies various characteristics for marketing, projecting, promoting, elevating and spreading your website on the web, most importantly on the result pages of search engine.

1. The influential Pay Per Click (PPC) depends heavily on the ad copy. This ad copy becomes a criteria for excellent SEM of your website.
2. Media projection, such as video search on the web.
3. All of SEO package features are part of SEM. It uses them effectively.
4. Twitter, face book, local search (Social media marketing) are essential properties of a SEM.

*The importance of SEM is gigantic and huge for your website and business promotion. The better positioned websites in top result pages do great in sales and targeting clients. . **Contact us** for the most effective and powerful SEM package.*

## **Pay Per Click**

*Pay per click ads offer a certain payment to visitors/customers on each click.*

### **Still confused? Read this.**

- PPC (pay per click) search engines marketing is to place an advertizing ad on the result page and offer a certain amount to visitors who click on it.
- You must have seen “such small ads” on Google search engine result pages. This is called Google Adwords.
- The advertisers pay only the fixed amount for the clicking per ads, which they already had decided and bid for it. They do not pay for listing/promoting the ads on the search engines.
- Click-frauds are monitored.
- PPC ad campaign and organic search engine optimization are popular and effective methods of advertizing to the largest audience on the web. The top ranked PPC search engines are: Google, yahoo, Msn etc.
- The type, nature, text, character usage, promotional message etc are determined by the PPC search engine.
- This is fast and great advertizing of your products and business on top ranked search engines.

### **The PPC Model**

There are three main PPC modules

- keywords ,
- ads ,
- And bids.

The combination of these three PPC elements assists in placement, for an advertising ad with relevancy of your product marketing on web. Based on these three, your ad is marketed on main search engine, portals and other website.

### **Cost-Per-Click**

Cost-Per-Click (CPC) is the exact amount to be paid by you each time, when a client clicks the ad. It is predetermined amount. Normally, it does not exceed the bid amount for each keyword you selected. This is one basic attraction in these ads, that with each click both parties are involved in direct money.

## **Conversion Rate**

Conversion Rate deals with the ratio of clicks over impressions (how many times your ad is shown on search engines or during loading pages). A normal conversion rate is between 2 to 3 percent per impression. It is important to observe, the higher you bid the more chance your ad's appearance on the search engine has- a highly bid ad receives more projection and drives much needed high rate traffic.

## **Tracking**

Tracking is defined as methods to acknowledge the best possible leads or sales relating to search engine. It also shows you the most hit keywords. You will also be able to track 'window shoppers' or compulsive users. Tracking keeps you update with progress of your ad, response, securing your payment and a good idea on how things are going.

## **ROI**

Return-on-Investment (ROI) is a simple mathematics of loss and profit on the ad campaign. How much did you spend, and what is the revenue including all cost of your original investment. A set goal on your ROI helps you to make things work in the best possible method. For example, before the ad campaign you determined a fixed price to be considered as your ROI, and your real profit deficit or addition with the price shows your progress.

Define a budget, let us say 2 % conversion- and by staying within your budget enhance the ROI factor.



## **About Pay Per Click World**

The top two are Google AdWords and Overture (also known as Yahoo! Search Marketing). Others include Espotting (now Miva), MetricsDirect and Kanoodle, the top two PPC engines are a class apart when it comes to delivering results. You can use them for projection of your business using PPC.

### **How to initiate a successful PPC ad for your website/business?**

These simple points show how to earn money by marketing your ads through PPC.

- You decide your affordability of budget, value and the risk factor that you are willing to undergo.  
The larger and top ranked PPC search engines like Google, Yahoo, Msn, Ask etc will have less risk factor, credibility and increased revenue chances. Obviously, they charge more than the small PPC search engines. So, it all comes to your budget and how far would you like to invest.
- The selection of your keywords and choosing an effective headline to promote your product/website comes next. The keywords are essential to define and highlight your business to target customers. The promotional text, proper headline and impressive definition of your product assure you a good feedback and hits by the customers.
- The opening of your PPC free account and verification of your personal details is a must.
- Then, you bid for the selected keywords. The price changes with popularity of the keywords. Here again, the best keywords are costly and in turn promise a high revenue and clicks ratio.

A proper PPC advertizing campaign is highly profitable and gives an excellent ROI {Return of investment}. However, it is better to experiment and learn first through Google Adwords account. When you think that you have comprehended the basic and advanced level of PPC advertising, and then give it a shot!

## **Is PPC advertizing profitable for your business?**

The positive feedback, flexible and reasonable pricing, easy-to-use style at search engines, quick and responsive impression, effective and transparent methods are all “ great signs” of popularity and functionality of the PPC advertising for your websites and business. **Contact us for the high revenue and excellent feedback oriented PPC advertizing package.**

## Email Marketing

E-mail marketing is marketing and promoting your product through e-mail. In this advertizing method, a marketing campaign is launched, to targeted receivers and recipients **(customers, buyers, clients, markets, general readers and visitors).**

### **How does E-mail marketing function?**

This is a common and very popular way of promoting your business to maximum audience at a very low budget.

- The E-mail marketing message may include simple text, links, HTML, related rich media and particular e-mail messages.
- The advertisers use e-mail marketing for budget friendly and effective nature. The popularity of e-marketing has highly increased in recent times.
- E-mail marketing and social media are considered to be the most common ways of projecting the products, targeting customers and promoting business nowadays.
- Usually **spam** e-mails result in facing a set back to this form of marketing. Still, a sophisticated and effective e-mail is received well by the customers. The responsible e-mail marketing is more favorable than spam e-mails.
- The social sharing is a fast growing e-mail strategy. It focuses on product promotion, brand projection, increasing customer awareness and elevating sales percentage.

### **How to use E-mail marketing as a certain tool of ROI [return of investment]?**

A properly written, subjective to your business, brand projecting and responsible e-mail can be your most budget friendly marketing tool.

- A comparison with your competitor gives you an idea for all the updates and market behavior.
- The timing of delivery is also essential. A timely delivered e-mail gets a better response. For example, important days (Christmas etc) that may relate to your product and business should be cashed in with timely mails.

- The response rate of the recipients heavily depends upon the content and timing of the e-mail.
- Some pre-delivery tactics can be applied to avoid spam risks. A personal search to the target “group of recipients” makes the job easy. It shows whether this type of e-mail is suitable for the particular group or not. The relevant and appropriate e-mail marketing is highly successful.

*We offer an outstanding e-mail marketing package that guarantees an excellent positive feedback and response from the targeted customers. Just **Contact us.***

## **Social Media Marketing (SMM)**

### **Let us first understand “Social Media”**

“**Social media** is defined as a **combination of media** (digital words, images, pictures and other form of media) and **Social features** such as ( Community interaction, electronic broadcasting, a viral or web of social mediums Twitter, face book etc and other social interface of print media) for value purposes.”

*Obviously, this form is more attractive and effective for targeted customers than mere advertising text.*

### **What is Social Media Marketing (SMM)?**

“Social media marketing (SMM) is a procedure of projecting, marketing and advertising your websites/products/business using social media. On easy understanding you promote your website/business ads on face book and the 1000000s of face book client read it and this brings huge traffic, projection of your business and eventually sales and revenue.”

### **Why do you need social media marketing [SMM]? Is it good advertising for your website/business?**

**Indeed it is.** Social media marketing is a powerful and awesome marketing tool for your website and business for many reasons.

- It is the most budget friendly advertising tool that gives you “such huge number” of visitors and traffic.

- The attractive nature makes it more effective, the addition of media makes it more eye-catching and the social medium makes it highly accessible to millions and billions all over the internet.
- The ad revenue content of your website brings great revenue and ROI [return of investment] through social media marketing. No other marketing tool has this attraction power and the most related audience at social levels.
- Creating a Viral content (*\*Viral refers to pre-existing social mediums to promote your brand, product etc*) and then projection through SMM is another profitable and successful idea.
- The idea of projecting Link baits (*\* Link baits refer to that content on your website, which other website want a link to, willingly. This acts as bait, and eventually you get great links, projection on social medium and traffic*) is also a powerful tactic of SMM.
- It is totally natural and effective method of advertizing. The targeted social mediums act as your market, and their clients as potential customers. It is quite different to paid advertisement for this sole reason.
- SMM is highly feasible and manageable. The social communities generate a lot of traffic, and that traffic can be managed through strategy and professional planning.
- Social media marketing and optimizing is targeted to communities only. Therefore, it does not influence the other mediums of marketing and can be including in marketing packages with peculiar targets.
- SMM is an excellent method to promote your blog.

### **SMM and Primary, secondary traffic- Links**

- The social sites have a huge number of following people, companies etc.
- The primary traffic means those visitors who come directly from social communities.
- While the secondary traffic means an indirect arrival of visitors to your websites. This traffic comes from those related websites that link to your content on social communities.
- A good reputation on social news sites, such as Dig and Reddit generates huge number of links. Some links are suitable and relate to your website, and others do not. However, these high

quality links are essential for traffic, projection and great clients. Links serve as a bridge between your website and the whole outer world.

**Contact us Now: for high quality SMM assistance and package at affordable price**

**Blog**

**\*Blog is one of the most common and useful medium of communication on internet:**

**Do you have a blog? Are you a blogger?**

- Yes, “*Blog*” can be applied as both a noun and a verb. “*A blog is actually a website that is normally run and managed by an individual.*” A blog’s ingredients are numerous; it has events, news, videos, other graphics such as photos, content of all genre and types.
- *If taken in verb form*, a blog means “adding content” or “**blogging.**” Suppose you have a blog, and the process of maintain that blog, adding content of your choice will refer to as “**blogging.**”
- The common blogging include: articles, commentary on a particular topic, sort of online diaries that keep your personal notes and views, various images, texts, links, pages highlighting a certain theme and subject, photographs (personal and professional), different audio format files like mp3, mp4 etc.

**Know about different types of Blogs:**

- a) ***Personal blogs/individual related blogs:*** As the name suggests, these blogs have personal views, ideas, thoughts and other stuff related to someone’s own self. A special and rather detailed blog is called as **micro blog**. Many social sites, celebrities and

miscellaneous use blogs to connect to their friends, family and fans.

*b) **Corporate blogs/collectively run blogs:*** A corporate blog is maintained by a corporation for promotion and marketing of their business, brand products and public interaction as well as public relation.

*c) **Variety based blogs/genre blogs:*** These blogs highlight variety of topics and can be based on Politics, fashion, music, sports etc.

***A blog that discusses travelling will be termed as “travel blog.”***

There are blogs on art, paintings, home and family too. In short, you have a brilliant tool to connect, interact and communicate with people, friends, and family through blogging.

*d) **Media and social blogs:*** The blogs are used for marketing links, promotional videos and portfolio building of your “main website”, product awareness and individual/corporate business.

***Such blogs have special names, a Vlog is a blog based on videos, a Linklog is a blog based on links, and a blog based on images or photos is called “Photoblog.” The list continues with such blog and their assigned names...***

### **What is Blog community? How are they cataloged?**

All blogs and their community are jointly named as “**Blogsphere**”. A blogsphere represents every blog on internet joined together. Based on their genre and type, they are further connected through various other communities. For example, all blogs are connected in social networking through “blogrolls, backlinks etc.”

Blog search engines, blog communities and directories and blog advertising are other important blog communities.

- Blog search engines are useful in searching blog contents. Some important blog search engines are “**Blogscope**”, “**Technorati**” and “**Bloglines.**”
- “**Mybloglog**”, “**Blogcatalog**” and “**Blogster**” are some top online blog communities and specific blog platforms. They link and connect visitors to blog and the bloggers.

**Contact us** for the high quality, splendid, fantastic Blog experience and package.

## **Mobile SEO**

### **What is Mobile SEO?**

The increasing number of mobile web users, adaptability to Mobile search engine optimization gives rise to Mobile SEO.

*“A Mobile SEO is projecting and marketing of mobile friendly and related websites. A simple website is made suitable and compatible to mobile users, and optimizing such websites into search engines is Mobile SEO. ”*

### **Do you want to know how does it really work?**

#### **1. The differentiation between mobiles and online tactics:**

The mobile website do not work the same way as normal website. There is no crossing of links and page rank influence. So our first solution is using HTML codes. **HTML** codes inserting in the sites guides the mobile search engines to redirect and track back the page.

#### **2. Meta tags as the best solution in mobile SEO:**

**Meta tags** are the most successful and best solution in excellent Mobile SEO. **Meta tags** are a combination of a “meta or name” and a “tag or content.” For example, [“keywords” – “any site”] is added in the “head” of the mobile or the online website, which will provide a certain keyword details of that particular website. This way, the Mobile SEO works effectively.

3. **Meta text:** The Meta text is another key factor in Mobile SEO. It is a text file which is placed in your Mobile's memory and it helps increase your "visibility on internet." For example, this "special Meta text file" will assist the mobile search engines to provide you the most relevant results, and suitable mobile content or websites.

## **One million dollar question: How to start a Mobile SEO campaign for your website/business?**

- Use simplicity and clear thinking. Obscure mobile websites are less receptive to potential customers.
- Thoughtful and not too large mobile website.
- Include Meta tags.
- Using of Meta text is best for your mobile site.
- Try to ignore frames on the site.
- For designing use "Xhtml".
- In case of a Wap site, Meta text serves better.
- Elevate your traffic by choosing best and most suitable keywords for your mobile site.
- Your titles must be highly relevant to your product/business.

## **We take care of your mobile website with guaranteed revenue and success for your campaign:**

It is a little different from the traditional search engine optimization. The designs, keywords and analysis are few examples.

- Marketing through mobile website optimization is a relatively new method. The reason is technical difficulties in creating perfect compatible "Mobile websites." But, the top ranked companies like **our company** is coming to assistance and helping you to earn through Mobile SEO.
- The need of optimization through mobile search engines is enhancing day by day. For meeting this demand, accessibility to mobile users and optimizing such websites that are compatible to mobiles is getting popularity.



- ***Why not target your mobile customers through Mobile SEO?*** We are pioneers in this field as well and offer a special mobile SEO package that will take care of your mobile compatible websites.  
***It includes all the “Usual and traditional SEO package features.” We offer mobile website designs, keywords research, mobile site development, review and analysis, onsite optimization etc.***

## **RSS**

"Rich Site Summary" or RSS is a tool of delivering the latest, new, updated content on a website. This particular summary is based on some headlines etc. This is a quick reminder for the user; on what is new and what is it all about? This can be first few lines of content, smaller updates, snippet etc. This is the best tactic to keep the interest of the users/readers intact, as well as a direct insight of all the updates regarding the website. Outdated content is a negative, and by RSS you are always in perfect coordination with the new happenings on the particular website.

### **Web marketing and RSS**

By using these RSS Feeds a website can have many advantages, marketing and others.

- \* By drawing high rate of clients/ customers / visitors.
- \* It updates about all the new happenings and developments.
- \* The subscribers get a chance to know and learn new articles, content and products at once. They do not miss a single thing, by these special RSS feeds.
- \* You can be sensible by minimizing the updates notification to a subscriber's inbox. The RSS feeds should be applied only for important events, essential news and other priority based developments on the website. Excessive use may disown the benefits of RSS.

For a webmaster, RSS Feeds work good with blogging and is therefore a splendid tool of web marketing.

# Keyword research

## What is Keyword research?

The approach of choosing suitable and A-1 keywords for your website and online marketing projection is “**Keyword Research.**”

## Why do you need Keywords?

These keywords are 100% life to your website. The retrieved and acquired keywords in the research are *utilized* in your **Website copy, in your campaign of link building** and also for the specified paid ads (Pay Per Click or “PPC”) and the list goes on. The most common and repeatedly searched keywords by the viewers are your no 1 choice. The scanty or small hits and search show lack of customer’s interest and flat keywords. This will result in low traffic at your website; to avoid this- you must have most relevant and powerful keywords for your website.

A keywords research helps you discover many secrets about broadcasting your website on internet and the feedback. Normally, you will be choosing such keywords that define your website perfectly. These keywords work best for exploring your products and website.

### Important Points:

- If *Search Engine Optimization results (SEO)* is your online marketing and promotional tool, then you are to recognize and understand your competitors. The selection of appropriate keywords is key here. It can help you to attain better web position. You can also look for *neglected and elapsed* keywords by your competition; you can use them for your own website for a higher and better rank.
- In case of *(Pay Per Click or PPC)* as your online marketing scheme, you would like to calculate the exact amount per your selected keyword; this way you can compare it with your competition. This will assist you in determining the exact **value** of your keywords in terms of sales. A good keyword should bring many hits and good sales at your website.

Summing up, keyword research is essential in bringing sales, customer/client awareness and high ranked web positioning.

**The Suitable & Best Time span for Keyword Research is Right Now.**

Your best time to initiate the keywords research is *right now*. You can do research even before building a website, or in the process of considering to build one. It will help you to understand your target market and knowing your customers.

If you have a website, keyword search can be done *right now*, provided that you have the best and most suitable keywords. We offer proper and most relevant keywords for your website. You can try them and enjoy the traffic and hits on your website.

We encourage our clients to start with keywords research. We are offering keyword research in our SEO Service plan, but you can order it distinctly and separately. This is the first step in website building and should be taken with full confidence of “Our excellent keywords” package.

### **On Ordering Keyword Research from Us- You get *Best Packages***

We are proposing special keyword research packages, **Premium and Platinum.**

Premium plan includes documented and comprehensive information regarding your competition for the chosen keywords.

Platinum package gives you insight of PPC data for your selected keywords and all of the premium package features as add on. It is your best deal.

In both plans, we will be offering you special optimal density keywords, various combinations of keywords relating to your targeted clients and customers, and full competition of these keywords in top 3 search engines (Yahoo, Msn and Google) for your complete and maximum coverage of keywords.

## **Chapter: 2**

### **Site analysis / SEO review**

#### **Our SEO Site Review/Analysis of your website resolves your problems:**

A SEO site review helps you understand and improve many unresolved issues of no visitors on your new born website, low ranked web positioning of your website, having flat and low quality text, not having ample amount of links or low and modest quality of links etc. We offer a complete solution to all such problems by our special site analysis service support, even if some adversary is trying to cause problems on your website. *We fix them all.*

Our SEO analysis is a process of careful examination, digging up the conceivable ordeals or difficulties, determination of issues, and finally our recommendations for correction of all these problems and betterment of your website. We do not bind you to anything by this service. It is completely up to you after receiving our site analysis/review. Whether going on with our SEO campaign for your online promotion or to hire some other company is completely your choice and we respect that.

## **What You Get When You Order Site Analysis from Us**

Features of our SEO site review/analysis:

- A complete listing of meta tags, titles, site copy, description and the professional Onsite optimization analysis of your website.
- Learn about your site's inward/interior navigation structure and composition.
- Know about your website! Is it search engine friendly and compatible?
- It highlights the Accessibility issues as well.
- What is your site's performance on main engines? Is it indexed well?
- A documentation of all the inbound links of your website.
- The ranking of your website on main search engines that is based on your selected keywords. Who are your possible competitors? A complete report about their age, links popularity and quality as compared to yours. In addition to that, other miscellaneous issues are address in our special SEO site review.
- After receiving your report, we offer a special 1-hour consultation. The consultation can be by phone, live chat or by e-mail.

Our site analysis report can take up to 5 to 7 business days. It is sent to you in MS word or PDF file in the time period mentioned earlier. The pricing is based on magnitude and size of your website as well as the targeted competitive market of your website.

- On choosing our complete SEO services package, the price of the SEO review/analysis report is automatically deducted from your SEO package cost.
- We are offering quotes and customer support for you to choose the best package for your website. You keep the right to shift from one package to the other, selecting the best suited for your website. You can contact us by talking to our live customer support and get your answers.

## **Article online distribution**

### **Why Should You Be Interested in Our Online Article Distribution Service?**

In order to display awesome awareness of your business and target industry, as well as apt cognizance of your products- writing article is a brilliant disciplines technique and method. It projects you as an expert in your field. Well written articles become stimulant reason for big-time high quality links to your website. However, placement of your articles is a great bonus and success of your goals.

The difficulties of knowing that which site is a good place for your articles become huge hurdle. Most sites are neither unique nor original- some suffer from low value and rank. If your articles are submitted

to such sites and their directories, then it is of no use and wastage of **time and energy**. The whole process of locating the “best and suitable site and category” is indeed huge problem.

***We offer the best solution with our special “Article online distribution” service.***

A complete database of high quality sites and directories is saved and maintained by us. These article sites quest for numerous industries and markets that may relate to your goals and aim at your products. These sites have certain submission guidelines, procedures and certain requirements; we keep record of all these factors as well as undertaking and updating with time. According to your requirements, we define these websites and their relevant markets and industries- their positioning on search engines etc. The top ranked sites are chosen in accordance of your “personalized business” and we submit your articles to them. Our special service informs you of the complete track record of your articles submitted.

## **A Special Offer for Affiliate Markets**

When you order our special article distribution plan, we will submit your articles to affiliate markets oriented websites. Since, most of the article distribution sites restrict affiliate links, so be sure to mark this important information while ordering our article distribution plan.

## **Press release online distribution**

### **Why Should You Consider Our Online Press Release Distribution Service?**

The press releases increase your client awareness, credibility of your business, and an effective tool to define your website and products. It promotes your website in an excellent manner by covering events and other activities of your website.

An apt and excellent press release brings your website in news of main search engines. This achievement is big enough for your website; your website will be appeared on thousand of sites, on individual and other business related pages, in feeds and regular news feeds all over the web. The other professionals can track your website with this appearance. They can be media people, journalists etc. In addition to that, high quality links will be added. Links help in great manner for high positioning of your website on main search engines. But, to achieve all that you need to have a well written press release.

We assist you on, which are the best press release sites- high ranked targeted markets, paid or free submission is needed, and how will you be able to keep track of your PR? Our PR distribution works simply but in an effective manner.

***We sort out these issues, by personalizing your goals, your individual vision, giving you a workable scheme, our specially devised professional strategy for your PR distribution, affordable budget and by using our experience of many years to make this all possible for you.***

**More Features on our PR (Press Release) Distribution service:**

- We provide multiple links to your website, and we also attach images to it.
- Our database has largest news agencies and your PR will be directly mailed to them. This is fast and wide range distribution of your PR.
- We keep track of your PR. We also have accountability of your PR.
- Our PR distribution exhibits multiple press releases in a specified time span to increase the accessibility and distribution of your press release.

**Just Submit a quote request** Our customer support will gather information and calculation of your budget for the campaign.

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## Onsite Optimization

### WHAT IS ON-SITE OPTIMIZATION?

*Onsite optimization is based on special algorithms (set of rules for calculations) used by the search engines when a potential visitor/client searched for peculiar keywords and phrases. These set of rules are different in different search engines.*

On-site optimization is extremely helpful to enhance your website's chances of shown to those targeted customers and clients, no matter what algorithms are used by the search engines.

- The accessibility and visibility of your website must be increased in order for maximum onsite optimization.
- Your website navigation is the second essential element that is directly proportional to onsite optimization and great results.

### How does optimization help your website? Do you really need it?

Onsite optimization has immense importance in high sales, attracting customers and drawing traffic to your website

- Drawing traffic from unpaid searches.
- Making your site indexing better.
- Influencing the site navigation and more promotion of your website.
- A likelihood of higher percentage of conversion of visitors into clients. **Clients mean sales in**

**online business.**

- Not only the traffic of your website is highly upgraded and increased, but also the customers percentage of coming back to your website is miraculously enhances.

**Our Special Onsite Optimization service:**

We have experienced and expert optimized specialists to make your website fully optimized- consequently larger traffic, increased sales, high quality promotion and recognition of your website on main search engines, and bringing more business to you.

**Our aim is to help you achieve your goals**

We offer:

- A thorough evaluation of your website's structure
- The professional analysis of your HTML and page lay out by our expert optimized specialists.
- The site modification is very vital. We will also recommend on how to modify your site in the best possible way.

*To your online success through great optimization of your website by us!*

**Contact us and make your website the way you want it to be- A sales and traffic oriented website.**

**FAQ's**

***Q: "My Web Design/Web Hosting Company Says SEO is Included into the Cost of Their Services"***

**Ans:** In majority of cases, this is wrong. These SEO companies offer a mere automated random submission to various directories and search engines. This behavior may result in facing a ban of your site. Why? Because these SEO companies work without any proper database, compatibility of your individual website to the directories and search engines, stuffing with automatic generated keywords and eventually doing nothing but harming your website. The credibility of your site and business will also be in great jeopardy.

***Q: "Can I SEO My Own Site?"***

**Ans:** If you have enough time, experience and taking credit of any mishap (bans etc) and professional awareness of your market, then yes you can. However, without comprehension of SEO, and assistance from professionals it may become a big mental trouble for you. If you have budget problems; ***we still offer our individual keyword research, link building and SEO site analysis/review services available just for you.***

Our professional and expert strategies and reports can be used for self undertaking of SEO for your own site.

We still recommend our complete SEO package to maximize your chances for sales, bringing traffic, customer awareness, targeting your industry and market and many other benefits.

## **What You Get When You Order Our Complete SEO Services**

We offer everything and with a guarantee of highly professional and positive feedback. Unlike other SEO companies, our specialized and expert team is always ready to meet challenges of your tasks.

- Our Onsite optimization service
- The special Keyword research offer
- Site content copywriting
- Link building service
- A special Result tracking and notifying customers service
- SEO site analysis/review report
- Article online distribution
- Press release online distribution
- Customer support by Email, phone and live chat consultations.

A minimum of six months contract is required to attain this service, because of the nature of the job. It requires long term time span for in-depth analysis, campaign management and supervising etc for all SEO customers.

## **How Much Does It Cost?**

The pricing is based on magnitude and size of your website as well as the targeted competitive market of your website.

SEO for a larger sites requires more work in marketing strategy of its potentially high competitive nature, a lot of copy text and content, advanced handling of issues, higher onsite optimization etc than a smaller site which is easily manageable.



The price range varies from \$1,500 - \$7,000 per month. **Just submit a quote request** you can receive our price details of your particular website. An additional payment is required while purchasing links, paid ads (PPC), submission to paid directories etc. We pledge to make all resources possible for development of your website and business through this special complete SEO package offer.

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## Web design

### Importance of websites

Today's world relies heavily on technology and web business is as important as real life business. The need of a website is essential for online promotion, attracting clients to your products and opening new ways of earning money. The designing of a website is one of the most important and vital element in building a website.

### That's where we come in.

We have experienced and expert team that is adept in static web design. Our other areas of expertise include CMS (content management systems), dynamic web and the most common e-commerce solutions. Our dedicated team helps you in designing the best website, also personalizing your own goals and individual touch to it.

We have clientage ranging from individual, companies, simple and complex level demands from clients etc. We simply offer you the best in web designing.

### Why choose us?

Our websites are client oriented, targeting markets and industries, attract customer, and search engines friendly and portraying high class professionalism.

### Our main features:

- Corporate demands of the client
- Meeting the needs of drawing targeting customers and converting them in to clients/sales.
- A complete helpful and informative insight on your competitors; this will enhance your

chances to grow in your target markets against your competitors.

- Accessibility, SEO optimized, impressive, pleasant on visitors' minds and professionally fantastic and skillful designing of your websites.

We offer our complete not stop assistance and we discourage outsourcing of any kind. Your task is taken as a challenge by our devoted and expert professionals, and we guarantee the best possible results and meeting your expectations.

## **How do we work?**

- With your personalized expectations and goals in mind, we select the best type of site and graphics. This is adorned with suitable and splendid images and other relevant stuff.
- A mock-up model of your website design is created for feedback and detailed working.
- We skillfully generate the page lay out of your website.
- Your feedback and comments are highly appreciated. A sample is delivered to you for review and comments.
- Only after your complete satisfaction with our design and approval, we finalize the design of your website.

CopyWrite.com.sg excels in meeting your high requirements in a most skilful and professional manner.

# **Web development**

## **What Do We Offer?**

We provide professional and expert guideline on how to help you develop, build and maintain a Website that holds the attention of your potential customers/clients and is entirely relevant to targeted markets.

We present special content management software that required requires no programming understanding and is feasible. This software is simple and works with almost zero training.

## **Why Choose Us?**

**We offer the best services in developing your website with professional and skillful aid and assistance.**

## **Services**

- [Website Design/Redesign](#)
- HTML Coding
- Database Creation
- Website Administration Creation
- E-commerce Solutions
- Shopping Cart
- E-Commerce Gateway Account Setup
- Content Management System Setup
- Product Data Processing and Importing
- Site Setup
- Setup and Pointing of Domain Name(s)
- Implementation and Hosting Account Setup
- Maintenance and Support
- [Hosting](#)

## **Process**

- Client Requirement Processing
- Creative Design
- Developing User-Friendly Site Structures
- HTML Coding
- Site Component Programming (e.g. database, CMS, administration system)
- Domain Name and Hosting Setup
- Final Site Testing
- Site Support and Client Training

## **Web Hosting**

We offer special host servers with high quality and minimum and lowest downtime. These web servers are greatly responsive and are fast paced. We offer special technical assistance to your website.

### **Server specs:**

2 x Intel(R) Xeon(TM) CPU 3.00GHz processors  
2GB of DDR RAM.

## **Hosting Service Package:**

- Domain Name Hosting - Static IP Address
- 99.9% Network Uptime Pledge
- Personal Control Panel for Easy Administration
- POP, SMTP, IMAP and Webmail Email Service
- CGI-BIN, SSL, MySQL Database
- PHP 4 or PHP 5, htaccess, SSI

## **Chapter 3: What is e-commerce?**

### **Introduction:**

We are living in a world with growing global economy, the need of e-commerce and e-business has become essential for newer business tactics, meeting challenges and powerful economic development.

A business revolution has taken place that is called as information and communications technology in companies/organizations. This helps in having a superior communication among companies and the individuals. The use of ICT increases the productivity, enhanced client/customer participation, and utilized far reaching and wide range customization, and affordable prices.

With the progress in Internet and Web technologies, both traditional and modern business markets have little difference now. The phenomenon of strategic positioning has emerged as a key feature is determining the success of a business. Any company who utilizes this upcoming business tactics and makes it compatible with its business and customers gains a good position. The e-commerce is an ultimate solution for small and medium companies to excel and compete with larger companies. A greater program is put forth for developing countries in world wide business. Most, if not all, developing countries are already participating in e-commerce, either as sellers or buyers. E-commerce has a lot to offer, and by developing an enhanced methodology it can be utilized the most.

### **Information and technology insight:**

- Internet costs and service fees
- Communication charges
- Hosting fees
- Networking
- Security features
- Informative services
- Media management

## What is e-commerce?

Electronic commerce or e-commerce is a vast range of online business (buying and selling of products and services). In other words it is “such method of business coordination and communication where the parties communicate electronically instead of physical exchanges or direct physical contact.”

*E-commerce is the*

*Utilization of electronic communications as well as digital technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.*

E-commerce is modernizing the E-commerce solutions industry. It is bringing revolutions and breakthroughs in the market. E-commerce operates through the latest technology and allows you access to the most suitable features, flexibility, adaptability and devoted support at nominal price. Your high expectations are met by our E-commerce solutions. We are confident that you will enjoy a bespoke experience at our reasonable budgeting prices.

### Comparison between e-commerce and e-business

The **e-commerce** is powered by information and communications technology (ICT) However these are further classified in inter-business or inter-organizational transactions (transactions between and among firms/organizations) and in business-to-consumer transactions (transactions between firms/organizations and individuals).

While in **e-business** the same information and communications technology (ICT) serves as maximizing, promoting and increasing one's business. It includes any process that a business organization (included profit, no profit and government entities) undergoes for a computer network.

**E-business** is: “*The process in which an organization/company varies or shifts into customer oriented value system through technology, tactics and strategies that are based on new economy*”

### What are these processes?

1. **Manufacture/ Production processes**, which manages producing goods, stock/store orders, payment process procedures, production control processes, communication with suppliers.
2. **Clients oriented processes**, marketing strategies, business projection, online selling, online customer support, and payment processing features for clients.

**3. Administration processes:** admin control features such as training, human resource development, hiring, and services for the employees. The electronic information sharing is used in order to maximize production, productivity and sales. Effective workgroup interaction and electronic publishing of all the important information is also vital.

**Internet economy compared with e-commerce and e-business?**

E-commerce and e-business are integral part of internet economy; however internet economy is much bigger in concept. Being the source, it operates the two through networking, electronic sharing, as a medium of interaction, and activities that involve link building, and utilizing services such as enabling hardware and software, network equipments and web tools etc.

The CREC (Center for Research and Electronic Commerce) at the University of Texas has developed a conceptual framework for how the Internet economy works. The framework shows four layers of the Internet economy-the three mentioned above and a fourth called intermediaries ( Table 1).

**Table: Internet Economy (e-commerce, e-business) table**

<b>Internet Economy Layer</b>	Layer1 has internet infrastructure:  It involves companies with specialties in hardware software, and networking tools for websites.	In Layer2, we have internet applications infrastructure:  It has those companies that produce software regarding web transactions; other services include web development design, and assistance services.	Layer 3 has Intermediate companies:  These companies connect e-commerce buyers and sellers, create web content and specified e-commerce markets and target industries.	Layer4 includes Internet commerce:  Those companies with a direct selling to the clients, or they offer direct services to businesses.
<b>Types of Companies</b>	Networking companies, hardware and software companies, Internet service providers, PC and server manufacturers. fiber optics makers etc	Internet commerce applications, Web development software, online training, search engine, multimedia application	Market makers in vertical industries, online travel agents, online advertisers, Ad brokers and portals/content providers	E-Tailers, online entertainment and professional services manufacturers, Selling online, Airline selling, free/subsription based companies
<b>Examples</b>	Cisco AOL AT&T	Adobe Microsoft BM	e-STEEL Yahoo Google	e-bay.com Amazon.com Dell

	Qwest	Oracle		
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Ref: Based on Center for Research in Electronic Commerce, University of Texas, "Measuring the Internet Economy", June 6, 2000; available from [www.Internetindicators.com](http://www.Internetindicators.com)

## Why e-commerce?

- It adds great value to your business.
- Almost free E-commerce for you.
- We offer budget friendly reasonable prices as low as £7495.
- Enjoy a great personalized experience through E-commerce. You can create, **manage, edit and build your own web pages and site.**
- Boost your revenue with effective and powerful marketing tactics, features and tools.

## What are the different types of e-commerce?

These are the main types of e-commerce,

- **business-to-business (B2B)**
- **business to-consumer (B2C)**
- **business-to-government (B2G)**
- **consumer-to-consumer (C2C)**
- **Mobile commerce (m-commerce)**

### 1. B2B e-commerce

**Definition:** A commerce between companies is called as **B2B e-commerce**.

B2B e-commerce works on the interaction, communication and relationship in business stake holders, organizations and companies. This is on of the most popular form of e-commerce and it is estimated that it will soon outrun other forms of e-commerce, especially B2C e-commerce. It is also widely applied and its share is 80% usage of all Electronic commerce.

**Components:**

1. **E-frastructure**
2. **E-markets.**

*Efrastructure is the core of B2B, and it functions with,*

- **Logistics:** It includes key features such as transportation, warehousing (includes all types of wares) and distribution, channeling of products etc.
- **Application service providers:** It includes positioning, hosting and management of packaged software by virtue of a main feature (examples Linkshare)

● **Product Outsourcing through e-commerce:** It has functions like Web-hosting, security and customer support (a simple example can be by outsourcing providers like eShare, Net Sales, iXL)

● **Auction solutions software** (shopping cart etc)

● **Web content management** and software for this purpose called as web content management software.

● **E-commerce enablers** (internet based)

2. **E-markets** are simply such Web sites transactions, of buyers and sellers through mutual communication. Some B2B models include, Hewlett, Packard (HP), IBM Cisco and Dell.  
B2B applications and features

- Supplier management (purchasing, processing orders)
- Inventory management ( shipment orders)
- Distribution management (manages shipping documents),
- Channel management ( operational mode changes)
- Payment management ( involves a total electronic payment system)

E-markets will be having most of the share in B2B e-commerce in coming years. The projection and marketing though this medium is already gaining speed in internet businesses.

## **B2B markets have powerful effect on developing countries economy:**

1. **Dealing costs:** The cost areas are high point sin this regard. They depend on,

- a) Minimum costs by reduction of search costs
- b) Reduction in processing transactions
- c) A definite improvement in logistics and inventory management

2. **Disintermediation:** B2B e-markets are great medium for easy and feasible interaction of suppliers and buyers. This is direct communication, which saves time and energy. The irrelevant elements, such as distributors are automatically avoided.

3. **Stable pricing.**

Though B2B e-commerce, a huge group of buyers and sellers are present in a single market and this gives them a great chance to compare the prices and know the variety as well as product knowledge. This keeps the pricing stable. It also gives rise to competitive process, that stable the item prices in the market.

## **B2C e-commerce**



The Business-to-consumer e-commerce, or the business/commerce between companies and consumers, has client information, buying items and goods (example, books etc) or information items( for example e-books on the web, digital and electronic content or material) product distribution through electronic networks etc.

B2C comes after B2B in e-commerce usage and sharing. The online retailing (or e-tailing) can be termed as the driving force between the B2C commerce. Some online retailers are Amazon.com, Drugstore.com, e-bay.com etc. A few other B2C models are E-Trade and Travelocity. It works mostly in the area of purchasing products, items, retailers goods, gathering information, and personal finance management,

B2C e-commerce minimizes dealing or transaction costs (including search costs) by increasing client accessing to information and permitting customers of searching for the most competitive and best price of any product or service. The market entry barriers are easily reduced by this form of e-commerce owing to cheap pricing of creating, maintain and managing a website, as compared to installing brick-and-mortar frame for some company. B2C e-commerce is a best package when it comes to saving in the additional cost through marketing and distribution channels. Information goods are most easy accessed by this form of e-commerce.

## **B2G e-commerce**

It is easy to understand that the Business-to-government e-commerce or B2G is basically business between companies and the public sector. It involves

- It has Internet for public procurement,
- Licensing procedures, and other government-related operations.
- the public sector assumes a pilot/leading role in establishing e-commerce;
- Public sector has the greatest need for making its procurement system more effective.

Though it has good security, but due to little development in government e-procurement systems, it has less usage and share as compared to other types of e-commerce. It needs development and can be utilized into a reliable and credible e-commerce.

## **C2C e-commerce**

The commerce between individuals/clients and consumers is called as Consumer-to-consumer e-commerce or C2C.

This type of e-commerce comes in at least three forms:

- **Auctions** facilitated at a portal, such as eBay, that allows online bidding. Purchasing, selling of goods, items, and products on the internet.
- **Peer-to-peer systems**, involves Napster model (a protocol for sharing files between users used by chat forums similar to IRC) and file and money exchange models;

● **Classified ads** at portal sites such as Excite Classifieds and eWanted are great ways to promote, project, and marketing tools in C2C e-commerce.

## **M-commerce**

The buying and selling through cellular phones and PDAs( personal digital assistants) is called M-commerce. It has become one fast growing e-commerce over the years.

- **Financial services,**
- **Telecommunications,**
- **Service/retail, Purchase etc**
- **Information services,**

### **Important Benefits of e-commerce:**

Faster build time, standout performance and great value

Our genuine and innovative platform behind E-commerce a system of accurate pre-built tools, features and functionality applied into your site to serve you precise requirements.

In addition, your site requisites are covered through these features without spending money and time on any redevelopment whatsoever.

You easily avoid time consuming and costly redevelopment by the phenomenal E-commerce features.

We call it, “Pay the price tag of an off-the-shelf package, and enjoy the complete experience.”

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***Our stunning, original and professional website designs for your websites.***

Your E-commerce site allows you a choice of 2 front-end design options. It adds to variety and affordability.

Make a choice that suits your budget. Our aim is your business success. We offer beautiful looking, excellent and professionally designed site for you to earn maximum money.

We facilitate your site as attractive appearance, on-brand, powerful features and helpful tools.

Our services extend beyond simple solutions. Other than meeting your commerce needs, E-commerce is also part of the dotDigital Group PLC. It is one of the UK's topmost, full-service digital marketing agencies.

Our standout special range of services also include: a drive, conversion, uplift and up sell of online clients and customers for excellent ROI.

We offer **integrated** services and digital marketing features. You can greatly benefit from it. Integrate your E-commerce website with **dotMailer email marketing**, and site optimization during construction of the structure; our expert SEO team's managing your site for high rank web positioning, and your complete digital tactics and schemes for increasing **revenue and sales**.

## **E-commerce reseller program**

**We offer a superb and perfect solution for agencies and resellers:**

Those agencies and resellers who are in need of a budget friendly, professional, reasonable and outstanding E-commerce solution for their clients- **Contact us!**

**We offer exclusive packages for resellers and agencies:**

- Our reliable and excellent reseller program helps you earn on margins at both "e-commerce sales" and "monthly transaction fees" of your clients.
- You get revenue uplift through our E-commerce package.

**A 100% client satisfaction and positive feedback.**

The Bend-over-backwards flexibility meets your requirements and serves the client needs as well.

We can manage, innovate, build, offer genuine web designs for you, and integrate E-commerce with your agency's own HTML designs.

Our goal is your feasibility. We meet your requirements with special offers. For example, if you just want to design, we will make it happen. We will not ask you for selecting the codes too. We will slice (bring in parts) your page designs before integration.

Another solution is creating a superb brand new E-commerce website solution for your client (the bespoke build price is not included). Our expert web design team will build a completely original design from scratch for your client. We serve for your business success with understanding and helpful assistance.

*Make the right choice by hiring us. We cover everything for you, from reasonable budget to superior professional services. Your satisfaction is guaranteed.*

## **How is the Internet relevant to e-commerce?**

Internet helps people from all over the world to get connected, interact in an affordable way. This acts as a universal way to share information. It is helpful for internet business, and e-commerce becomes vital and essential method for potential customers and clients.

### **E-commerce**

- **mass customization**
- **network production**
- **Consumers help**
- **Global business relationships**
- **A link of customers, buyers and sellers through e-commerce.**
- **E-tailing [ Online retailing]**

E-commerce is revolutionizing the global business and has become one of the most popular and feasible commerce for buyers, sellers, and consumers. The transformation of old economy into new economy through e-commerce is a great break through in online business.

### **How is e-commerce helpful to the consumer?**

In C2B transactions, customers/consumers are given more influence over what and how products are made and how services are delivered, thereby broadening consumer choices. E-commerce allows for a faster and more open process, with customers having greater control.

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E-commerce makes information on products and the market as a whole readily available and accessible, and increases price transparency, which enable customers to make more appropriate purchasing decisions.

### **How are business relationships transformed through e-commerce?**

E-commerce transforms old economy relationships (vertical/linear relationships) to new economy relationships characterized by end-to-end relationship management solutions (integrated or extended relationships).

### **How does e-commerce link customers, workers, suppliers, distributors and competitors?**

E-commerce facilitates organization networks, wherein small firms depend on “partner” firms for supplies and product distribution to address customer demands more effectively.

To manage the chain of networks linking customers, workers, suppliers, distributors, and even competitors, an integrated or extended supply chain management solution is needed. **Supply chain management (SCM)** is defined as the supervision of materials, information, and finances as they move from supplier to manufacturer to wholesaler to retailer to consumer. It involves the coordination and integration of these flows both within and among companies. The goal of any effective supply chain management system is timely provision of goods or services to the next link in the chain (and ultimately, the reduction of inventory within each link).<sup>29</sup>

There are three main flows in SCM, namely:

- The product flow, which includes the movement of goods from a supplier to a customer, as well as any customer returns or service needs;
- The information flow, which involves the transmission of orders and the update of the status of delivery; and
- The finances flow, which consists of credit terms, payment schedules, and consignment and title ownership arrangements.

Some SCM applications are based on open data models that support the sharing of data both inside and outside the enterprise, called the extended enterprise, and includes key suppliers, manufacturers, and end customers of a specific company. Shared data resides in diverse database systems, or data warehouses, at several different sites and companies. Sharing this data “upstream” (with a company’s suppliers) and “downstream” (with a company’s clients) allows SCM applications to improve the time-to-market of products and reduce costs. It also allows all parties in the supply chain to better manage current resources and plan for future needs

### **What is e-tailing?**

**E-tailing** (or electronic retailing) is the selling of retail goods on the Internet. It is the most common form of business-to-consumer (B2C) transaction.

### **Box 8. E-Tailing: Pioneering Trends in Ecommerce**

The year 1997 is considered the first big year for e-tailing. This was when Dell Computer recorded multimillion dollar orders taken at its Web site. Also, the success of Amazon.com (which opened its virtual doors in 1996) encouraged Barnes & Noble to open an e-tail site. Security concerns over taking purchase orders over the Internet gradually receded. In the same year, Auto-by-Tel sold its millionth car over the Web, and CommerceNet/Nielsen Media recorded that 10 million people had made purchases on the Web.

*What are the trends and prospects for e-tailing?*

Jupiter projects that e-tailing will grow to \$37 billion by 2002. Another estimate is that the online market will grow 45% in 2001, reaching \$65 billion. Profitability will vary sharply between Web-based, catalog-based and store-based retailers. There was also a marked reduction in customer acquisition costs for all online retailers from an average of \$38 in 1999 to \$29 in 2000.

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An e-retail study conducted by Retail Forward showed that eight of its top 10 etailers<sup>40</sup> were multi-channel-that is, they do not rely on online selling alone.

### **What is online publishing? What are its most common applications?**

Online publishing is the process of using computer and specific types of software to combine text and graphics to produce Web-based documents such as newsletters, online magazines and databases, brochures and other promotional materials, books, and the like, with the Internet as a medium for publication.

## **Chapter 4: Google's Search Engine Optimization**

Welcome to Google's Search Engine Optimization Starter Guide. This document first began as an effort to help teams within Google, but we thought it'd be just as useful to webmasters that are new to the topic of search engine optimization and wish to improve their sites' interaction with both users and search engines. Although this guide won't tell you any secrets that'll automatically rank your site first for queries in Google (sorry!), following the best practices outlined below will make it easier for search engines to both crawl and index your content.

Search engine optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results. You're likely already familiar with many of the topics in this guide, because they're essential ingredients for any webpage, but you may not be making the most

out of them.

*Search engine optimization affects only organic search results, not paid or "sponsored" results, such as Google AdWords*

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Even though this guide's title contains the words "search engine", we'd like to say that you should base your optimization decisions first and foremost on what's best for the visitors of your site. They're the main consumers of your content and are using search engines to find your work. Focusing too hard on specific tweaks to gain ranking in the organic results of search engines may not deliver the desired results. Search engine optimization is about putting your site's best foot forward when it comes to visibility in search engines.

An example may help our explanations, so we've created a fictitious website to follow throughout the guide. For each topic, we've fleshed out enough information about the site to illustrate the point being covered. Here's some background information about the site we'll use:

- Website/business name: "Brandon's Baseball Cards"
- Domain name: brandonsbaseballcards.com
- Focus: Online-only baseball card sales, price guides, articles, and news content
- Size: Small, ~250 pages

Your site may be smaller or larger than this and offer vastly different content, but the optimization topics we discussed below should apply to sites of all sizes and types.

We hope our guide gives you some fresh ideas on how to improve your website, and we'd love to hear your questions, feedback, and success stories in the [Google Webmaster Help Forum](#).

## Create unique, accurate page titles

A title tag tells both users and search engines what the topic of a particular page is. The <title> tag should be placed within the <head> tag of the HTML document. Ideally, you should create a unique title for each page on your site.

*The title of the homepage for our baseball card site, which lists the business name and three main focus areas*

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If your document appears in a search results page, the contents of the title tag will usually appear in the first line of the results (If you're unfamiliar with the different parts of a Google search result, you might want to check out the [anatomy of a search result](#) video by Google engineer Matt Cutts, and this helpful [diagram of a Google search results page](#).) Words in the title are bolded if they appear in the user's search query. This can help users recognize if the page is likely to be relevant to their search. The title for your homepage can list the name of your website/business and could include other bits of important information like the physical location of the business or maybe a few of its main focuses or offerings.

*A user performs the query [baseball cards]*

*Our homepage shows up as a result, with the title listed on the first line (notice that the query terms the user searched for appear in bold)*

*If the user clicks the result and visits the page, the page's title will appear at the top of the browser*

Titles for deeper pages on your site should accurately describe the focus of that particular page and also might include your site or business name.

*A user performs the query [rarest baseball cards]*

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*A relevant, deeper page (its title is unique to the content of the page) on our site appears as a result*

## Good practices for page title tags

- **Accurately describe the page's content** - Choose a title that effectively communicates the topic of the page's content.

Avoid:

- choosing a title that has no relation to the content on the page
- using default or vague titles like "Untitled" or "New Page 1"
- **Create unique title tags for each page** - Each of your pages should ideally have a unique title tag, which helps Google know how the page is distinct from the others on your site.

Avoid:

- using a single title tag across all of your site's pages or a large group of pages
- **Use brief, but descriptive titles** - Titles can be both short and informative. If the title is too long, Google will show only a portion of it in the search result.

Avoid:

- using extremely lengthy titles that are unhelpful to users
- stuffing unneeded keywords in your title tags

## Make use of the "description" meta tag

A page's description meta tag gives Google and other search engines a summary of what the page is about. Whereas a page's title may be a few words or a phrase, a page's description meta tag might be a sentence or two or a short paragraph. Google Webmaster Tools provides a handy [content analysis section](#) that'll tell you about any description meta tags that are either too short, long, or duplicated too many times (the same information is also shown for <title> tags). Like the <title> tag, the description meta tag is placed within the <head> tag of your HTML document.

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*The beginning of the description meta tag for our homepage, which gives a brief overview of the site's offerings*

Description meta tags are important because Google might use them as snippets for your pages. Note that we say "might" because Google may choose to use a relevant section of your page's visible text if it does a good job of matching up with a user's query. Alternatively, Google might use your site's description in the [Open Directory Project](#) if your site is listed there (learn how to [prevent search engines from displaying ODP data](#)). Adding description meta tags to each of your pages is always a good practice in case Google cannot find a good selection of text to use in the snippet. The Webmaster Central Blog has an informative post on [improving snippets with better description meta tags](#).

Snippets appear under a page's title and above a page's URL in a search result.

*A user performs the query [baseball cards]*

*Our homepage appears as a result, with part of its description meta tag used as the snippet*

Words in the snippet are bolded when they appear in the user's query. This gives the user clues about whether the content on the page matches with what he or she is looking for. Below is another example, this time showing a snippet from a description meta tag on a deeper page (which ideally has its own unique description meta tag) containing an article.

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*A user performs the query [rarest baseball cards]*

*One of our deeper pages, with its unique description meta tag used as the snippet, appears as a result*

## Good practices for description meta tags

- **Accurately summarize the page's content** - Write a description that would both inform and interest users if they saw your description meta tag as a snippet in a search result.

Avoid:

- writing a description meta tag that has no relation to the content on the page
- using generic descriptions like "This is a webpage" or "Page about baseball cards"
- filling the description with only keywords
- copy and pasting the entire content of the document into the description meta tag

- **Use unique descriptions for each page** - Having a different description meta tag for each page helps both users and Google, especially in searches where users may bring up multiple pages on your domain (e.g. searches using the [site: operator](#)). If your site has thousands or even millions of pages, hand-crafting description meta tags probably isn't feasible. In this case, you could automatically generate description meta tags based on each page's content.

Avoid:

- using a single description meta tag across all of your site's pages or a large group of pages



# Improve the structure of your URLs

Creating descriptive categories and filenames for the documents on your website can not only help you keep your site better organized, but it could also lead to better crawling of your documents by Google's Search Engine Optimization Starter Guide, Version 1.1, 13 Nov 2008, latest version at [Google Webmaster Central](#) search engines. Also, it can create easier, "friendlier" URLs for those that want to link to your content. Visitors may be intimidated by extremely long and cryptic URLs that contain few recognizable words. *A URL to a page on our baseball card site that a user might have a hard time with* URLs like these can be confusing and unfriendly. Users would have a hard time reciting the URL from memory or creating a link to it. Also, users may believe that a portion of the URL is unnecessary, especially if the URL shows many unrecognizable parameters. They might leave off a part, breaking the link.

Some users might link to your page using the URL of that page as the anchor text. If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would.

*The highlighted words above could inform a user or search engine what the target page is about before following the link*

Lastly, remember that the URL to a document is displayed as part of a search result in Google, below the document's title and snippet. Like the title and snippet, words in the URL on the search result appear in bold if they appear in the user's query.

*A user performs the query [baseball cards]*

*Our homepage appears as a result, with the URL listed under the title and snippet*

Google's Search Engine Optimization Starter Guide, Version 1.1, 13 Nov 2008, latest version at [Google Webmaster Central](#) Below is another example showing a URL on our domain for a page containing an article about the rarest baseball cards. The words in the URL might appeal to a search user more than an ID number like "www.brandonsbaseballcards.com/article/102125/" would.

*A user performs the query [rarest baseball cards]*

*A deeper page, with a URL that reflects the type of content found on it, appears as a result*

Google is good at crawling all types of URL structures, even if they're quite complex, but spending the time to make your URLs as simple as possible for both users and search engines can help. Some webmasters try to achieve this by rewriting their [dynamic URLs](#) to static ones; while Google is fine with this, we'd like to note that this is an advanced procedure and if done incorrectly, could cause crawling issues with your site. To learn even more about good URL structure, we recommend this Webmaster Help Center page on [creating Google-friendly URLs](#).

## Good practices for URL structure

- **Use words in URLs** - URLs with words that are relevant to your site's content and structure are friendlier for visitors navigating your site. Visitors remember them better and might be more willing to link to them.

Avoid:

- using lengthy URLs with unnecessary parameters and session IDs
- choosing generic page names like "page1.html"
- using excessive keywords like "baseball-cards-baseball-cards-baseballcards.htm"

- **Create a simple directory structure** - Use a directory structure that organizes your content well and is easy for visitors to know where they're at on your site. Try using your directory structure to indicate the type of content found at that URL.

Avoid:

- having deep nesting of subdirectories like ".../dir1/dir2/dir3/dir4/dir5/dir6/page.html"
- using directory names that have no relation to the content in them

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- **Provide one version of a URL to reach a document** - To prevent users from linking to one version of a URL and others linking to a different version (this could split the reputation of that content between the URLs), focus on using and referring to one URL in the structure and internal linking of your pages. If you do find that people are accessing the same content through multiple URLs, setting up a [301 redirect](#) from non-preferred URLs to the dominant

URL is a good solution for this.

Avoid:

- having pages from subdomains and the root directory (e.g. "domain.com/page.htm" and "sub.domain.com/page.htm") access the same content
- mixing www. and non-www. versions of URLs in your internal linking structure
- using odd capitalization of URLs (many users expect lower-case URLs and remember them better)

## Make your site easier to navigate

The navigation of a website is important in helping visitors quickly find the content they want. It can also help search engines understand what content the webmaster thinks is important. Although Google's search results are provided at a page level, Google also likes to have a sense of what role a page plays in the bigger picture of the site.

All sites have a home or "root" page, which is usually the most frequented page on the site and the starting place of navigation for many visitors. Unless your site has only a handful of pages, you should think about how visitors will go from a general page (your root page) to a page containing more specific content. Do you have enough pages around a specific topic area that it would make sense to create a page describing these related pages (e.g. root page -> related topic listing -> specific topic)? Do you have hundreds of different products that need to be classified under multiple category and subcategory pages?

*The directory structure for our small website on baseball cards*

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A sitemap (lower-case) is a simple page on your site that displays the structure of your website, and usually consists of a hierarchical listing of the pages on your site. Visitors may visit this page if they are having problems finding pages on your site. While search engines will also visit this page, getting good crawl coverage of the pages on your site, it's mainly aimed at human visitors.

An XML Sitemap (upper-case) file, which you can submit through Google's [Webmaster Tools](#), makes it easier for Google to discover the pages on your site. Using a Sitemap file is also one way (though not guaranteed) to tell Google which version of a URL you'd prefer as the canonical one (e.g. <http://brandonsbaseballcards.com/> or <http://www.brandonsbaseballcards.com/>; more on [what's a preferred domain](#)). Google helped create the open source [Sitemap Generator script](#) to help you create a Sitemap file for your site. To learn more about Sitemaps, the Webmaster Help Center provides a useful [guide to Sitemap files](#).

## Good practices for site navigation

- **Create a naturally flowing hierarchy** - Make it as easy as possible for users to go from general content to the more specific content they want on your site. Add navigation pages when it makes sense and effectively work these into your internal link structure.

Avoid:

- creating complex webs of navigation links, e.g. linking every page on your site to every other page
- going overboard with slicing and dicing your content (it takes twenty clicks to get to deep content)

- **Use mostly text for navigation** - Controlling most of the navigation from page to page on your site through text links makes it easier for search engines to crawl and understand your site. Many users also prefer this over other approaches, especially on some devices that might not handle Flash or JavaScript.

Avoid:

- having a navigation based entirely on drop-down menus, images, or animations (many, but not all, search engines can discover such links on a site, but if a user can reach all pages on a site via normal text links, this will improve the accessibility of your site; more on [how Google deals with non-text files](#))

- **Use "breadcrumb" navigation** - A breadcrumb is a row of internal links at the top or bottom of the page that allows visitors to quickly navigate back to a previous section or the root page. Many breadcrumbs have the most general page (usually the root page) as the first, left-most link and list the more specific sections out to the right.

*Breadcrumb links appearing on a deeper article page on our site*

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• **Put an HTML sitemap page on your site, and use an XML Sitemap file** - A simple sitemap page with links to all of the pages or the most important pages (if you have hundreds or thousands) on your site can be useful. Creating an XML Sitemap file for your site helps ensure that search engines discover the pages on your site.

Avoid:

- letting your HTML sitemap page become out of date with broken links
- creating an HTML sitemap that simply lists pages without organizing them, for example by subject
- **Consider what happens when a user removes part of your URL** - Some users might navigate your site in odd ways, and you should anticipate this. For example, instead of using the breadcrumb links on the page, a user might drop off a part of the URL in the hopes of finding more general content. He or she might be visiting <http://www.brandonsbaseballcards.com/news/2008/upcoming-baseball-card-shows.htm>, but then enter <http://www.brandonsbaseballcards.com/news/2008/> into the browser's address bar, believing that this will show all news from 2008. Is your site prepared to show content in this situation or will it give the user a 404 ("page not found" error)? What about moving up a directory level to <http://www.brandonsbaseballcards.com/news/>?

- **Have a useful 404 page** - Users will occasionally come to a page that doesn't exist on your site, either by following a broken link or typing in the wrong URL. Having a [custom 404 page](#) that kindly guides users back to a working page on your site can greatly improve a user's experience. Your 404 page should probably have a link back to your root page and could also provide links to popular or related content on your site. Google provides a [404 widget](#) that you can embed in your 404 page to automatically populate it with many useful features. You can also use Google Webmaster Tools to find the [sources of URLs causing "not found" errors](#).

Avoid:

- allowing your 404 pages to be indexed in search engines (make sure that your webserver is configured to give a [404 HTTP status code](#) when non-existent pages are requested)
- providing only a vague message like "Not found", "404", or no 404 page at all
- using a design for your 404 pages that isn't consistent with the rest of your site

## Offer quality content and services

Creating compelling and useful content will likely influence your website more than any of the other factors discussed here. Users know good content when they see it and will likely want to direct other users to it. This could be through blog posts, social media services, email, forums, or other means. Organic or word-of-mouth buzz is what helps build your site's reputation with both users and Google, and it rarely comes without quality content.

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*A blogger finds a piece of your content, likes it, and then references it in a blog post*

While the content you create could be on any topic imaginable, here are some recommended best practices:

### Good practices for content

- **Write easy-to-read text** - Users enjoy content that is well written and easy to follow.

Avoid:

- writing sloppy text with many spelling and grammatical mistakes
- embedding text in images for textual content (users may want to copy and paste the text and search engines can't read it)
- **Stay organized around the topic** - It's always beneficial to organize your content so that visitors have a good sense of where one content topic begins and another ends. Breaking your content up into logical chunks or divisions helps users find the content they want faster.

Avoid:

- dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation

- **Use relevant language** - Think about the words that a user might search for to find a piece of your content. Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic. For example, a long-time baseball fan might search for [nlcs], an acronym for the National League Championship Series, while a new fan might use a more general query like [baseball playoffs]. Anticipating these differences in search behavior and accounting for them while writing your content (using a good mix of keyword phrases) could produce positive results. Google AdWords provides a handy [Keyword Tool](#) that helps you discover new keyword variations and see the approximate search volume for each keyword. Also, Google Webmaster Tools provides you with the [top search queries](#) your site appears for and the ones that led the most users to your site.

- **Create fresh, unique content** - New content will not only keep your existing visitor base coming back, but also bring in new visitors.

Avoid:

- rehashing (or even copying) existing content that will bring little extra value to users

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- having duplicate or near-duplicate versions of your content across your site

(more on [duplicate content](#))

- **Offer exclusive content or services** - Consider creating a new, useful service that no other site offers. You could also write an original piece of research, break an exciting news story, or leverage your unique user base. Other sites may lack the resources or expertise to do these things.

- **Create content primarily for your users, not search engines** - Designing your site around your visitors' needs while making sure your site is easily accessible to search engines usually produces positive results.

Avoid:

- inserting numerous unnecessary keywords aimed at search engines but are annoying or nonsensical to users

- having blocks of text like "frequent misspellings used to reach this page" that add little value for users

- deceptively [hiding text from users](#), but displaying it to search engines

## Write better anchor text

Anchor text is the clickable text that users will see as a result of a link, and is placed within the anchor tag `<a href="..."></a>`.

*This anchor text accurately describes the content on one of our article pages*

This text tells users and Google something about the page you're linking to. Links on your page may be internal—pointing to other pages on your site—or external—leading to content on other sites. In either of these cases, the better your anchor text is, the easier it is for users to navigate and for Google to understand what the page you're linking to is about.

## Good practices for anchor text

- **Choose descriptive text** - The anchor text you use for a link should provide at least a basic idea of what the page linked to is about.

Avoid:

- writing generic anchor text like "page", "article", or "click here"

- using text that is off-topic or has no relation to the content of the page linked to

- using the page's URL as the anchor text in most cases (although there are certainly legitimate uses of this, such as promoting or referencing a new website's address)

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- **Write concise text** - Aim for short but descriptive text—usually a few words or a short phrase.

Avoid:

- writing long anchor text, such as a lengthy sentence or short paragraph of text

- **Format links so they're easy to spot** - Make it easy for users to distinguish between

regular text and the anchor text of your links. Your content becomes less useful if users miss the links or accidentally click them.

Avoid:

- using CSS or text styling that make links look just like regular text
- **Think about anchor text for internal links too** - You may usually think about linking in terms of pointing to outside websites, but paying more attention to the anchor text used for internal links can help users and Google navigate your site better.

Avoid:

- using excessively keyword-filled or lengthy anchor text just for search engines
- creating unnecessary links that don't help with the user's navigation of the site

## Use heading tags appropriately

Heading tags (not to be confused with the <head> HTML tag or HTTP headers) are used to present structure on the page to users. There are six sizes of heading tags, beginning with <h1>, the most important, and ending with <h6>, the least important.

*On a page containing a news story, we might put the name of our site into an <h1> tag and the topic of the story into an <h2> tag*

Since heading tags typically make text contained in them larger than normal text on the page, this is a visual cue to users that this text is important and could help them understand something about the type of content underneath the heading text. Multiple heading sizes used in order create a hierarchical structure for your content, making it easier for users to navigate through your document.

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## Good practices for heading tags

- **Imagine you're writing an outline** - Similar to writing an outline for a large paper, put some thought into what the main points and sub-points of the content on the page will be and decide where to use heading tags appropriately.

Avoid:

- placing text in heading tags that wouldn't be helpful in defining the structure of the page
- using heading tags where other tags like <em> and <strong> may be more appropriate
- erratically moving from one heading tag size to another
- **Use headings sparingly across the page** - Use heading tags where it makes sense. Too many heading tags on a page can make it hard for users to scan the content and determine where one topic ends and another begins.

Avoid:

- excessively using heading tags throughout the page
- putting all of the page's text into a heading tag
- using heading tags only for styling text and not presenting structure

## Optimize your use of images

Images may seem like a straightforward component of your site, but you can optimize your use of them. All images can have a distinct filename and "alt" attribute, both of which you should take advantage of.

The "alt" attribute allows you to specify alternative text for the image if it cannot be displayed for some reason.

*Our alt text here is a brief but accurate description of the image*

Why use this attribute? If a user is viewing your site on a browser that doesn't support images, or is using alternative technologies, such as a screen reader, the contents of the alt attribute provide information about the picture.

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*Our image wasn't displayed to the user for some reason, but at least the alt text was*

Another reason is that if you're using an image as a link, the alt text for that image will be treated similarly to the anchor text of a text link. However, we don't recommend using too many images for links in your site's navigation when text links could serve the same purpose. Lastly, optimizing your image filenames and alt text makes it easier for image search projects like [Google Image Search](#) to

better understand your images.

## Good practices for images

- **Use brief, but descriptive filenames and alt text** - Like many of the other parts of the page targeted for optimization, filenames and alt text (for ASCII languages) are best when they're short, but descriptive.

Avoid:

- using generic filenames like "image1.jpg", "pic.gif", "1.jpg" when possible (some sites with thousands of images might consider automating the naming of images)

- writing extremely lengthy filenames

- stuffing keywords into alt text or copying and pasting entire sentences

- **Supply alt text when using images as links** - If you do decide to use an image as a link, filling out its alt text helps Google understand more about the page you're linking to. Imagine that you're writing anchor text for a text link.

Avoid:

- writing excessively long alt text that would be considered spammy

- using only image links for your site's navigation

- **Store images in a directory of their own** - Instead of having image files spread out in numerous directories and subdirectories across your domain, consider consolidating your images into a single directory (e.g. brandonsbaseballcards.com/images/). This simplifies the path to your images.

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- **Use commonly supported filetypes** - Most browsers support [JPEG](#), [GIF](#), [PNG](#), and [BMP](#) image formats. It's also a good idea to have the extension of your filename match with the filetype.

## Make effective use of robots.txt

A "robots.txt" file tells search engines whether they can access and therefore crawl parts of your site. This file, which must be named "robots.txt", is placed in the root directory of your site.

*The address of our robots.txt file*

*All compliant search engine bots (denoted by the wildcard \* symbol) shouldn't access and crawl the content under /images/ or any URL whose path begins with /search*

You may not want certain pages of your site crawled because they might not be useful to users if found in a search engine's search results. If you do want to prevent search engines from crawling your pages, Google Webmaster Tools has a friendly [robots.txt generator](#) to help you create this file. Note that if your site uses subdomains and you wish to have certain pages not crawled on a particular subdomain, you'll have to create a separate robots.txt file for that subdomain. For more information on robots.txt, we suggest this Webmaster Help Center guide on [using robots.txt files](#).

There are a handful of other ways to prevent content appearing in search results, such as adding "NOINDEX" to your robots meta tag, using .htaccess to password protect directories, and using Google Webmaster Tools to remove content that has already been crawled. Google engineer Matt Cutts walks through the [caveats of each URL blocking method](#) in a helpful video.

## Good practices for robots.txt

- **Use more secure methods for sensitive content** - You shouldn't feel comfortable using robots.txt to block sensitive or confidential material. One reason is that search engines could still reference the URLs you block (showing just the URL, no title or snippet) if there happen to be links to those URLs somewhere on the Internet (like referrer logs). Also, non-compliant or rogue search engines that don't acknowledge the Robots Exclusion Standard could disobey the instructions of your robots.txt. Finally, a curious user could examine the directories or subdirectories in your robots.txt file and guess the URL of the content that you Google's Search Engine Optimization Starter Guide, Version 1.1, 13 Nov 2008, latest version at [Google Webmaster Central](#) don't want seen. Encrypting the content or password-protecting it with .htaccess are more secure alternatives.

Avoid:

- allowing search result-like pages to be crawled (users dislike leaving one

search result page and landing on another search result page that doesn't add significant value for them)

- allowing a large number of auto-generated pages with the same or only slightly different content to be crawled: "Should these 100,000 near-duplicate pages really be in a search engine's index?"
- allowing URLs created as a result of proxy services to be crawled

## Be aware of rel="nofollow" for links

Setting the value of the "rel" attribute of a link to "nofollow" will tell Google that certain links on your site shouldn't be followed or pass your page's reputation to the pages linked to. Nofollowing a link is adding rel="nofollow" inside of the link's anchor tag.

*If you link to a site that you don't trust and don't want to pass your site's reputation to, use nofollow*

When would this be useful? If your site has a blog with public commenting turned on, links within those comments could pass your reputation to pages that you may not be comfortable vouching for. Blog comment areas on pages are highly susceptible to comment spam. Nofollowing these user-added links ensures that you're not giving your page's hard-earned reputation to a spammy site. Many blogging software packages automatically nofollow user comments, but those that don't can most likely be manually edited to do this. This advice also goes for other areas of your site that may involve user-generated content, such as guestbooks, forums, shout-boards, referrer listings, etc. If you're willing to vouch for links added by third parties (e.g. if a commenter is trusted on your site), then there's no need to use nofollow on links; however, linking to sites that Google considers spammy can affect the reputation of your own site. The Webmaster Help Center has more tips on [avoiding comment spam](#), like using CAPTCHAs and turning on comment moderation.

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*A comment spammer leaves a message on one of our news posts, hoping to get some of our site's reputation*

Another use of nofollow is when you're writing content and wish to reference a website, but don't want to pass your reputation on to it. For example, imagine that you're writing a blog post on the topic of comment spamming and you want to call out a site that recently comment spammed your blog. You want to warn others of the site, so you include the link to it in your content; however, you certainly don't want to give the site some of your reputation from your link. This would be a good time to use nofollow.

Lastly, if you're interested in nofollowing all of the links on a page, you can use "nofollow" in your robots meta tag, which is placed inside the <head> tag of that page's HTML. The Webmaster Central Blog provides a helpful post on [using the robots meta tag](#). This method is written as <meta name="robots" content="nofollow">.

*This nofollows all of the links on a page*

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## Promote your website in the right ways

While most of the links to your site will be gained gradually, as people discover your content through search or other ways and link to it, Google understands that you'd like to let others know about the hard work you've put into your content. Effectively promoting your new content will lead to faster discovery by those who are interested in the same subject. As with most points covered in this document, taking these recommendations to an extreme could actually harm the reputation of your site.

### Good practices for promoting your website

- **Blog about new content or services** - A blog post on your own site letting your visitor base know that you added something new is a great way to get the word out about new content or services. Other webmasters who follow your site or RSS feed could pick the story up as well.
- **Don't forget about offline promotion** - Putting effort into the offline promotion of your company or site can also be rewarding. For example, if you have a business site, make sure its URL is listed on your business cards, letterhead, posters, etc. You could also send out recurring newsletters to clients through the mail letting them know about new content on the company's website.

- **Know about social media sites** - Sites built around user interaction and sharing have made it easier to match interested groups of people up with relevant content.

Avoid:

- attempting to promote each new, small piece of content you create; go for big, interesting items

- involving your site in schemes where your content is artificially promoted to the top of these services

- **Add your business to Google's Local Business Center** - If you run a local business, adding its information to Google's [Local Business Center](#) will help you reach customers on Google Maps and web search. The Webmaster Help Center has more tips on [promoting your local business](#).

- **Reach out to those in your site's related community** - Chances are, there are a number of sites that cover topic areas similar to yours. Opening up communication with these sites is usually beneficial. Hot topics in your niche or community could spark additional ideas for content or building a good community resource.

Avoid:

- spamming link requests out to all sites related to your topic area

- purchasing links from another site with the aim of getting PageRank instead of traffic

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## Make use of free webmaster tools

Major search engines, including Google, provide free tools for webmasters. [Google's Webmaster Tools](#) help webmasters better control how Google interacts with their websites and get useful information from Google about their site. Using Webmaster Tools won't help your site get preferential treatment; however, it can help you identify issues that, if addressed, can help your site perform better in search results. With the service, webmasters can:

- see which [parts of a site Googlebot had problems crawling](#)

- upload an [XML Sitemap file](#)

- [analyze and generate robots.txt files](#)

- [remove URLs already crawled by Googlebot](#)

- [specify the preferred domain](#)

- [identify issues with title and description meta tags](#)

- understand the [top searches used to reach a site](#)

- get a glimpse at [how Googlebot sees pages](#)

- [remove unwanted sitelinks](#) that Google may use in results

- [receive notification of quality guideline violations](#) and [file for a site reconsideration](#)

Yahoo! ([Yahoo! Site Explorer](#)) and Microsoft ([Live Search Webmaster Tools](#)) also offer free tools for webmasters.

## Take advantage of web analytics services

If you've improved the crawling and indexing of your site using Google Webmasters Tools or other services, you're probably curious about the traffic coming to your site. Web analytics programs like [Google Analytics](#) are a valuable source of insight for this. You can use these to:

- get insight into how users reach and behave on your site

- discover the most popular content on your site

- measure the impact of optimizations you make to your site (e.g. did changing those title and description meta tags improve traffic from search engines?)

For advanced users, the information an analytics package provides, combined with data from your [server log files](#), can provide even more comprehensive information about how visitors are interacting with your documents (such as additional keywords that searchers might use to find your site).

Lastly, Google offers another tool called [Google Website Optimizer](#) that allows you to run experiments to find what on-page changes will produce the best conversion rates with visitors. This, in combination with Google Analytics and Google Webmaster Tools (see our video on using the "[Google Trifecta](#)"), is a powerful way to begin improving your site.

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## Helpful resources for webmasters

[Google Webmaster Help Forum](#) - Have questions or feedback on our guide? Let us know  
[Google Webmaster Central Blog](#) - Frequent posts by Googlers on how to improve your website  
[Google Webmaster Help Center](#) - Filled with in-depth documentation on webmaster-related issues  
[Google Webmaster Tools](#) - Optimize how Google interacts with your website  
[Google Webmaster Guidelines](#) - Design, content, technical, and quality guidelines from Google  
[Google Analytics](#) - Find the source of your visitors, what they're viewing, and benchmark changes  
[Google Website Optimizer](#) - Run experiments on your pages to see what will work and what won't  
[Tips on Hiring an SEO](#) - If you don't want to go at it alone, these tips should help you choose an SEO company

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# Google SEO Basics for Beginners

## Introduction

As many of us web developers already know, Google is rated by many as the number one search engine in the world. We personally know that our websites get about 90% of their search engine traffic direct from Google searches.

Getting indexed by Google can be a pain, but getting highly placed rankings for specific keywords seems to be the nut that not many web developers without SEO (search engine optimization) experience or [seo training](#) can crack.

Today we're going to give you an informative primer on the basics of search engine optimization techniques -- many of which we use everyday to optimize our websites and stay ahead of our competitors.

## 4 Steps to Better Rankings

We personally believe in the "practice what you preach" approach to all things business related -- especially SEO. So, before we continue, here's a sample of keywords and Google rankings for some of our websites:

Website	Keywords	Google Ranking
Activekb.com	Knowledgebase software	#2 of 4,980,000
DevEdit.com	Online HTML editor	#3 of 9,080,000
MyFreeTemplates.com	Free Dreamweaver Templates	#4 of 93,600

## ***Step 1. Choosing The Right Keywords***

Choosing the right keywords to base your site optimization around is an important first step. General or generic keywords are usually not the best approach, and sometimes it's better to be a little more specific and focus on niche keywords relating to your product or service.

For example, let's talk about [www.devedit.com](http://www.devedit.com) -- DevEdit is our WYSIWYG HTML editing component that drops into browser-based applications.

The problem is, there are a LOT of WYSIWYG HTML editors, but how can we get DevEdit to appear in Google's top 10 rankings? Well, let's see. Trying to optimize for the keyword "HTML" alone would be a tough task, as it's too general. There are HTML editors, HTML tutorials, HTML articles, etc.

We need to be more specific, which means:

1. Targeting a more suitable market that is looking for a content editing solution
2. Competing with fewer websites targeting the same keywords
3. Optimizing for keywords that people actually use when performing searches

Targeting a suitable market will depend on your website, as well as the products and services you offer. Try to be specific with your keywords, and remember that people no longer use single keyword search phrases - the average search phrase contains 3-5 related words.

For example, if you're optimizing for a web development site and you're located in Sydney, Australia, use keywords such as "web development Sydney" or "web development services Australia".

To find out how many websites are competing with your keywords -- either intentionally or not - simply do a search on Google and note down how many results are returned. In our case, for "online html editor", we're competing with 9,080,000 sites. The more sites that are competing for your keywords, the harder it will be to get on the front page.

Alternatively, to get a rough indication of how many people are actually searching for the keywords you want to optimize your site for, use the Overture search suggestion tool. It's not exact, and doesn't measure Google searches, but it does give a very good estimate.

The Overture search suggestion tool will also provide you with a list of similar keywords, based on the keywords you enter. This can be a great way to find other keywords to optimize your site for.

As a rough guideline, try to optimize every page on your site for a different search phrase. Each search phrase should contain 2 to 3 highly targeted keywords.

## ***Step 2. Your URL and Title Tag***

Two of the most determining factors in Google's ranking are your domain name and title tag. For example, a domain name such as:

<http://www.web-development-sydney.com> will generally get ranked higher than <http://www.companyname.com>, assuming that they had identical keywords and page content.

For some of us, keywords in the domain name look too unprofessional, and we've already registered our domain, so it's too late to change. An alternative -- and also a useful tactic -- is to add your keywords into the names of your pages, such as

<http://www.companyname.com/web-development-services.html>

Your title tag is equally as important as your domain name. Using keywords in your title tag can improve your Google ranking significantly. Trying to achieve a balance of professionalism with keyword density in the title tag however is sometimes a little more difficult.

Going back to our example of a web development company earlier, a good title tag would be:

```
<title>"Company name provides professional affordable web development services in Sydney Australia."</title>
```

Usually, the closer to the front of your title tag the keywords are placed, the better.

### ***Step 3. H1 Tags and Keyword Density***

`<h1>` tags seem to have been depreciated by stylesheets these days, and are not used as often as they used to be.

The Google ranking algorithm dictates that if you're using a `<h1>` tag, then the text in between this tag must be more important than the content on the rest of the page. Here's a quick example:

```
<h1>Google sees this text as more important</h1>  
<p>... than this text</p>
```

By default, H1 tags aren't the prettiest in terms of formatting, so using a CSS style to override the default look is usually a good idea:

```
H1 { color: blue; font-family: Verdana; font-size: 16px }
```

Sprinkling keywords throughout your page content can also improve your sites keyword density. Keyword density simply means the ratio of optimized keywords to the rest of the content on your page. It is usually expressed as a percentage, and should be between 7% and 10% for each page on your site.

Don't overdo the keyword density, however, but don't overlook it either. A good example would be:

Before:

- Company name provides web design and site management services to our clients.

After:

- Company name provides web development services to the Sydney region in Australia

Notice how we use the keywords more efficiently the second time around?

#### ***Step 4. Links, Links and More Links***

And this leads us to the toughest part of the Google SEO process -- back-links. Back links are websites that link directly to your website. The general principal is the more back links you have, the higher your pages will be ranked, as your website must be good if so many other sites are linking back to it.

If you run a web development company, then adding a simple link to the bottom of each of your client's websites, such as:

`<a href=http://www.yoursite.com>Web development by Company Name</a>`

... (With your clients permission of course) can help boost your back links, which will help boost your ranking position in searches.

Submitting your site to dmoz.org, Yahoo! and other directories is also an important step to increase the number of sites linking back to yours. Do remember however, that setting up back links takes time. I would recommend emailing 5-10 websites each and every day to request back-links or partnership links (keeping in mind that the sites contacted should be relevant but not competitive) e.g. - If you sell chocolate, partnering with a company that sells Roses may just be a good idea. Within a couple of weeks, you should have a good 100 or so sites happily linking back to yours!

#### **Conclusion**

Google can be one tough search engine to crack. Hopefully, however, in this article we've provided you with enough basic tips to get started optimizing both yours and your clients website.