

A Simple Guide to Organic SEO – Free E-Book



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Introduction

Have you ever wondered why some websites have so much popularity yet the quality of their content is not so unique or helpful? While other websites loaded with up-to-date content that is relevant, useful and practical are not as popular or they do not attract as much traffic? Or worse still, do you often feel cheated when the bloggers who are considered the best are not the ones whose sites you visit the most because they lack audience appeal? Have you ever searched for a document of choice only to find it after scrolling down ten pages from the search results available? Well the secret is in search engine optimization.

Search engine optimization is done to ensure a website can be easily accessed and that the particular website appears first when someone is looking for information related to that page. Search engine optimization ensures presence of a webmaster in the web. It is the yardstick that measures whether the master meets the demands of his customers or not, and if it answers their questions. It creates a platform for the customers to interact with other legitimate sources of information in that field. The optimization is done to ensure that a site meets certain criteria required by the search engines on the information it gives and this criteria of optimization involves; use of key words, page optimization, homepage optimization, site optimization, registering with directories and link building.

Optimization is however not the only criteria that is used to determine visibility, other factors that would affect visibility include; changes in the algorithm of the search engines, search engine optimization abuse techniques, appearing natural and social considerations. All these are factors that work in hand in hand and determine how visible a site is in a search engine.

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Keyword Analysis

Site recognition on internet search engines is largely dependent on keywords; key words influence the possibility of the targeted consumer of the information finding your presence. Strategies that can be put in place to increase the chances of your website coming up in key word searches include;

- ✓ Using a key word tool to find the most targeted word for your website
- ✓ Picking themes or key word baskets around various sections of your website
- ✓ Emphasizing key word phrases as opposed to individual words. Coining phrases as opposed to a particular words increases the ranking of the website
- ✓ Having a different key word phrase for each page
- ✓ Making use of one or two primary and two or three secondary key word phrases and not more than that per page
- ✓ Maximising on use of unique content that is readable and targeted around a theme this is applied especially if one is generating a lot of content. The more reader views the higher the possibility of the website being recommended among users.

Page optimization

This is the process of ensuring that your website continuously functions as effectively as possible in relation to search engines. The following are important steps that will enable you to optimise your website;

- ✓ Use Keywords on your page title, starting with the most important keyword. Site titles should not be put on every page however, for branding purposes it can be place at the end of the page titles
- ✓ Overlapping key word phrases in the page title gives you the advantage of picking multiple search phrases
- ✓ If using a meta description it should be limited between a sentence and a paragraph describing the page contents in a compelling way as it can be seen in some search results
- ✓ In case you choose to have a meta keywords tag, it should contain your primary keyword, its common misspellings and synonyms. And each keyword phrase in the keywords tag should be comma separated
- ✓ To reinforce the page title ,a single descriptive H1 header containing the key word phrases similar to those being targeted on the page title should be used on your page
- ✓ To improve usability and to help define what the page content is about to search engines while avoiding the obviousness, one should use descriptive sub headers (H2 or H3) before every paragraph or in every few paragraphs
- ✓ To break up content and make it easier to read one should use bulleted lists and bolding

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- ✓ To avoid the possibility of your page being read poorly. It is imperative to always write for human consumption as opposed to writing exclusively for search engines. Appeal to the reader by having a human face.

It is important to not only optimize the webpage but also your site's homepage for customers in order to make sure it functions efficiently. Home page optimization can be achieved by adhering to the following;

- ✓ Ensuring it builds' credibility and it directs consumers to the most important parts of your site
- ✓ Ensuring the most competitive key word is targeted by the homepage or by a page directly linked to from the homepage
- ✓ Ensuring the major theme pages are linked from your homepage
- ✓ Ensuring that from every page of your site the homepage is linked and your site name and/or the home page's primary keyword phrase in the text links pointing to it is included.
- ✓ Making the link to your home page say 'home' if you think your site is being filtered out of the search results for being too focused on a word or phrase

Site optimization

It is important that every page on your site is a masterpiece that works seamlessly with the search engines and customers in tandem with the home page which is the epitome of a multifaceted and multilayered website. To achieve this it is important to do the following;

- ✓ Employ navigation that is text- based
- ✓ Make use of descriptive alt text for your image links, and link to your primary pages from every page of your site using footer text links when using graphic navigation
- ✓ Use descriptive/keyword-rich breadcrumb navigation for better understanding of your site structure by search engines
- ✓ Help search engines spider through your site by use of sitemaps
- ✓ Make use of descriptive text when linking between pages of your site
- ✓ Make use of other resources such as referencing research from trusted sources so as to improve your customers experience by making your content informative as opposed to sales oriented
- ✓ Ensure that articles that are related and contents from the active section are deep linked
- ✓ Ensure that from the active content area of your website you actively guide people toward conversion if you want your site to convert
- ✓ Improve the appearance and feel of your pages by using cascading style sheets. This can be done in an external file.

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Directory Submissions

It is critical to identify the search engine of interest before commencing with the registration process. Depending on the target search engine, your site should be registered with the major directories and second-tier general directories. For example, if Google is the target then half-dozen to a dozen of the better general directories should be registered. In the case that other engines are the first target, twenty to fifty general directories can be registered. It is also important to register with a couple of niche-specific directories because they are findable via search engines. Registration under niche-specific directories ensures that your content falls under a distinct category eliminating ambiguity. It is worth noting that despite the fact that static links are crucial before registering a site, there are directories that deliver quality traffic without necessarily providing static links. A static link is a page with a URL that is permanent and is constant such as: <http://example.cindex.htm>. While a dynamic link has a URL that changes for example <http://example.abc.pht?sales=012345&crp>. However static links are preferred in SEO as they are permanent and have a higher chance of being indexed by a search engine. As a web page operator this will be a crucial decision to make in order to increase optimization. It is important to search for things like “<my keywords> + <add URL>” to find other niche directories.

There are cost implications that come with getting links from different directories across many different internet protocol ranges, for example a onetime fee is charged for listing in many of the second tier directories with some having the additional advantage of allowing you to add your sites at no extra cost if you become an editor. These cost implications do however give you an edge in terms of having more general directories listed in the general directory categories which most top ranking sites in mildly competitive fields do not have.

Text links give you an edge in terms of rankings for your yahoo and MSN however given how TrustRank affects Google it is imperative to choose directories carefully. When renting powerful links in competitive fields, listings in various directories can help stabilize your rankings when search engine algorithms shift. Highly recommended directories include are Yahoo!, AskWeb, DMOZ, Business.com, JoeAnt, Best of the Web, and Gimpsy. With the revolution in IT and better access to internet various search engines have been developed, it is upon the user to use their discretion when selecting the search engine of choice.

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Link Building

This is the most crucial part in ensuring that a website achieves a high ranking in modern search engines. You can use Link building to significantly impact the growth and spread of links to your site in the following ways;

- ✓ Ensuring that your site has areas of interest that other webmasters in your niche would be interested in linking to
- ✓ Creating link worthy pages that will attract people and lift the authority and rankings of all pages on your site.
- ✓ Legitimizing your creations so that webmasters interested in your topic would be interested in linking
- ✓ Ensuring key words in many of the links point to your pages
- ✓ Ensuring you are in the discussion through participation or trading links with topical hubs and related sites
- ✓ Finding high quality free links
- ✓ Getting direct links to inner pages when you have good internal content
- ✓ Blogging about your topics ,news ,products and other sites within your community
- ✓ Syndicating your articles to more authoritative sites
- ✓ Using useful ,relevant and valuable comments on other sites
- ✓ Being in the loop by actively participating in forums that enlighten you on what is important to your potential consumers, their questions and finding solutions to problems
- ✓ Leaving amazing testimonials on people and products you like, so that the author leaves a link to your site when they review the comments
- ✓ Sponsoring websites related to your site
- ✓ Identifying categories that require links and renting them especially if you are in an extremely competitive industry
- ✓ Making key words to look like natural linkage data so as to rank well for many targeted secondary phrases
- ✓ Conducting a survey to identify if there is a niche that has not been filled
- ✓ Ensuring there are legitimate reasons for people to want to reference more than just your homepage

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Algorithm changes

A computer algorithm is a step-by-step procedure encoded into the computer for it to perform a particular task. Algorithms can be designed using flowcharts or pseudocodes following syntax or simply rules of programming language. So how do algorithms influence sites readability? A particular sites ranking will keep changing from time to time, when the rankings are not as high as one would want, the solution should not be to change things. It is important to understand that the search engines sometimes roll in new algorithms aggressively as coded, and then later roll them back. If you are not sure about sudden change in the ranking either a dip or rise because in programming once the algorithms shift the ranking procedure may not work as desired. Hence, patience is required before taking any cause of action. Changes in ranking do not necessarily translate to penalty. When making changes the likelihood the changes not matching the old ranking criteria are higher leading to even lower rankings.

Knowing when to do nothing at all is one of the greatest search engine optimization tools. Aggressiveness does not equal increased chances it actually increases the risk as opposed to reward. To be able to build a site for long term profits it is very important to understand the kind of battle one is dealing with and the necessary tools for fighting this battle so that you do not come with complex tools to a simple battle and vice versa.

Common SEO abuse techniques

In search engine optimization perfection does not necessarily mean optimization; the search engine will return the page that satisfies the searchers goal not the one that is most optimized. Perfection in the page title, header internal links and inbound links from other sites raise suspicion and search engines are more likely to de weight or filter out your site in the search results.

Deliberately mixing things up minimizes risks and makes your site more stable. It is of great value to you at this point to be able to think like a search engine or engineer. It is also imperative to be aware of poison words in a link that would prompt a search engine to de weight or filter out your site and avoid them. Poison words would include things like link exchange, add URL, or link partners on a page

Biases from search engines such as Google and Yahoo tend to affect optimization; the key thing is to identify what is likely to be penalized and finding a way to beat the penalty. For instance, the use of a H2 header for spammy sites as there are penalties for using H1 header spammy sites. The idea is to match quality signs but not too much to send a negative signal

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Natural Search

Ultimately search engines want the best pages and sites to be at the top of search results. In the long run perfecting sites to meet search engine standards will become too difficult. Algorithms will then be bypassed and direct influence used as an alternative. The challenge will then become how to build a brand that will attract people towards it. This can be achieved through optimizing the content on one's site, and this entails ensuring the page title is clear and investing in writing content that is remarkable enough to make people want to reference it.

Social Signals

Emulating a natural link profile that is manually built is very hard even for the smartest of people. In the near future, for your site to do well in search engine results one has to earn natural citations. For you to be able to develop a site that is able to realize natural citations, you should ask and honestly answer the following questions;

- ✓ If your site was a page you randomly found on the internet would it be a site you would visit every week?
- ✓ Is there anything you can do as the webmaster to capture the attention of bloggers?
- ✓ What is it that will make your competitors want to link your site without you having to solicit them to do so?

Additional Tips

Despite the fact that search engine optimization is the entry point into the web for most of us, in the long run the necessity of finding ways to get other people to advocate for and believe in our ideas is inevitable. This necessity is what will give rise to the movement towards a natural link profile; this realization is totally in tandem with what Abraham Lincoln said "With public sentiment, nothing can fail. Without it, nothing can succeed." In line with this it is also important to understand that success is achieved by studying and doing what you are interested in.

Your value as a person should not be dependent on your financial success, which has been instilled in us through an upbringing that valued monetary gain more than it did doing what you like and enjoying your livelihood. One's value should however be dependent on the conscious decisions you made on which way to steer your life, and when you look back on those decisions you should not want to change a thing.

Active dependence on search engine optimization is not a necessity for most of the successful web-based businesses. Search engine optimization is of great importance especially when one is starting out and wants to be found. After being found the burden squarely lies on the webmaster to be able

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work deliberately and creatively to develop a business with a reputation people want to associate with. Having a page that is highly ranked does not give any warranty to relax, keeping abreast with consumer needs is key.

Constantly exposing yourself to learning experiences and being open to new ideas, opinions and experiences cannot be overemphasized. This is what facilitates personal growth. You should dedicate time to reading widely; important lessons and ideas are drawn from books. One should not be afraid of reading what their competitors and people in other fields write, and learning from their mistakes and successes. Participation in such forums is key and it puts one out there. Your own mistakes should be a platform for learning no invention has ever been made without several mistakes and countless trials.

Search engines basically work by trying to emulate users who are largely influenced by social connections off the web. To emulate this you can create friendships with people who have sites similar to yours this will give you connections, then you can get media coverage which will give you presence. You can also venture out and create a blog and discover the writer in you, most of us never get a chance to openly speak our mind in this world and speaking out your mind could be the difference maker. To effect this there are free blogging websites easy to set up and start. The difference between people who make a change in life and those who don't is in taking a step.