

Cleveland Search Engine Optimization 101

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#1 "Build it and they will come, *if they can find it.*"

#2 "To be found in the search engines, first the search engines must find you"

~Jan Limpach

Hello, many of the things you read here may seem overly basic to some. That is the intention of this document, the search engine optimization basics (SEO 101). To build a good foundation for a website there are certain best practices followed by industry professionals. It is our intention to pass some of those along here but of course recognizing, it is much more complicated than these 12 points.

Best Wishes, in your pursuit of top search engine rankings ~ Jan

- 1) Some sites still use a type of entry page that became popular years ago. Using a (_____) page may cause your visitors *FRUSTRATION*, and reduce your chances for higher search engine rankings. Bailout rates as high as 70% have been recorded for this type of page.
- 2) Building your home page or entire website with a (_____) file will not provide the search engines with the type of readable content they are looking for.
- 3) Designing with (_____) also presents a separate set of challenges for the search engines.
- 4) Are your pages accessible? A popular type of navigation these days is created with (_____). This too will make it difficult for the search engine spiders to find your pages. The less you use it, the better.
- 5) (_____), (_____), (_____) & (_____) OH My! Beware how you use these techniques.
- 6) The Internet is about people, and people love quality (_____, _____ & more _____).
- 7) To optimize the content on your site requires (_____ _____) research. Make a list of what you think are the primary keywords your visitors would search on. Using a tool such as (_____) will provide you with some brainstorming ideas on topics to build your pages about.
- 8) The Most Important words on your website are in the (____ _). What's in your <head>? The (_____) is often used by the search engines to describe your site. So, be sure to use your primary keyword phrase and enticing copywriting here, to get that important click. Much overrated is the (_____) tag. This was abused in the past, so most search engines will not use it to add value to your ranking. That is virtually all you need in your <head>. Don't stuff it with allot of junk that will clutter up the source code and slow your page down.
- 9) Do your pages (_____) to standards? Check your pages here (_____) this will help you to remove any roadblocks the search engines might have when reading your site.
- 10) What's good for (_____) is good for search engine optimization. Do your images have an (____ _)? These help visitors and search engines alike, know more about your website.
- 11) You can build the perfect website, but there are two types of optimization you need to consider (_____) & (_____).
- 12) Search engines read (____) and (____) keeping these foremost in your design, will allow the search engines to find your important content easier and help you achieve higher rankings in the long run.

p.s. *If you were not able to attend the meeting for this handout?

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