



SEO Survival Guide - A Crash Course In Search Engine Optimization

By: Jeff Gross – nPromote.com





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Chapter 1: Introduction

What Is This Guide About?

This guide is here to help you do the following:

1. Verify that your website is properly optimized for the search engines
2. Assist you in discovering ways to increase your websites rankings on the search engines
3. Give you an overview on visitor tracking and why it is so important for your business

I wrote this guide in response to an overwhelming amount of emails I receive about this topic. Many business owners are in need of some genuinely free and helpful information on this topic and I am here to help to the best of my ability.

Please read this guide in its entirety as each portion builds upon the portion before it. I know it's tempting to skip parts of any guide, but in this case I suggest you read every word.

Who Is Jeff Gross?

Jeff is an Internet Marketing Expert who specializes in helping businesses increase their revenue through proper Search Engine Optimization and Pay Per Click management. Jeff is the co-owner of nPromote.com where he offers his services to business owners on Long Island and throughout the United States.

Besides doing consulting work for businesses Jeff additionally teaches this topic in a college classroom setting.

Jeff has been featured on Long Island's News 12 Jobline to discuss Search Engine Optimization and Social Media Marketing on multiple occasions, and continues to speak publicly about the topic at other Long Island and New York venues as well.

Jeff has decided to offer this guide 100% free in order to help educate business owners who may be considering Search Engine Optimization for their business. This guide is the culmination of hundreds of emails Jeff has received through his website and teaching.

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The questions asked by these individuals have been integrated into this guide to better assist you in the learning process.

Is Your Business Invisible?

You might be thinking “What the heck is this guy getting at? Of course my business is not INVISIBLE!” OK, fair point, but can you back it up?

Ok, let me clarify. Is your business invisible online? Can it be found on Google, Yahoo, and Bing? Have you checked? Has your answer changed to a “No” or an “I’m not sure?” if it has...then continue reading.

Having a visible and effective online presence is a must for almost any business owner in this day in age.

Answer some questions for me if you will:

1. Does your business have a website?
2. Is your website optimized for the search engines?
3. Do you have proper visitor tracking installed on the websites?
4. Do you have access to these statistics? Have you analyzed them?

The key to having an online presence is being able to quantify the results of your effort. Sure, you had a site built, it looks pretty, and it’s on the web. There is one problem though...can people find it and can you prove that they have or haven’t.

Ninety percent of the businesses I work with say “NO,” they cannot prove or disprove that their online presence is working or not working. They are literally in the dark. This is NOT where you want to be.

You DO want to know how many people visited, where they came from, how long they stayed for, and of course if they performed the actions you want them to perform. All of this is possible, and more, with proper tracking.



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In some cases business owners DO have tracking installed and working properly but they get little to no traffic. Why? The answer is usually simple – their website is not optimized to be found by the search engines.

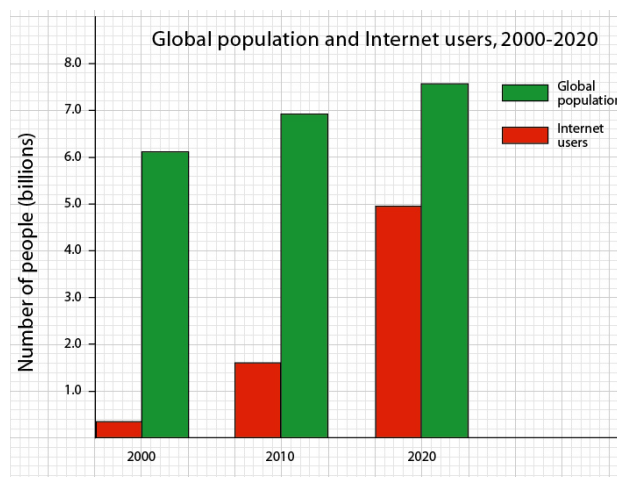
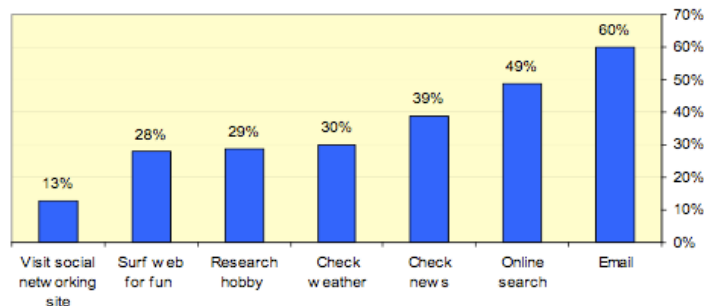
It is for this very reason I am writing this free guide – I am attempting to lead you in the right direction for identifying and correcting these problems with your websites visibility.

Your Clients Eyes Are On The Web

According to the study, nearly 50% of internet users use search engines like Google or Yahoo on a daily basis – substantially more than the number of people who check news (39%) or the weather (30%). While search still falls behind Email use, which holds steady at 60%, it is showing significantly more growth. In the six year span between January 2002 and May 2008, search use increased by 69%, while Email use grew only 15% during the same period.

Daily Internet Activities
(% internet users)

■ % who do this on a typical day



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Chapter 2:

How Search Engines Work

Before I get into optimizing your website its important to understand how search engines work. If you are reading this guide I assume your ultimate goal is to increase targeted traffic to your website from search engines.

Let's discuss (briefly) how the search engines work and how people use search engines to find the information they seek.

What Is A Spider?

No – not the eight legged type – but in this case we are referring to a “Search Engine Spider”. A spider is nothing more than a software application that is meant to “Crawl” through the ever-expanding world wide web.

For the sake of brevity I will explain the purpose of spiders that crawl the web. Think of it this way – this software (or spider) goes to a website, loads the first page of the website, and then “Crawls” through the links on that web site.

When a “crawler” visits one of your web pages it loads the pages content into its “index”. Think of an index as a library of information that will be used at a later time by the owner (Google, Yahoo, Bing etc..) to seek and retrieve information on as “as needed” basis.

The spider also follows links within your website. So if the spider reaches the home page of your website first, it will also (if your website is built properly) visit all of the pages your home page links to as well. So when your home page gets indexed – other pages of your site will get indexed as well. (this is not guaranteed – your website structure and coding needs to comply with and allow the spiders to roam freely – more on this later).

Robots.txt

Spiders have to follow rules too! The robots.txt file is “supposed to” be obeyed by spiders. Spiders look for this file on your server before they proceed to crawl your site. This file contains instructions on which files and folders on your website the spider should and shouldn't index and visit.



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This places some control in your hands in regards to the spiders actions. There are many cases where you should tell a spider not to visit certain pages on your site – but this goes beyond the scope of this guide.

How They Find Your Site

Now the most logical question is this: “How Do Spiders find my website?” – Great question! There are two ways – one is the right way and one is wrong (or not recommended).

1. The spider follows a link from someone else’s website to yours! That’s right – if someone else on the web links to you and their site gets spidered (or crawled) then the search engine (assuming their site has proper links and structure) will come pay you a visit! This is the best way for your website to be found! The more incoming links you have, the more likely it is a spider will come check your site. Of course there are other factors as well but we will get into these later.
2. You can “Submit” your site to Google, Yahoo, or Bing for “indexing”. Although this method still exists it is not recommended. Ignore all of those phony Search Engine Submission services out there – there is no need! Simple build links back to your website and you will be found naturally!

What Gets Indexed?

Below is a list of a few things that the spiders “Index” or store in their databases. Each of these factors play a role (some small some large) in your websites rankings.

1. Page Content – The readable text on your web page
2. Title Tags – The title of the particular page document (IMPORTANT)
3. META Tags – Description and Keywords – More on this later
4. Hyperlinks On Each Page – Search engine also store this information – which pages you link to both internally and externally
5. Image ALT tags – image descriptions on your page
6. Other factors as well – to be discussed later

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How Pages Are Ranked

Every search engine has a different “Algorithm” for ranking web pages Even though differences in algorithms do exist – the overall concept is the same for each. They take into account an array of factors. Here are some of the listed below.

Achieving high natural search engine ranking is dependent on two main factors: ·

On the page optimization - provides about 20%-30% of the total ranking score ·

Off page optimization or otherwise known as link popularity - provides about 70%-80% of the total ranking score

The table below illustrates the main search engine ranking factors.

On Site Factors (20-30%)	Offsite Factors (70-80%)
<ol style="list-style-type: none"> 1. Body Text Word Count, Minimum 200 Words 2. Headings H1/H2/H3 3. Link Text (Anchor Text) 4. Domain Names, File and Folder Names 5. Page Titles 6. Related words In The Text – Latent Semantic Indexing Scores 7. Keyword Repetition, Proximity, Prominence About 3%-6% 8. Alt tag attributes in Images and Links 9. Page Size and Code to Text Ratio 10. Search Engine Friendly Navigation 11. Number of Pages Indexed on the Website 12. Website Freshness/Frequency of Updates 13. Number of Outgoing Links and Relatedness 14. Domain Class (.edu/.org/.com..etc) 15. Site Map 16. Robots.txt 17. W3C Compliance 	<ol style="list-style-type: none"> 1. Domain Age 2. Number Of Inbound Links 3. Social Presence Of Website & Brand 4. Inbound Link Text (Anchor Text) Keyword Focus 5. Age of the Domains Linking In 6. Age of the Inbound Links 7. Keyword Theme of Domain/Link Page 8. Google Page Rank of Inbound Link Pages 9. Directory Listings (DMOZ, Yahoo, Etc..) 10. Niche Directory Listings 11. Inbound Links From Authority Or Subject Sites 12. Domain Registration Length, the Longer the Better



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How People Use Search Engines

There are two main methods people use when using a search engine:

1. Drill Down Search: this individual will start with a broad term – such as “Dog Food”. They will find a site that offers the information that they seek and either:
 - a. Refine their search – they may go back to Google and type in Organic dog food, then maybe they will search again for Organic Dog Food Long Island. They drill down to find what they ultimately need.
 - b. Follow links within the site they find for further info
2. Targeted Search –This person starts with an exact goal in mind. “Buy Organic Dog Food” or Long Island Organic Dog Food Supplier. You see my point.

There is a healthy mix of both types of searchers on the web. One thing is for sure though, I am sure you want your business to show up on the top for the terms that mean the most to your business. This is the nature of Search Engine Optimization!

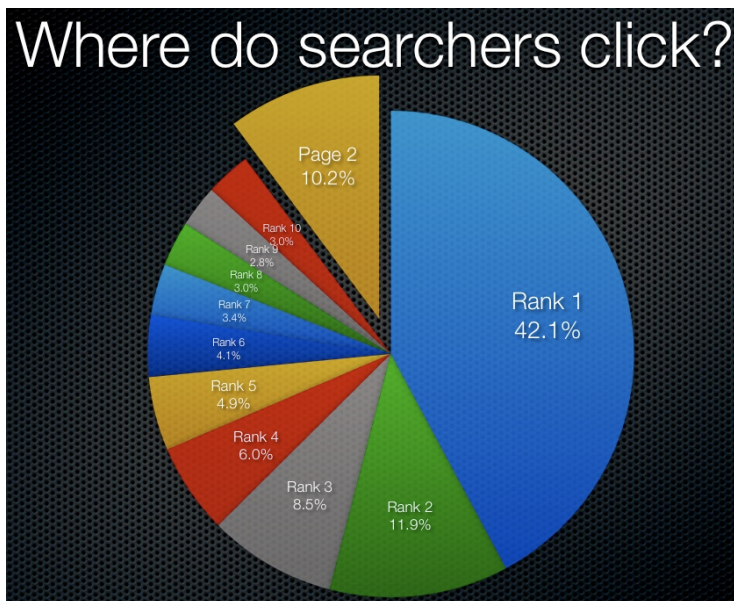
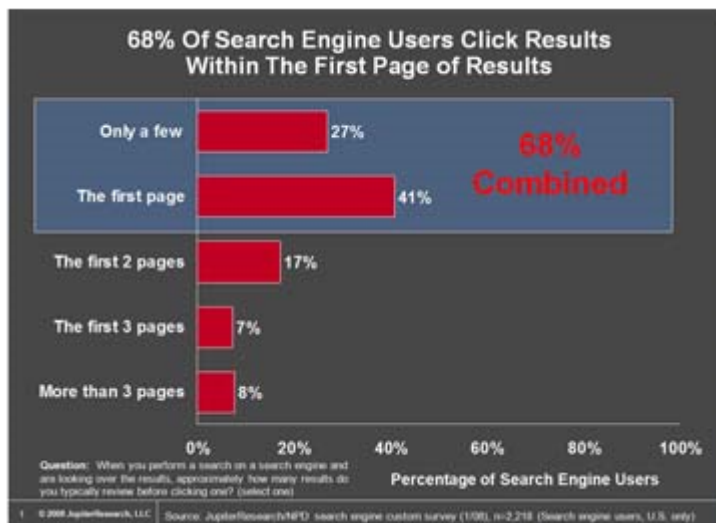


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Being On Page One Is Imperative:

The first three pages of search results now appear to be the "last frontier" past which very few search engine users journey – with a full 92% of search engine users typically clicking a result within the first 3 pages in 2008. In 2004, this figure was 88% and in 2002 just 81%. Viewed another way, in 2008 nearly as many search engine users review only the first two pages of search results prior to clicking one (85% combined) as reviewed the first three pages just 4 years ago (88%).





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Chapter 3: Keyword Research

Would you start building a house without the proper plans, drawings, permits etc? No! Of Course not! (We hope!). The same is true for Search Engine Optimization! You must prepare to build this “house” which in this case is your website and SEO Strategy!

The foundation for any Search Engine Optimization effort is keyword research. Why waste the time optimizing your website if you don't know what people actually search for?

If you are an electrician on Long Island, you would logically think that the best phrase to optimize a page on your website for might be “Long Island Electrician”. You might be right, this term may very well get searches – but you have to quantify and choose the best terms available and build your strategy around those phrases.

I would like to mention that this portion takes a lot of time and effort. I have worked with clients where I have spent almost 2 full weeks on keyword research and discovery alone! With keyword research comes competition analysis and other time consuming tasks. It is important to note that not everything will be covered in this guide. To be honest I could write a full 100 page guide on just this topic – but I am trying to keep this brief – as it is a “fast start” guide.

Google Adwords External Tool:

First things are first – head over to:

<https://adwords.google.com/select/KeywordToolExternal>

Now before you even consider using this tool – please consider the core words that relate to your business. Let's use dog grooming as an example:

1. dog groomers
2. dog groomer
3. dogs groomer
4. professional dog groomer
5. professional dog groomers
6. groomers dog
7. groomer dog



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8. good dog groomer
9. dog groomer prices
10. best dog groomer
11. etc...

Now we must consider the geographic region being targeted. Since I am from Long Island – let's use Long Island!

Naturally we would exactly benefit from optimizing our site for "Dog Groomer" since this is not a local search term. Assuming you are a Dog Groomer on Long Island and do not yet have a chain of dog grooming locations throughout the United States, this "root term" is not likely a target. Also it is worth mentioning it is NOT EASY to rank for these root terms! You will be competing with the big dogs in the market (pun intended).

So let's add what I call "Local Modifiers" to these "Root Terms".

1. dog groomers Long island
2. dog groomer Long island
3. dogs groomer Long island
4. professional dog groomer Long island
5. professional dog groomers Long island
6. groomers dog Long island
7. groomer dog Long island
8. good dog groomer Long island
9. dog groomer prices Long island
10. best dog groomer Long island

You can also put the Long Island before these core words – but more on this later! Now take this and paste it into the Google Keyword Tool, type in the weird looking code – and press "Get Keyword Ideas".

Google will return to you the "estimated" search volumes for these words you have entered and other related words you might consider. Keep one thing in mind – Google gives you estimates, and in some cases it will say something like "Not enough data available" for a specific keyword. What this means is that this term may still indeed get searches – but it is either too low in volume or Google has decided to keep the terms data unavailable for whatever reason.

If you tried the terms I listed above you will see that the top 3 "Broad" search volume (per month) terms are:



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1. dog groomers long island - 480
2. dog groomer long island - 170
3. dog groomers on long island – 58

Again, this is only an estimate – but it does tell us one thing – that the term Dog Groomers Long Island (or some variation of it) gets about 15 searches per day on average! Imagine a few of those people found your website. This is all possible with the help of Search Engine Optimization.

This is only the top of the iceberg of keyword research, but you have to use and practice using the Google Keyword tool to become more familiar with it.

When I do keyword research I use Google Adwords tool and a handful of other “Premium” tools that provide even deeper insight into what people are actually searching for. I do not recommend investing in these tools unless you plan to do it for a living! We invest nearly \$3000.00 per month into tools that provide competitive intelligence, keyword insights and much more.

For 99% of those trying to do some basic Search Engine optimization themselves the Google keyword tool will do well for you. For further insight into a niche (your niche) or for larger business it is 100% recommended to let a professional handle the keyword research for you. This is something that serves as the foundation for everything you will do in the SEO process for your website.

Make sure to click around and learn this tool and compile a list of terms you feel would suit your business. If you keep finding that Google cannot find numbers of searches monthly for the terms you enter, they may be too long or have too little search volume to show data form. This doesn't mean you shouldn't target these it means that you need to target MORE terms of this sort to build serious traffic to your website.



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Chapter 4:

Site Structure

Before we begin talking about website structure strategies we need to first evaluate where you currently stand in the eyes of the search engines.

Follow these steps to check if you “exist” in the search engines indexes. If you do, it can be a very good thing, or a very bad thing. This all depends on your website. Sure getting discovered and indexed is great...unless the site they find is not properly structured and optimized for the search engines.

First lets check Google: Go to www.google.com and type in your website URL like this:

<http://www.Yoursite.com>

I have shown an example below using one of my websites.



[Advanced Search](#)

Web [+ Show options...](#)

Results **1 - 10** of about **3,110,000**

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Reliable Long Island SEO company offering affordable and flexible professional Search Engine Optimization services. Click here to get the exposure You ...

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As you can see I am in Googles Index! They found me. That’s a very good thing.

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You may also see a message like this:



Web [+ Show options...](#)

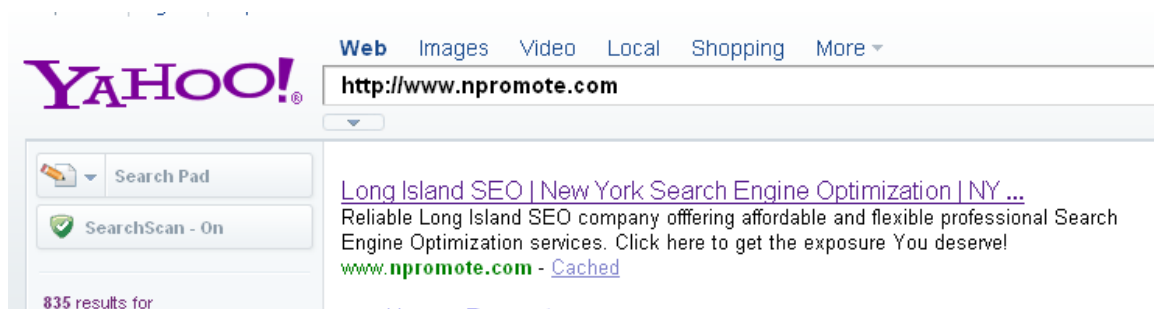
Your search - **http://www.npromote222.com** - did not match any documents.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.

This means that your website is not in Googles index OR you spelled it wrong. Double check and continue reading.

The same goes for Yahoo and Bing. Go to Yahoo.com and type in your website URL like you did above.



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Or if they didn't find your site:

The screenshot shows the Yahoo! search interface. At the top, there are navigation links for Web, Images, Video, Local, Shopping, and More. The search bar contains the URL <http://www.npromote222.com>. Below the search bar, there are buttons for 'Search Pad' and 'SearchScan - On'. A message in a yellow box states: 'We did not find results for: <http://www.npromote222.com>. Try the suggestions below or type a new query above.' Below this, it says '0 results for <http://www.npromote2...>'. Under the heading 'Suggestions:', there is a bulleted list: '• Check your spelling.', '• Try more general words.', and '• Try different words that mean the same thing.'

Now let's go over to Bing.com and do the same thing:

The screenshot shows the Bing search interface. The search bar contains the URL <http://www.npromote.com>. Below the search bar, there is a button for 'ALL RESULTS'. The search results show 'ALL RESULTS' and '1-10 of 97,900,000 results'. The first result is titled '[Long Island SEO | New York Search Engine Optimization | NY PPC Company](#)' and the description reads: 'Reliable Long Island SEO company offering affordable and flexible professional Search Engine Optimization services. Click here to get the exposure You deserve!'. Below the title and description, there is a link to '[npromote.com](#)' and a 'Cached page' link. On the left side, there is a 'SEARCH HISTORY' section with the text: 'Now you can go back further with search history. [Learn More](#)'.

Or if your site is not indexed:

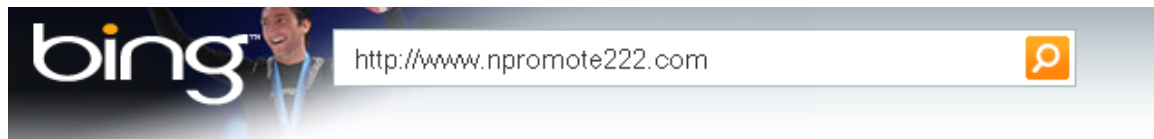
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We did not find any results for **http://www.npromote222.com**.

Search tips:

- Ensure words are spelled correctly.
- Try rephrasing keywords or using synonyms.
- Try less specific keywords.
- Make your queries as concise as possible.

So now you know where you stand – how did you do? Are you indexed on the “Big 3”? If not, do not worry. There is still hope! In fact you may be lucky! Sometimes its better your site gets indexed for the first time after it has been optimized! Trust me.

For those of you who are in the index and who fear your site isn't up to par, no worries, we will attempt to correct the problems on your website and get you re-indexed in no time.

Site Structure 101:

Not to sound like a broken record here, but the Site Structure topic can be a book unto itself. There are so many ins and outs in this topic that I wont attempt to teach here as it will occupy hours of your day or week! The key point to remember is that this is a “fast start” guide meant to guide you to identifying and repairing problems on your website and in your search engine rankings.

For clients, we typically either:

- A. Revamp the current website – if it is not too far gone
- B. Create a completely new one with perfect site structure, onpage optimization and other important factors.



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Option A is usually not the approach we take as SEO consultants, because in many cases the same time is needed to modify an existing design and layout that is needed to create a whole new website!

Anyway, keep this in mind as I go through the checklist below:

On your website you should check the following items to be sure that you are getting the most from your site structure:

1. Give your pages meaningful names: If you have a Dog grooming website with 5 pages:
 - a. Home
 - b. About
 - c. Dog Grooming Services
 - d. Dog Grooming Prices
 - e. Dog Grooming Frequently Asked questions

It would be wise of you to name pages c, d, and e something meaningful for both the visitor and the search engines alike. For example if you did your keyword research and discovered that “Dog Grooming Services Long Island” received 100 searches a month – it would be to your benefit to name your Dog Grooming Services page Dog-Grooming-Services-Long-Island.html. Most people make the mistake of naming their pages something generic like:

- a. About.html
- b. Services.html
- c. Prices.html
- d. Etc...

I recommend you name your pages to best describe the pages content and place or region or modifier that suits your business. In this case it is Long Island.

2. Navigation Structure and Anchor Text – Site navigation structure is also a key element. Does your home page link to each of your “Category pages”? If so, does the link have keyword rich anchor text? (Anchor text is the blue text you see on most links). If not, you will need a serious site makeover!



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3. Flash, Javascript, and Frames – If your website uses excessive Flash videos, Javascript menus (fancy drop down menus), or frames – it will not help your chances to be indexed properly by the search engine spiders.

Site structure plays a huge role in Search Engine Optimization. Without proper site structure your chances for ranking well for the terms you are attempting to target decrease exponentially. Going back to that house diagram in the beginning of this guide, consider site structure as the frame of a new home. Without the appropriate frame, moving forward to building the rest of the home becomes much more difficult, if not impossible.



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Chapter 5:

Onsite Optimization

Now that you have checked your site structure for:

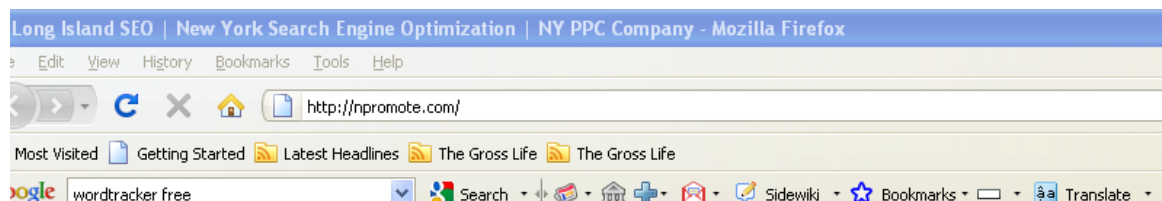
1. Proper navigation
2. Proper Page and Folder naming
3. Proper linking structure

You are ready to move onto the next step in the process.

Each page on your website plays a role in your search engine rankings. Some play a larger role than others, but its important to be sure that all pages meet the guidelines I lay out here. In order for your site (and individual pages) to rank well in the search engines you must be sure each page has:

1. **Proper and Unique Title** – The title must be between 70 and 80 characters and should contain the most important keywords first. For example for the Dog Grooming services page – a title like this might be suitable: Long Island Dog Grooming Services – Jeffs Dog Grooming Company

Here is what the title tag looks like on a web page:



As you can see our primary keyword is mentioned first: Long Island Dog Grooming services. Then I mention the company name to be user friendly. This is not 100% needed, sometime you will put a secondary keyword phrase after the first one if it makes sense and fits in the length guidelines for the title tag.

How do you find a title tag? You have to be a little familiar with HTML editing in order to make these changes yourself, but it is important to ask your web designers or developers to make the changes for you once you have discovered the proper keywords to use for a particular page or pages.



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2. **Keywords META Tag:** The keywords META tag is no longer that important in the eyes of the search engines. I still include it just for the sake of “completeness” but this is not going to make or break your efforts. Place relevant keywords here. For the Dog Grooming services page, perhaps I will put:

Long Island Dog Grooming, Dog Groomer Services, LI Dog Groomer, etc....

3. **Description META Tag:** Make sure to write a unique and meaningful description for each and every page on your website! Right now, the cutoff is 155 characters for what is displayed by the search engines. Here is an example of a description for this sample page:

Professional Long Island Pet Grooming Services Provided By 10 Year Pet Groomer Jeffrey Gross. Pamper Your Pet For Less! Click Here For More Information.

152 characters – this would work well. It has keywords sprinkled within it – and most importantly the main keywords are in the first part of it.

4. **Robots META Tag:** Only use this tag if you DO NOT want a page crawled or indexed! If this tag is not present the spider will assume it is OK to proceed. In order to tell a spider not to crawl a particular page add this line of code in between the <head> </head> tags in your html document.

```
<meta name="robots" content="noindex, nofollow">
```

5. **Images:** If you use images on your web pages its important to name them appropriately and also give them an accurate ALT tag description. For example if you have an image on your page of a Dog Groomer grooming a dog, then feel
6. free to name the image: dog-groomer.jpg (or whatever make sense to you). The search engine cant tell what the image is about so you have to help it!



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Additionally it is important to note that besides naming an image, you must also give a meaningful ALT tag description for it. It is usually best to you developer or designer to make these changes as they are versed in HTML editing. If you are versed in this as well, then feel free to make this change yourself.

For this image of a Dog Groomer I might make the ALT tag: Long Island Dog Groomer – it describes the image and helps me a little with the search engines.

One note: DON'T GET CARRIED AWAY! Do not name it Long island dog groomer – Dog grooming services long island, long island etc...

This is SPAMMY and will get your site penalized!

7. **Site headings:** These are known as H1, H2, and H3 tags. Once again if you are not an HTML person, then its best to request that you designer adds these for you once you have determined which to add. On the top of each page of content its usually a good idea to tell the visitor (and search engines) what the page is about.

This is where an h1 tag comes into play. For example on the page bout long island dog grooming services – I would make the H1 tag Long Island Dog Grooming Services. This would appear BEFORE the regular text on the page. It introduces what the page is all about.

8. **Page Content** – The content on your page also plays a major role. First rule: write for people not for the search engines. **No one likes to see:**

Long Island dog Grooming services on Long Island are important. We are Long Island Pet Groomers and offer services that cater to people looking for a Dog Groomer on Long island.

Not only is the awful to read, its SPAM in the eyes of search engines! This won't help you it will only hurt you with visitors and search engines. Do not do this.

Sprinkle your keywords in the content WHERE IT WORKS and where it MAKESE SENSE. Do not force keywords into your content.



9. **Contextual Links:** Continuing with the dog grooming example...lets say I am writing the content for my Dog Grooming Services Page. Naturally may mention pricing on this page. If I did I would make the text: Long Island Dog Grooming Prices and link to my other page on my site about pricing.

This helps in two ways:

- a. It helps my visitors get around the site more readily
- b. It helps with search engine ranking!

Make sure to do this when possible – it makes a big difference.

10. **Other Items** – Here is a list of other items we recommend to check when optimizing your website:
- a. Make sure you have a sitemap
 - b. Make sure your domain registration expiration date is not approaching – if it is – extend it for 3-5 years.
 - c. Be sure your website loads quickly – slow loading is a killer for rankings and usability

In conclusion this process takes A LOT of time when done properly. It is very important to consider that if this is done incorrectly your site ranking and visibility will suffer. More importantly, in many cases, your visitor experience will be a bad one and they will either:

- a. Leave quickly
- b. Be confused during their visit and go elsewhere

This is something you must keep in mind! Follow the rules above and you are already a step ahead of your competition.



Chapter 6:

Offsite Optimization – Link Building

If you've ever read anything on SEO (besides this guide of course) then you will most likely have heard of the importance of Link Building. The first step needed to understand link building is to get a sense of how search engines see things.

There are many ways to analyze a given incoming link that you receive from a website. Some of the most important items to consider are :

1. Which page is this link pointing to?
2. What words are used in the "anchor text" of this link
3. What weight does this link carry with it? (What is it worth?)
4. Is there any risk of being penalized?

What Search Engines Care About

Search engines are very smart. They can identify links that are purely SPAM versus those that actually belong and make sense.

There are four main "categories" incoming links falls into and the search engines can usually see these from a mile away.

1. **Stolen Links:** These links are the ones that exist due to some software application searching the web for a blog, forum, or guest book to put a SPAM link with some automated script. These links are not earned, not legitimate, and will hurt you. Be careful who you trust to build links for you.
2. **Bartered Links:** The owner of the site linking back to your website has been given something (either online or offline) to get them to link back to you. If you like back to this site (reciprocal link) then the search engine can devalue the strength of the link.
3. **Purchased or Rented Links:** These come as a result of a direct transaction between the website owner and yourself. You pay them to link back to your website. Search engines frown upon this when the link is meant to influence search results.

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4. **Given Links or Editorial Links:** These are the best links to acquire. These links come as a result of you contributing content to a website or a website grabbing

content you created from your site and linking back to you. These links will get you a lot of search engine love in that the links are usually within related content.

What Determines The Quality Of an Incoming Link

Not all incoming links are created equal. For example if you are in the technology field a link to your site from Apple.com carries far more clout than a link from a newly created website. This goes without saying, but how does a search engine determine link power and effectiveness?

It comes down to a few things:

1. **Authority** – Is this site an authority in your niche? If so – this link is upper valuable – assuming it meets the below factors as well.
2. **Trust Factor** – Do the search engines trust this site? Use your judgment here – if the site is legitimate and has been around for a while and appears in the search engine results then the answer is usually yes.
3. **Site Age** – Links from high quality, aged domains usually carry more weight.
4. **Links On The Page** – If a site links to you from a page with 1000 other outgoing links then this is less effective than a site who links to you with only your link on the page.
5. **Other factors** – There are other factors that go into this equation but the above will be suffice for the knowledge needed to begin link building.



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The Importance Of Anchor Text

Getting “inbound” or “incoming” links to your website is the heart of Search Engine Optimization. However, as we discussed above, all incoming links are not created equal. The “strength” of an incoming link is dictated by the factors listed above (and others).

When we discuss links in conjunction with Search Engine Optimization, the topic of “anchor text” is one that is crucial to understand. Take a look below at the example I provide. The text “Led desk light” is the “Anchor text” for this link.

use exercise to burn additional calories and then drink water when you feel hungry or thirsty. Have you ever noticed that a glass of water makes you feel less hungry?

Eating a balanced diet allows you to add the occasional treat, perhaps a cookie or piece of chocolate without feeling guilty. In addition, a balanced diet avoids boredom, and these two feelings, guilt and boredom are the number one reason people fail to stick to their diets.

A balanced diet means eating all things in moderation, though probably fruits, vegetables, berries and unsalted tree nuts will comprise the bulk of your diet with some fish, chicken, or a small serving of red meat to give balance. Using herbs and spices to give extra flavor is a great way to make the same foods taste different.

Try to cook by steaming your foods, they retain more of their flavor and essential nutrients this way. Roasting many of the best attributes are lost into the pan and mixed with oil. Frying are no good for you.

Example Of Anchor Text

Finally, frozen vegetables are available. Frozen vegetables may be convenient but they just don't retain the flavor that fresh vegetables have. Yes the nutrients may still be in them if they are snap frozen, but what use is food that is full of nutrients if the taste is lost?

Andy lives a healthy life and enjoys long walks in the countryside, and considers it his responsibility to write about his experiences. He is also a professional writer, who recently wrote reviews of [LED desk light](#) equipment for small offices.

Article Source: http://EzineArticles.com/?author=Andy_De_Borde



There is a very good reason for this specific anchor text. This person has decided that he or she wants their website to be recognized by the search engines for the term “LED Desk Light”. It is not shown in this picture but this link points to this website:
<http://leddesklight.com/>



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See the pattern? To give you some further insight – the person who wrote the article pictured above is indeed responsible for choosing this “anchor text”. They wrote the article and provided the link with the anchor text shown above. Again, this person did this

in order to (attempt to) increase their rankings in the search engine for this term (LED desk light).

If this person would have used the anchor text “click here” they wouldn’t have done themselves any good! They would have bettered their website ranking (potentially) for the term “Click here”. This has no relevance to their business!

So the next question on your mind is probably: “How do I control who links to my site and what text they use to do so?” – Great question.

I am going to go over a few methods below that allow you to choose (in most cases) the link text used on the incoming links you receive for your website. These are the beginner methods available – there are literally hundreds of methods in existence to gain valuable keyword rich backlinks to your website – but many of them go beyond the scope of this quick start guide.



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Article Marketing

As you can see in the example I used above “Article Marketing” allows you to build backlinks to your website. (with the anchor text of your choice). Article marketing means that you create content (500-700 word article) on a topic related to your industry or niche, and then submit this content to “Article Directories”. At the Article directory you are allowed to write an “Author Bio” where you can choose the link and anchor text to link back to your website with.

I will not be going over the process for each individual site – the sites themselves to an excellent job of guiding you through the process. I will list the top 5 sites you should consider posting articles on and linking back to your site with.

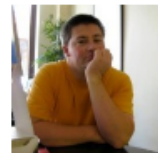
1. EzineArticles.com
2. GoArticles.com
3. Buzzle.com
4. ArticleDashboard.com
5. AffSphere.com

There are literally hundreds of these article websites, this is a very short list. It is only meant to get you started. Go to each site and signup (its free) and try to post your first article.

The most important part on all 5 sites is the “Resource” or “Author Bio” box. This is where you can post a link to your website. An example is shown below:

Andy lives a healthy life and enjoys long walks in the countryside, and considers it his responsibility to write about his experiences. He is also a professional writer, who recently wrote reviews of [LED desk light](#) equipment for small offices.

Article Source: http://EzineArticles.com/?expert=Andy_De_Ronda



As you can see this author has shared a little bit about himself and provided one link back to his website with the anchor text of “LED Desk light”. This particular example is from EzineArticles.com.

There is one more – very important – fact to keep in mind about article marketing. Other site owners can come to these article sites and take the article you wrote and post it on their website. They MUST (or should) keep the link intact and give you credits for the article. In other words you gain another valuable backlink with the proper anchor



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text. If you write a good article people will almost always take it and use it on their website!

Directory Submissions

Another quick and easy way to build “some” helpful links to your website comes in the form of web directories. Web directories are places that let people find links to sites in certain industries or topics. For a great example of a web directory go to

<http://www.dmoz.org>.

Observe how the categories are broken down and you can see how this can be potentially useful for someone in search of information in the various topics listed.

d m o z open directory project In partnership with
Aol Search.

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

[advanced](#)

<p><u>Arts</u> Movies, Television, Music...</p>	<p><u>Business</u> Jobs, Real Estate, Investing...</p>	<p><u>Computers</u> Internet, Software, Hardware...</p>
<p><u>Games</u> Video Games, RPGs, Gambling...</p>	<p><u>Health</u> Fitness, Medicine, Alternative...</p>	<p><u>Home</u> Family, Consumers, Cooking...</p>
<p><u>Kids and Teens</u> Arts, School Time, Teen Life...</p>	<p><u>News</u> Media, Newspapers, Weather...</p>	<p><u>Recreation</u> Travel, Food, Outdoors, Humor...</p>
<p><u>Reference</u> Maps, Education, Libraries...</p>	<p><u>Regional</u> US, Canada, UK, Europe...</p>	<p><u>Science</u> Biology, Psychology, Physics...</p>
<p><u>Shopping</u> Clothing, Food, Gifts...</p>	<p><u>Society</u> People, Religion, Issues...</p>	<p><u>Sports</u> Baseball, Soccer, Basketball...</p>
<p><u>World</u> Català, Dansk, Deutsch, Español, Français, Italiano, 日本語, Nederlands, Polski, Русский, Svenska...</p>		

Become an Editor
Help build the largest human-edited directory of the web

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I will list below some of the places you can either get free directory links, or pay for directory links that can potentially help your websites visibility. Each one has a different submissions process and some DO charge money for “reviewing your submission”. In other words it is not a paid link, but you are paying for their teams time and effort to visit your website to make sure it adheres the standards set forth by their directory guidelines.

Here is a short list of directories to visit and suggest your website to:

1	<input type="checkbox"/>	5.8mil	www.dmoz.org/
2	<input type="checkbox"/>	5.1mil	dir.yahoo.com/
3	<input type="checkbox"/>	475k	www.lii.org/
4	<input type="checkbox"/>	121k	www.stpt.com/directory/
5	<input type="checkbox"/>	113k	www.business.com/
6	<input type="checkbox"/>	9397	www.cannylink.com/
7	<input type="checkbox"/>	5340	www.americasbest.com/
8	<input type="checkbox"/>	4911	www.joeant.com/
9	<input type="checkbox"/>	4892	www.chiff.com/
10	<input type="checkbox"/>	4814	www.jayde.com/
11	<input type="checkbox"/>	4260	www.skaffe.com/
12	<input type="checkbox"/>	3745	www.ezilon.com/
13	<input type="checkbox"/>	3357	www.mavicanet.com/
14	<input type="checkbox"/>	2369	www.botw.org/
15	<input type="checkbox"/>	2150	www.avivadirectory.com/

There are of course thousands of directories to potentially add your website to – but this goes beyond the scope of this guide.

Remember – when adding your website to directories be sure to suggest it (when possible) with the link anchor text you desire. In some cases they will choose what anchor text to use. This is OK as well – as the link coming to your website is still valuable.



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Summary Of Link Building

The purpose of this chapter was to introduce you to the basics of links building. There are literally hundreds of ways to build links – but like I said before – I could write a whole book on just this topic.

Although I simplified everything above, building links is truly an art. It requires many hours, and a lot of effort. There is no way around this.

When I work with clients, my team handles all of the link building efforts and effectively makes the clients life easier so they can focus on running their business and managing the new leads they receive as a result of these efforts.

Once again, if you need a hand shoot me an email: jeff@npromote.com

Now let's discuss the all important Tracking portion of search engine optimization.



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Chapter 7: Tracking Your Progress

Tracking your progress is CRUCIAL. Knowing how many visits your website receives, where they came from, how long they stayed, and what they did while they were there are all important pieces of information!

Marketing online is something that absolutely 100% requires proper tracking. 9/10 Business owners I work with do not know how many people visit their website. They either:

1. Have no tracking installed on their website
2. Have poor tracking on their website with inaccurate numbers and traffic sources

In either case, this is a problem that absolutely must be addressed.

There are 100's of applications that can "track" your website visitors. There is however only one that I recommend using (and its free!).

This application is Google Analytics. Google Analytics Is: the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

As you might have guess this is Google's definition of this tool. The truth is, the tool is as powerful as they claim – it tracks almost every aspect of your visitor's visits to your website.

Installing analytics is not hard, but I would recommend letting someone with web development experience do it for you. Usually your website designer or programmers can install it in a few minutes.

Visit this URL to add your website – but keep in mind you DO have to add "code" to each of your website pages.

http://www.google.com/analytics/sign_up.html



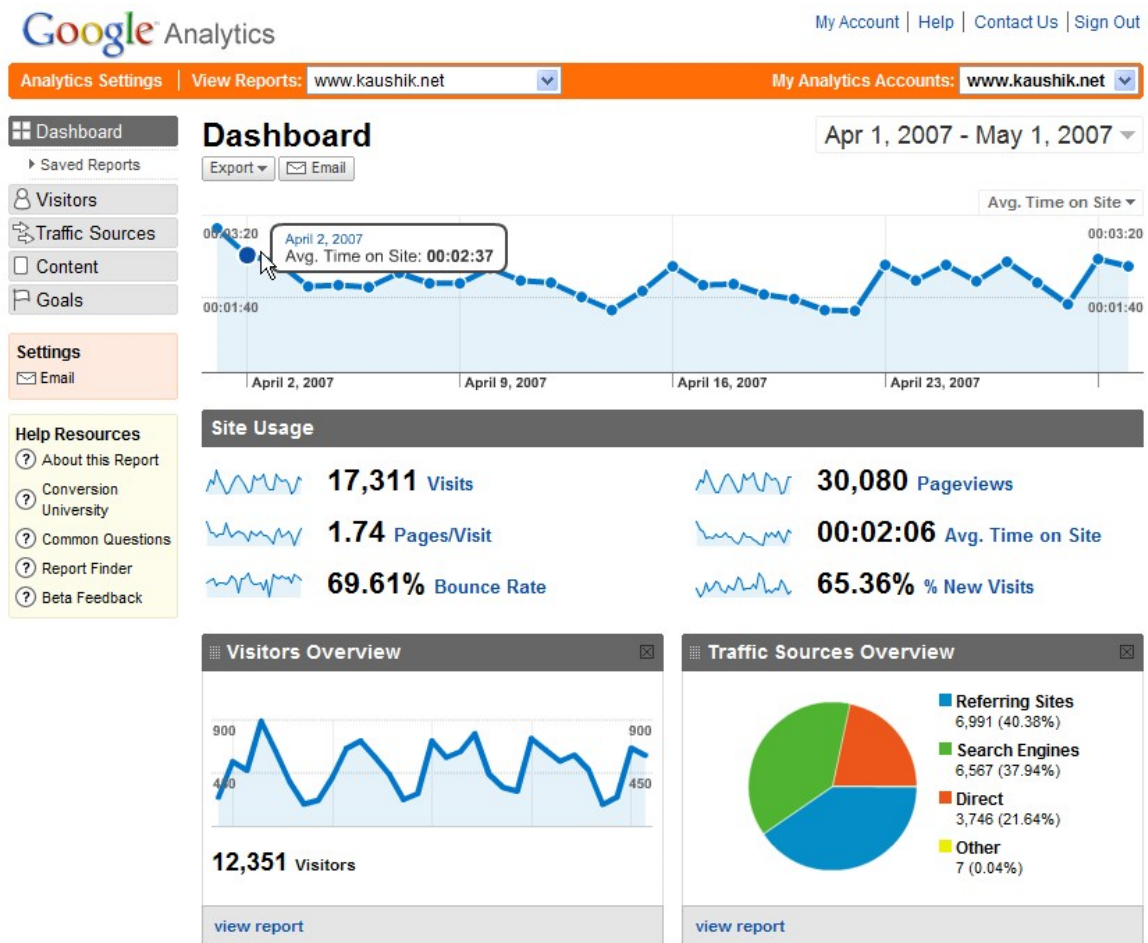
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It is not my intention to give a full Google Analytics tour and walk through – but I wanted to make you aware of the fact this is the industry standard in terms of tracking and analytics for websites. It is Free, Powerful and always expanding its feature set – which means you MUST consider using it for your website.

Here are some screenshots of Google Analytics:

Google Analytics Dashboard – shows a summary of your website traffic and visitor summaries.



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This view shows you how pages were viewed on your website in a given time frame. It also shows which pages are most popular, how long they stayed on the site and more. Incredible right?



When I work with a client the very first thing we address is tracking. We need to know where their traffic is coming from, how much traffic they get, and other valuable data that we need to do our job correctly.

So you have two options at this point:

1. If you have a website and a developer – ask your developer to install analytics for you. One you sign up for analytics the “code” will be given to you to send to your developer.
2. If you have a website and no current developer I would be happy to install this for you. Assuming of course your website is structured properly etc.

This just about sums up the analytics portion of this quick start SEO guide. Let’s move to the conclusion.



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Chapter 8:

Conclusion

I truly hope you enjoyed the content in this free SEO Quick Start Guide. Search engine optimization is not easy, it takes a lot of time, commitment, effort, and most importantly consistency and maintenance to obtain and maintain high search engine rankings.

Search engine optimization can be a full time endeavor. For some of our larger clients we spend upwards of 20-30 hours a week building links and building their brand online.

Many of my students are those who have an interest in learning SEO for their own business' purposes. They simply want to get their site ranked high in the search engines AND run their business. 90% of the students that see me for this reason ask me to take over their SEO efforts for them.

Through instructing them about what goes into Search Engine Optimization they often realize that they do not have the time to commit to proper SEO and SEO maintenance. Think of SEO as an investment for your businesses future. Although it takes time, effort, and money, SEO is worth it (if done correctly). Imagine your website is the top result for a term that is exactly related to your business and gets an estimated 1000+ searches a month.

That is approximately 400 + REAL people who are interested in what you are selling visiting your website each month (and this is for ONE keyword phrase alone!) This is of course just an example, but you see my point.

Someone who searches for Long Island Plumber, or Long Island Plumbing Company is clearly looking for a plumber. If you are a plumber, being the # 1 website for this phrase would be worth thousands, if not tens of thousands of dollars in the long run.

I will leave you with these important bullet points:

1. SEO is a long term investment – anyone claiming to get you # 1 results overnight are going to do FAR MORE harm than good.
2. SEO isn't a "quick fix" – SEO Takes time – like all things worth having in life – SEO requires time, effort, and commitment.
3. Good SEO companies are not cheap – if something seems too good to be true – it usually is! Especially in the SEO industry.

To Your Success,
Jeff Gross – <http://www.npromote.com>