

Search Engine Optimization Strategies

Get Your Website Ranked!



By

Frank Goley, Business Consultant for [ABC Business Consulting](#)

I have learned over the last 12 years of internet experience that Search Engine Optimization (SEO) can be an elusive and often overcharged service by “SEO experts.” So in this article I will lay out in a simple, step by step fashion how to do search engine optimization that will get your website noticed in the search engine organic results. This article is a good overview, giving you the basics. The success of SEO lies in its details and implementation, which get a lot more complicated. However, this article overview of search engine optimization will give you a great outline guide on all the essential pieces to the SEO puzzle.

If SEO seems like a lot of work and takes a lot of time to design and implement, well, you are right! SEO is a highly technical and detailed oriented task which needs to be mistake free and take a lot of things into consideration, which include: website design, web development, [internet marketing strategy](#), target markets, brand and so forth. It is a very important piece of a very large strategic puzzle. This is why we offer a [SEO Services](#) package as part of our overall [business consulting services](#). Comprehensive analysis, planning and implementation are necessary for SEO to be a truly business generating strategy.

On-Page Website Search Engine Optimization



Do this for your homepage and your other important pages first and then proceed to off-page [search engine optimization strategies](#). The information should be customized to each webpage.

- **URL:** Use a URL that contains your most important keyword, and your subpage URL addresses should contain that page's particular keyword phrase.
- **Page Title Meta Tag:** No more than 100 characters (60 for Google); use your most important keywords ordered in importance; don't worry about having your company name in the title if the keywords take up all the space.
- **Page Description Meta Tag:** No more than 250 characters (Google is 160); use all your important keywords in order of importance; describe what you do.
- **Keywords Meta Tag:** listed in order of importance; less is more- use relevant keywords; keyword phrases are better than single keywords, or use strung together keywords.
- **Header Tags:** Use header tags (H1,H2,H3) for your most important keywords and content.
- **Image Alt Tags:** Put in keyword descriptions for your website pictures.
- **Relevant Content:** Provide content based around your keywords and is helpful for your web audience. Your Home page should say briefly what you do and feature your most important keywords (products/services), then use subpages to create more detailed content and information on each keyword subject area.
- **Create a SiteMap XML File:** Submit to Google, Yahoo, Bing and Ask.
- **Have a Blog:** This is a must. Blog at least once per week. Blog on subjects common to your keywords. Submit to the Blog Directories and have automatic Ping set up.
- **Create an RSS Feed for your Website and Blog:** submit to RSS feeds
- Fast / Optimum Page Loading
- Good, Well Organized Navigation

Off-Page Search Engine Optimization



These off-page [SEO strategies](#) will also provide more web traffic and potential business (double benefit)...

- **Submit your Site to the Search Engines:** This is getting less important but still do it!
- **Home Page and Important Subpage Social Bookmarks:** Use social bookmarks to get the search engines to quickly spider / crawl your site, as well as, increase your visibility and create viral marketing. Be sure to submit to Do Follow bookmarks as well.
- **Create a Local Business Profile for Google, Yahoo and Bing:** use your important keywords and choose / create as many relevant categories as possible.
- **Write Articles:** Write your articles around your most important keyword subject areas and submit to article directories and blogs. Put contextual links to your website in the article (link to pages on your site that are about the particular keyword subject you are writing about). This is the best SEO strategy you can do. Relevant Content + Contextual back links = SEO Home Run!
- **Create Social Network Pages and Submit:** Create a Squidoo page, Hubpage, Weebly page, and Wetpaint page. Use different content for each on different keyword subject areas. Link back to your site. Submit the pages to social bookmarks and submit the pages' RSS feeds to RSS directories. Also create at a minimum LinkedIn, Facebook, Twitter and Biznik profiles with links back to your site (you can also use them to generate more business).
- **Submit your Website to Internet Directories:** Gain valuable back links, more traffic and more business. Make sure to submit into relevant categories and have a website description and title that uses your keywords (rotate your titles and descriptions).
- **Create and Submit Press Releases:** Create a press release around each of your most important keywords and submit them to press release directories over time.



- **Post Comments in high PR and Relevant Blogs:** Include a link to your website in your intelligent blog comment. Don't be a spammer!
- Submit Your Blog to the Blog Directories and Feeds to RSS Directories

Important - For a brand new site, do this off-page SEO over a 6 month period and repeat as needed. For an established site, do this over a 3 month period and repeat as needed.

Be Patient - If you follow these SEO tips, your site will find its way to the first page of the Search Engine rankings. However, you must give it time and commitment! Depending on your website's current position and SEO quality, it could take as few as several weeks or several months. Either way, it is worth it!

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ABC Business Consulting offers comprehensive Website Design, Web Development, SEO and Internet Marketing Services, coupled with experienced [business consulting](#) expertise.

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- [Search Engine Optimization Services](#)

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About the Author



Frank Goley has been marketing on the internet since 1999, and he is a [Business Consultant](#) for ABC Business Consulting. He writes the [Business Success Blog](#), the [Business Success Newsletter](#), and he is author of the [Business Planning Book: The Comprehensive Business Plan Workbook - A Step by Step Guide to Effective Business Planning](#)

