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101 Basics To Search Engine Optimization

***"A Definitive Guide on How To Utilize Search
Engine Optimization for Your Online
Profit Center"***

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Introduction

In this book, we will look at what **Search Engine Optimization (SEO)** is, and the ways in which it can be used. Through this book, we will provide you with the basics on using Search Engine Optimization in order to improve traffic flow to your site.

For many people, SEO is considered to be a part of search engine marketing. It is often used when people are describing a process for improving the amount of traffic that goes to a website from various different search engines. Many site owners will engage in using SEO in an attempt to obtain qualified visitors to their site.

The quality of these visitors will often be measured by what specific keywords they are using in order to reach the desired result they want, such as making a purchase, or it could just viewing or downloading a particular page on that site. It may be that the visitor just requests some further information, or they sign up to a newsletter.

Search Engine Optimization is a marketing strategy which can often generate a good return for the site. But what must be remembered is that search engines are not actually paid for the traffic they send to a site from a natural (organic) search. Plus, they will regularly change the algorithms that they use for these searches to be carried in an effort to improve the results for people using their search engine.

In fact, there is no guarantee that using this system is successful in either the long or short term for any website. Because of this, SEO is often compared to traditional forms of PR (Public Relations), while PPC (Pay per Click) advertising is more closely associated with traditional forms of advertising.

However, even if you do find you have increased traffic to your site because of SEO, if your site is unprepared for this increased traffic, it may in fact be detrimental to your site, as visitors will go away feeling dissatisfied and will not return.

But though SEO can be considered as a marketing tactic which is a law unto itself, it is often considered to part of the bigger picture by many industry experts.

Chapter 1 -

Why Use Search Engine Optimization

SEO (Search Engine Optimization), as already previously mentioned, is a sub section of search engine marketing.

Unfortunately, with SEO, there are no shortcuts, and if you are looking for a way to get quick and easy results, then this isn't it. But instead, you will need to carry out some hard work, especially in relation to the actual content of your site.

Also, you will need to have plenty of patience, as results do not happen overnight. So if you are looking to improve the search engine position of your site, you should consider this very early on when looking at using SEO.

However, what are important are the following points:-

Good Content

This is probably the single most important point you should remember when doing SEO, especially if you want your site to be found on the web.

Although your site may be technically perfect so that the search engine robots find it, you will find that it will not help if the actual content of your site is not good.

For the content of your site to be good, it should be factually, as well as grammatically correct. But this is not really necessary for every site that is on the web today. However, what is important is that whatever your site is about, the content actually needs to be unique and specific so that it will appeal to people. Moreover, it in fact needs to be particularly appealing to those people looking for information or who want to find your site.

By having good content on your site, visitors will return and eventually these visitors who return are more likely to link to your site. Having lots of inbound links is not only great for your site, but for search engine rankings also. It is even better if those links are from more highly ranked sites than your own.

Also, not only do you need to have good content on your site, you also need to have fresh content also. If you add new content to your site on a regular basis, you are giving your visitors more reasons for returning to it. Because of this, search engine robots will also visit your site more often as soon as they notice that you are updating it regularly. So what this means is that any new content you add, will then be indexed much quicker in the future.

Check your Spellings

If your site is written in English, then you are probably aware of the differences in spelling between American and British English. Where in the UK they will write "colour", in the USA it is written as "color", and the same can be said of "optimization" and "optimization". So if you can, why not set up your machine so that the spell checker is set up as USA English rather than British English. Unfortunately, there are many words between these two languages that are often misspelled, and in fact, the same can be said for many other languages around the world.

Make sure your Page Titles are Descriptive

If you make your page titles as simple, descriptive and relevant as possible, it will make it easier for the search engines to know what each page of your site is about. This will then allow people to scan through the search results they get, and are able to quickly determine if your document contains what they are actually looking for. Also, it should be remembered that the page title is also what is used in order to link to your site from the results provided by the search engines.

As a result of this, it is important to ensure that the title on the page is one of your most important elements of your site. In fact, some people will argue that this the most important part of any site above all other things.

Use of Real Headings

This is where you need to use h1-h6 (header tags) elements for your headings. By using graphics for your headings you are able to use any typeface you want (but search engines will not pay much attention to this). Even if you do use the alt attribute to specify an alternate text for heading images, this is not anywhere near as important as using real text in a heading element.

But if you are unable to use real text, then look at the various image or flash replacement techniques that are available instead. However, be aware that there may be some risk involved in doing this. As image replacement involves hiding text, it is quite possible that you may be penalized by search engines for doing this. But at present, this kind of risk seems pretty slim.

Ensure that your URL's are search engine friendly

It is important to use search engine friendly URL's, as opposed to dynamically generated ones that have a query string (which lets the server know which data to fetch from a database). Unfortunately, there are many search engine robots which have difficulties with this kind of URL and they may well stop at the question mark, and so not actually look at the query string.

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