An Intro to SEO (Search Engine Optimization)

Unique SEO found to dominate search engines plus special seo ranking reports

SEO

Richard Khor

An Intro to SEO (Search Engine Optimization)

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This book is created and written by Richard Khor with you in mind.

Richard Khor began Internet Marketing Since March 2010.

Richard Khor created multiple profitable websites using WordPress alone.
Richard Khor is now a full time Internet Marketer and Product Developer.

Search Engines serves as the maps of the internet. When people want to get online to view a web page and search something, they make use of their favorite search engine.

For that reason, if you want people to find your site, then you need to have top ranking on the search engine. In this article, you will learn **an intro to SEO** and what it involves.

When the user will type in a query at a search engine, it will take the query and analyzes it.

It will be compared against the database of the web content and finds the web pages that match on the criteria of the web surfers (SERPS).

Those web pages that show on the first 3 pages or in the top 30 listings of the search engine results will gather almost all the **web traffic ranking** available.

The webmasters of the top 30 sites in any SERPS will garner a lot of search engine optimizing.

It would be impossible to cover the SEO details in one book, this book needs to explore the basic concepts first and will do further reading.

The search engine optimization will take more time in giving up the search engines the enough reasons to rank your web page against the other competing web pages.

More info about **Search Engine Optimization**:

❖ All the webmasters wants their web to be in the first page of every 10 row search engine results page (SERP). Be in the top rank is really competitive.

- ❖ Search engines are made of software and hardware. It is very competent software that runs on a computer. Like any other software, the search engines have to be programmed for every action they take.
- ❖ Search engines are competing for the best search engine which is the result of increasing web traffic. The **web traffic ranking** is changing constantly. In order to maintain their highest ranking, knowledgeable SEO and applications is needed to drive traffic.
- ❖ The search engines use spider's automated web browsing software to find the website. And the spiders will follow the hyperlinks to locate the web pages one by one. The best connected website is ranked as the best search engine.

Optimizing the web page for the search engines requires a lot of research.

The techniques will change over time and it will not be useful anymore to any because it is considered as obsolete.

That is why, it is important to keep updated.

Create your site for the users and not for the search engines.

Even if your site is on the first place as long as they find it non informative, it would still be useless.

Make certain that it would be appreciated by users, by this they will usually visit your site and link their websites to yours.

Enhance the content of your site and make it unique, because it would attract visitors as well as the search engines.

Content copied from other sites will be ignored by the search engine if they identified it as duplicate content.

Make certain that you focus on the Meta tags.

The meta tag labels is not place on the web page but the search engine will read them and add some weight on their content.

Lastly, you can promote your sites either online or off line. Let people link to your website because it will help you in search engine optimization.

Knowing **an intro to SEO** and what it involves will help you to **generate web traffic.**

Search engines and directories

Search engines and directories have the same aim to provide the web users with relevant and informative results; however both of them have different functions.

Search engines have also limitations on the number of pages you can submit every day, in fact only 5 to 10 pages are allowed to be submitted.

The ranking criteria also might be different to determine who gets the top placement, although search engines might use the same database but they can provide different results.

There are lots of **search engines and directories** either partner or with license to use another search engine or directories search technology.

Being an index of these engines, your website will be more likely to be found in other major search services. This helps to **increase web traffic free**.

To sum it up, all search engines have a different ranking criterion that is why you receive different results when you search on the same key word into different search engine.

One of the most useful sites is the **searchenginewatch**.

Other search engines are: Google, Yahoo! Search, Teoma, and MSN search.

Some of the directories allow free submissions, while others are asking you to pay, just like the search engine.

Here are the most popular directories:

- ❖ Yahoo!
- ❖ LookSmart/zeal
- ❖ Google Open Directory
- ❖ Business.com
- ❖ About.com

The catalog of the directory is smaller than the pages of search engines.

Nowadays, Google claims that they have the largest index with 4.3 billion indexed pages and in the popular directory is Open Directory, Yahoo! And LookSmart and each of them have a few million of indexed web pages.

How to submit on the search engines:

There are two submission options in search engines to **generate website traffic**: free submission and paid inclusion.

In free submission, there is no guarantee that your site will be indexed, and if ever they will, it will take weeks or months.

On the other hand, paid inclusions will likely offer benefits such as an assurance to revisit your update of listings, inclusion on any partner websites, reporting to track performance, or possible reviewing of website to ensure relevance.

Most of all in paid inclusion; you are guaranteed to be indexed by the search engine to all the number of pages you've paid for.

In search engines, they do not want to have automatic submissions.

However, if you choose to have automated submission software, these are the common applications: Search engine commando, web position Gold and agent web ranking.

Resubmit only the webpage if there are major change.

If you have been dropped from the listing, just wait for few days to be re indexed.

How to submit in directories:

Submit your site in the right category, for if you have submitted it into wrong one, it will have minimal **increase traffic to website**.

In addition, if you submit it to the wrong category, your site might not be added.

However, you can look at where your competitors are listed, so that you will know if where you will focus.

Your **web traffic ranking** in directory will depend on the information you provided.

You will be asking information like title, description, and other information needed to rank your site.

The keyword research you performed for optimizing your Website is every bit as important when it comes to directories.

You must use your important keyword phrases when filling out the directory submission forms to get **unique web traffic**.

Keyword Selection and Optimization Strategies in General

Before getting the most outstanding website, you could spend a thousands of dollars first, but if no one find it, it just a waste of time and money.

The idea of optimizing your web site is to catch the target market to discover your site through web surfing.

The more will visit to your site, the more it increases your profit. That is why, it is very essential to know the **keyword selection and optimization strategies** to gain **web traffic hits.**

Keyword selection is very essential to **increase targeted web traffic**. Keywords are the motivating force behind the success of every search engine marketing and search engine optimization.

Your search engine ranking will eventually depends on how many people are visiting your website and you can have this by choosing the right keywords or key phrases.

When you make up your mind in keyword selection or key phrase to hub your search engine optimization, you should begin on the basic search term that a person will most likely to use upon finding a webpage to search product and services.

For an instance, you are selling chandeliers on your website,

when it's time to choose the keywords that you want to use for search engine marketing:

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What is the first word that you simply think?

Did the words like "handmade chandeliers", or a "modern glass chandeliers" comes into your mind? How about "wooden chandeliers"?

Use those words as your main keywords because chances are great if those words that you choose is also the same words that may people think upon searching your product.

When doing **keyword selection and optimization strategies** in search engine marketing, it often uses more than one word.

If you only have one keyword, your rank might be low, since the search engine spiders is having a million of web pages in their indexes, and that word might be present to some other pages.

If you get the specific keywords or key phrases, the more chances that your efforts will pay off.

In addition, it will attract more customers if they see directly what they are looking for, whether a product or services.

Make certain also about the position of your keyword. Sometimes, the keywords are spread all throughout the page.
It is much better that you will place your primary keyword or phrase on the first or last paragraph of your content.

Do not forget also to use selected keyword in the headings and in the hidden HTML Meta tags on the page, particularly in the "title tag".

You might have the chances that your web page will be on top rank by the search engine spiders rather than other pages.

Both of you might have the same content, but the positioning of keywords or phrases is not placed properly.

Search engine marketing must be incredible because it may help people in actively searching what you have in your website.

But it would be better if you apply the best **keyword selection and optimization strategies**, people would directly find what they want to have.

By using these **keyword selection and optimization strategies**, it will help to **increase traffic to website**, thus increasing your profit as well.

More about Google and How it Ranks Page

If want to want to catch the attention of the visitors to your website through Google, it is necessary for you to know **more about** Google and how it ranks page.

The search engines are focusing to provide the most pertinent information to the web user based on the search keyword that they've entered and always see to it to enhance its function.

The procedure used by Google is kept as confidential and they use this method to identify the worth and relevance of the website for an additional factor of their search results.

The procedure that they use is being updated regularly and if there are new factors, they included it directly.

Because of the technological advancement the Google used a highly developed and a wide ranging array of search tools and **web traffic tools**, in order to provide relevant information based on the users query.

By these tools, it allows the users to access a variety of information all throughout the web.

The Google users could surf a wide selection of information from different types of media to find what they need.

The pertinent information from websites, news, blogs, video and social media sites are all integrated in the search results.

The Google is now using a search technology that gives a great help for everyone. The big search engine is now on competition and it is very beneficial for the web users especially when they are trying to improve their facilities.

How search query works?

When the user entered a query, the server sends it to the index server.

Then, the index server is having an index which shows a particular page that contains queried term located in the database.

The doc servers will then get back the stored documents. After that, it will be generated for each search result and the results will be now served on the users.

The Google has already developed the page rank technology provided with hyper matching analysis which resolves the calculations immediately. Google make use of the

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