The Ultimate SEO Book

SEO 101

In an increasingly global Internet community, many techniques have surfaced in order that companies may take hold of as much market share as possible. After all, the Internet is used by a huge variety of people from all over the world, each in their own way a potential customer.

Formerly, going through the Internet and finding content relevant to one's search was simple; only a few websites were up and running online. These days, however, the Internet is a deluge of content in all shapes and sizes, with people of various age groups, backgrounds, and geographic locations, generating their own online publications and content. Therefore, customers rely greatly on various tools made available to them to simplify their lives.

Search engines are online interfaces used to search for relevant content online based on the keywords entered in the field by the Internet users. Therefore, businesses online must find a way to be prioritized among hundreds and thousands of businesses offering similar or congruent content.

One of these methods designed towards maximizing the potential of the Internet for businesses that rely greatly on generating Internet traffic towards their online website is SEO, or **Search Engine Optimization**.

Search Engine Optimization is a method used to give a particular website and its content better ranking in a search engine's query response listings. It usually tries to give

websites an edge over others, particularly in those organic or crawler search engines. Organic searches are those listings yielded without payment; crawler search engines simulate the act of crawling through the web and following links through to their respective web pages.

However, like all good things, SEO has come under attack of misuse by people who wanted to take advantage of it. This is the reason why today, SEO is categorized into "white hat SEO", or SEO legitimately used by consulting agencies to assist clients online, and "black hat SEO", used to manipulate search engine listings with unethical methods.

While "**black hat SEO**" makes use of unethical methods to manipulate listings and to deceive others, "white hat SEO" focuses on honest methods of improving a website and its contents in order to promote it in the Internet much better.

Many websites try generating traffic to their website by various methods—pay-per-click advertisings, prepaid advertisements, and organic search listings. SEO is much more interested in increasing profitability through the last method, organic search listings.

Pay-per-click advertising, which entails the advertiser to pay Google or similar agencies only for the number of clicks an online advertisement banner generates and not for ad placement, may ride up costs. This happens when the website tops listings and generates traffic from a huge client base, of which not all of them are interested in purchasing the product or service that will provide the company profit.

Organic search listings, however, display listings of websites regardless of whether or not they are paid. What SEO primarily does in order to maximize the power of organic search listings is concentrating relevant keywords.

"[White hat SEO](#)", because it focuses on improving websites collectively in order to generate genuine rankings in listings, concentrates on better content for the website. Accurate portrayal of a business's identity is at the core of ethical SEO.

The first way to do it is by making a clean code, which is a significantly simpler code aimed more in delivering content to the users of the website. A cleaner, simpler code, helps crawler search engines decipher the relationships and links between pages and keywords.

The second means is creating beefed up content written in order to provide information and maximum satisfaction to customers. Search engines take into account the 'satisfaction' of customers on the basis of relevance of content and even the frequency of visits, usually related to the quality of the content offered by the website. By concentrating on providing quality information and content to customers, the website gains grounding among online visitors.

At the end of the day, by helping the consumers understand and interpret better the content of the website even at the point of indices in search engines, one can best maximize SEO and the rankings of the page in listings. Relevance is key in trying to make sure traffic is directed towards the business's website; only by providing relevant content can longevity be achieved amidst various trends that claim to provide the business all it needs.

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Basics of SEO

Nowadays, even the smallest company uses the Internet as a main tool in building a customer base, keeping in contact with their clients and this is also their most basic means of advertising.

Designing a company web site is cheap and effective, not to mention essential because the world wide web is the only medium that offers instantaneous information access to millions of users around the globe.

Any web developer worth his salt should know about search engine optimization or SEO.

This is the key towards building an effective web site that would get a lot of hits and visitors. A web site that nobody visits is useless so the challenge lies in leading Internet users to visit your web site.

Thus, your web site need to be "found" when users type in keywords in search engines such as Google, Yahoo, MSN, Altavista, AOL and others.

Once a keyword relating to the products or services that you offer is keyed into a search engine, a direct link to your web site should emerge on top of the list.

You should employ **search engine optimization techniques** to lead traffic your way, and get more hits that would later on lead to more profit for your company, which is your goal in the first place.

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Here are some tips on how you can make it to the top of the list of search engines, and use your SEO techniques to benefit your web site and your company:

1. If you have an existing web site and domain, just optimize the one that you currently have instead of purchasing a new domain.

It will take some time before your web site will show up in a particular search engine, like Google, so it better to use the one that you currently have instead of switching to a new one.

2. Know who your target audience is and aim for them.

If you are in the manufacturing industry and a user types in your product in a search engine, then you would immediately have your target right in front of you.

As soon as the user hits the Enter button or clicks on 'Search', then the person will be lead to your web site.

Make sure that your target market will get 'hooked' on your web site. Once the search engines show the link to your web site, their job is done.

What you should do next is to make sure that your visitor will not leave your web site without them trying out your products or services, or at least leaving some pertinent information so that you can contact them in the future for marketing and advertising purposes.

When hitting a particular target market, learn about their interests, location and age to have an idea of what you can offer them in return.

Also, you can somehow link their interests to your products and services.

3. Search for the right keyword.

You should be creative, persistent and flexible when looking for the keyword or keyword phrases to use in optimizing your web site.

Google and Yahoo offer some tools and tips on how you can come up with keywords that will yield results.

Do not settle for just one keyword. You can also vary the words and phrases that you use for each page on your web site so that you can have more hits.

4. Consider your target market when designing your web site.

The design itself would include the general theme of the web site. You should also pay attention to smaller details such as color and font style and size.

Make sure that the web site is user-friendly and do not forget to insert helpful articles, tips, hints and related links that can be shared to other users.

It is a good thing to have an option to send a link or an article to a friend, which will add more users and increase your client base.

There should also be various ways to browse through your web site, to fit each user.

A person might find it to difficult use the scroll down option so you should also provide hyperlinks which are accessible to them.

5. Concentrate on the web site content.

Regularly update the content of your web site so that old and new users can find something new when browsing through your site.

Make the content brief and precise. Writing a content which has more than 600 words will make the users lose interest, since most of them do not actually read but just skim through the text.

Strive to be the best and most comprehensive web site and you will make your mark when it comes to information about the products and services that you offer.

It helps a lot to pay attention to detail, too.

Finally, keeping your web site's content updated is a must.

Spread the word about your web site and use the basic **search engine optimization techniques** and you will surely gain positive results once users visit your web site.

SEO Technique: Link-building

With many businesses engaging in advertising wars in order to win over the majority of the Internet's viable market, it's easy to deduce the intensity of the competition. After all, the Internet and its network of information grow exponentially by the minute, while the increase in the number of users more or less takes a little slower.

Some businesses employ paid advertising on major commercial portals in the Internet, in hopes that the traffic generated by these pages will eventually flow into their own company website. Others make use of the ingenious pay-per-click (PPC) system, which virtually requires no start-up cost on the part of the advertiser. He or she only pays for the amount of traffic that he or she generates through the public's accessing his or her website through that particular link; no payment is made at the initial ad placement in various media.

These two means of advertising are aimed towards trying to be greatly accessible to a potential viable consumer market, because only then can profit be possibly made. These two methods of advertising, however, gain greater ground because they have the capacity to push up a website's ranking in the query results in search engines.

Query results in search engines, or the matches found by a search engine to the keywords entered by the user, are important because of the fact that these are the most effective tools through which users try to access information on the Internet. The volume of information existent on various topics is simply overwhelming, which is the reason why people make use of search engines to do for them the dirty work of going through Internet clutter and give them results ranked on the basis of relevance to what they are exactly looking for.

PPCs also increase the probability of finding the website ranked higher. Google Adwords, for instance, already creates an innate ranking system within their advertising system, so that even in prioritizing which advertisements are published in a particular page, the ones with greater relevance is made accessible to the public.

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Another technique by which to hike up rankings is by providing quality information that is both highly relevant and targeted towards a particular set of keywords pre-determined by the website. With careful market study and a study of consumer behavior, businesses can study just what keywords yield traffic, and subsequently shape their business website in order to best address the demand.

However, with the Internet being as competitive as it is, it is not enough to employ just one of the many methods to increase traffic. Another means that has been acclaimed in truly delivering increased traffic into the website within the framework of SEO is link-building. **Link-building** is the process through which one website is advertised in another website dealing with a similar field of interest. Usually, an exchange of links can happen, which can provide mutual benefits to both businesses.

Link-building, and being in productive link exchanges, can make or break a SEO campaign to optimize the search engine. It requires a degree of experience and loads of interactive communication in order to make sure that the link does end up published in another website. When this does happen, one's website can already appear on the search engine more than once—the first is the direct page of the website containing it; the rest are outside access points from links by other pages.

This can be done first, by creating the impression of expertise in a particular field. By creating this impression both among colleagues and clients, the website becomes respected. Moreover, this can create a level of marketability on the part of the website, which will give people an easier time to trust the content of the pages. In effect, it becomes

easier to build links with another website who may wish to be affiliated to the image and reputation built by the business.

Another way to do this is by soliciting the help of affiliate web pages. Businesses try to make affiliates by constantly reviewing products, articles, and services offered by other companies on their websites that could serve to complement the service or products to their own. This gives the other company greater impetus to provide links to the business because after all, it features their product. This also results in mutual referral, especially in the case of two complementary products.

Integral to the decision of building links with websites is the determination of the suitability of a particular website to become a link partner. Emphasis is placed on decent linking partners that more or less practice the same brand of ethical SEO as one's own. Moreover, targeting possible link partners who actually will be amenable to the idea of exchanging links is very important. By targeting invitations for link-building, the business gets a better opportunity to actually gain real link partners who will eventually link the business to their website.

Relevance, congruence, and even similar reputability are just some factors that can make link-building campaigns more effective. With effective links, a business's search engine appearance is maximized and magnified.

Modern SEO Techniques

Search Engine Optimization (SEO) are methods that aid in the improvement of a website's ranking in the listings of search engines. There are different kinds of listings that are displayed in the results pages of search engines, such as paid inclusion, pay-per-click advertisements, and organic

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