Understanding SEO

A Step-by-Step Guide on Getting **YOUR** website to the **TOP** of

Google

…and other major search engines

Brought to you by Stephan Brown
[My Website](#)

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1. Overview

It was an email from one of our members that encouraged me to write this guide on **how to get YOUR website to the TOP of Google**. He said, "I know I should be doing some SEO for my website but I don't think I'm smart enough - it's just way too complicated.

Actually, SEO or Search Engine Optimisation is not particularly complicated, in fact it's quite simple. But what you do need to do is to develop a systematic plan and invest a certain amount of time to it each week. You also need to have a certain amount of patience.

In this guide, I will show you how to develop and execute a plan that will get your website on the front page of Google and other major search engines like Yahoo, MSN and Bing. So, before we get going, let me ask you one simple question:

Are you prepared to invest 5 hours of your time each week to get your website to the top of Google over the next 12 months?

If the answer is 'no' then you should just skip straight to chapter 15 on 'Outsource SEO' where I've broken down how much it will cost to get someone else to do your SEO for you.

If the answer is 'yes' then let me show you how to develop and execute a simple plan that will deliver the results you are looking for and in the process will start to build up a massive amount of traffic for your website, probably far more than you could ever have imagined possible. I'll show you exactly how to do it in a simple, step-by-step process but for it to work, you have to commit to yourself that you will invest an average of 5 hours each week in order to get **YOUR website to the TOP of Google and the other major search engines**.

2. On-Page SEO

Before you think about anything else, you need to make sure that you have your own website optimised so that when the search engines find it, they will like it.

Let's start with your keywords. What are the keywords that people search for when they look for the product or service that your site is offering. Look, there are professional tools, like Keyword Discovery that will help you answer that question and learn exactly what the best keywords are for your website but if you haven't got that sort of money to spend, you can make a pretty good job of working out your best keywords by using Google's keyword tool.

What you are looking for is to find 5-10 keywords that best match the terms people search for when you want them to find your site. And within this set of keywords you want some that are highly competitive but have a large number of searches, some medium competitive and a couple that are less competitive but have a lower number of overall searches. Also, look out for one or two longtail keywords (these are phrases that people might search for when looking for a site like yours). You should then look to make sure that your site is optimised around those keywords:

- At least one keyword should be in your site's title.
- At least one other keyword should be in your site's description
- Ideally your domain name will also have one of your keywords in it
- And you also want to ensure that the main pages on your website contain around 2-5% of your keywords – this is known as keyword density.

Now you need to put some meta tags in your site's header:

<title>your site's title here</title>
<meta name="description" content="your site's description here">
<meta name="keywords" content="each keyword, separated, by a, comma">

The other thing to understand is that search engine's love content and they love new content more than anything. So you really want to have regularly updated content on your site. The easiest way to do this is to create and attach a related blog to your site and commit to posting on it at least weekly.

And finally, you need to create an XML sitemap to guide the search engines around your site and to indicate how frequently they should revisit each of your pages. Here's a free tool that will create an XML sitemap for you. You then need to upload it to your website and tell the main search engines that it is there.

Now, it's time to look at off-page SEO which is the focus of the rest of this guide.

3. The Quest for Backlinks

Off-page SEO is about getting as many backlinks as possible from other relevant websites. The reason for this is that if Google sees lots of other sites pointing to your site, it will reason that your site is a popular site for the keywords that are being linked back to your site and therefore, it will place a higher ranking on your site for those keywords.

But there are some important things to remember.

1. To have the most impact the anchor text that links back to your site should include one of your keywords for these links to be most effective.

2. Backlinks should appear to be built naturally by the search engines. This means you should not get a huge amount of backlinks one week and then no new backlinks for the next three weeks. Ideally, you will acquire backlinks on a week by week basis.

3. Not all backlinks are equal. Those from higher Page Rank (PR) sites are more valuable than from lower PR sites. A link from a site with a PR of 3 is not just 3 times as valuable as a site with a PR of 1, it is far more valuable than that. And a link from a site with a PR of 6, 7 or 8 is pure dynamite as far as the search engines are concerned.

As you pursue your quest for backlinks, you can easily check the PR of each site you are visiting if you have the Google Toolbar installed on your browser.

4. Quest #1 – Search Engine Submission

First things first. You should set up a [webmaster account](#) with Google and once you have verified your account you can tell it where to find your sitemap so that it will start to index your site.

You should also make a submission to get your site listed on [DMOZ](#) which although it is strictly speaking, a directory, it is referenced by all the major search engines. Make sure that you read the DMOZ submission guidelines and follow them to the letter – DMOZ is not a promotional environment and your website needs to be submitted to the most appropriate category.

And finally, you want to submit your website details to all the other search engines. There are services you can pay to do this for you but I would recommend using a tool like [Traffic Seeker](#) or [Submit Wolf](#) to automate your submissions. The frequency of resubmission should be according to how frequently the various pages on your site will be updated.

Another useful activity is to 'Ping' your blog to all the major blog search engines each time you add a new post to your blog. [Ping-O-Matic](#) is a useful free tool for doing this.

And a word of warning, most of these search engines require an email validation before they accept your submission and some will then continue to email you with offers. I strongly recommend that you set up a secondary email purely for these submissions (and those to directories, blogs, forums, articles and press release sites that we will be covering later in this guide).

5. Quest #2 – Directory Submission

There are a wide number of online directories that you can get your website listed on. The process is straightforward but time consuming. Many of these directories are free, some require a reciprocal link and a few are paid. Each will require that you submit your site's title and a description (remember these will include your keywords) and for you to select the most appropriate category. You should start by submitting your homepage and once those submissions have been completed, you can submit deeplinks to other pages of your website as long as they are appropriate for alternative categories (i.e. do not submit to the same category as your homepage).

Remember, being listed in high PR directories is more valuable than those with a lower PR.

To do this manually is nonsensical. A great free option is Easy Submits which is an online tool you can use straight from your browser and auto-submit to over 400 free directories that do not require a reciprocal link. You can sort directories by PR and submit to those with a high PR first.

An advanced piece of submission software I would recommend is DeepLinkerPro which does everything that Easy Submits does but has two distinct advantages. Firstly, it has a larger database of directories that you can submit to and secondly they have a ready made html file that you can upload to your website for all the directories that require reciprocal links. My experience is that using DeepLinkerPro will get you listed in around 50% more directories than using Easy Submits.

As for paid inclusion directories, this is a matter of personal choice and budget availability but if you do decide to pay to be listed in a directory, only do so if it has a PR of 6 or above.

6. Quest #3 – Free Traffic System

[Free Traffic System](#) (FTS) offers a unique and powerful method of building backlinks to your site. The concept is simple and several companies are now trying to mimic what they do but in my view, FTS continue offer a superior all round package.

It works by you writing a unique article and then selecting up to 30 blogs from their network onto which you wish your article to be posted. As long as you article has more than 450 words you can elect to have several of your keywords rotated among two links (three for pro members) in the body of the article. You also get the opportunity to have your article tagged for one keyword (five for pro members). This amounts to up to 120 backlinks for each article you write (and a whopping 900 for pro members) and these are delivered over a number of days to ensure that it looks natural to the search engines. There are also opportunities to spin each article you write so that it does not appear as duplicate content to the search engines.

The [Free Traffic System](#) works really well as long as you are prepared to write regular articles related to the general theme of your website. The other thing to consider is whether to be a free member or a pro member. The main advantage of being a pro member is up to 900 backlinks for each article that you write plus priority approval and submission as opposed to 120 backlinks for free members.

While you can upgrade later for $47 per month or $497 lifetime, there is a one-off offer (and it really is one-time) when you first join FTS for $37 per month or $397 lifetime. If you are serious about SEO for your website(s), I suggest you seriously consider upgrading to pro when you first sign up.

I would also you suggest that you take the time to watch all the instructional videos in the members' area so that you can get the most out of your FTS membership.

7. Quest #4 – Press Releases

Press releases are an underrated SEO and traffic generation tool and here's why. Most press release distribution sites are high page rank and also, each press release you write and distribute has a chance of being picked up by major news sources such as Google News.

There is a format to writing press releases that you need to learn if they are to be published. A really good template for this can be found at [FreePressRelease.com](). Their basic press release distribution service is free but I would strongly recommend using their Premier Press Release at just $1 per release and providing a permanent backlink to your site.

If you intend to be a regular press release writer (and I would suggest at least one per month, per website) and would like your press releases to be distributed to a wide number of press release sites, you should consider purchasing the PressBot that we sell at wholesale prices on the TTS site. It will largely automate the submission and distribution process.

8. Quest #5 – Articles

Writing articles and distributing them to high PR article sites has long been seen as a reliable method for gaining backlinks. And it is. However, if you write a single article and submit it to a large number of sites it will be seen as duplicate content by the search engines and therefore, not so valuable. This presents you with two alternatives.

1. Spin each article you write and submit a unique version to a selection of high PR article directories.

2. Distribute a single article as duplicate content and accept that it will not be as valuable as submitting unique content.

Option 1 is better but more time consuming. For option 2. I would recommend either using iSnare's article distribution service or purchasing some article submission software such as ArticleBot (again we sell this at wholesale prices on the TTS site) to help you automate the submission process.

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