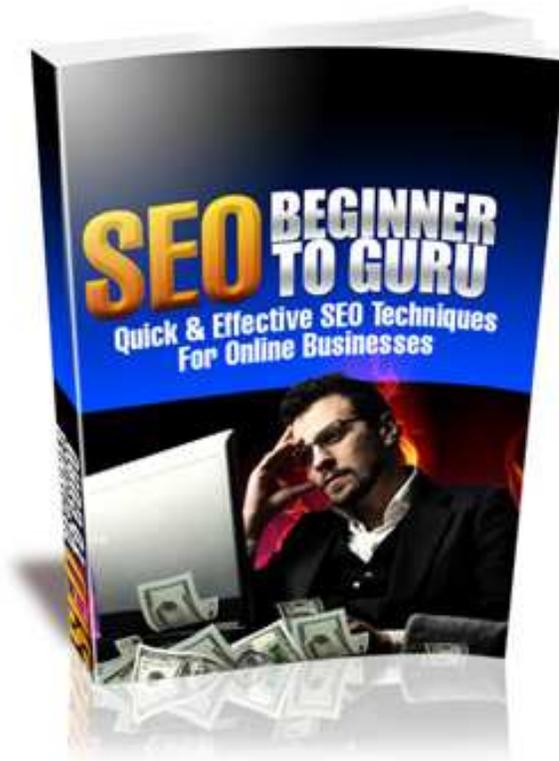


# SEO Beginner to Guru



- **Part 1: Search Engine Theory.**
- **How Do Search Engines Work?**
- **Search Engine Optimization.**
- **The Best FREE Seo, Internet Marketing, CMS and Ecommerce Ebooks!**
- **Part 2: Copywriting Master Class**
- **How To Put All This Together So That It All Works For You!**

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### Part 2

#### The Copywriting Master Class

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**Special Note:** At many places in the text, you will see the terms “search engine theory” and “how do search engines work?” I use these terms as general catch-all phrases having to do with SEO, Search Engine Optimization. The subject may be a bit hard to get your head around so I thought this might make it easier for you. The term “SE” stands for Search Engines.

## Introduction To Search Engine Optimization

### Starting to explore the search engine theory

Creating and publishing a website is no longer a mysterious, cryptic task that is reserved only for computer geeks. Nowadays, virtually everyone and their dog has their own website. Anyone wanting a piece of the virtual pie can easily sign up for a free Blogger blog in about five minutes. In addition, there are lots of WYSIWYG editors available that make creating a beautiful, interactive website a very simple drag & drop process.

So that's the easy part. The difficulty lies in getting your website seen! With the internet's estimated 20 billion webpages, how on earth can you attempt to rise above obscurity and become well-known and famous in your niche?

How Do Search Engines Work? The answer lies in search engine optimization and understanding the search engine theory of operation. Search engine optimization can be defined as the process of driving traffic to your website organically (unpaid) from the search engines. In order to get the search engine bots to notice your site and include it in the results pages, you'll need to work on these three components:

1. Making sure your content is relevant to the keyword phrases being searched
2. Optimizing your website with keywords and linking structures

### 3. Building powerful inbound links to your website from others in your niche

How Do Search Engines Work? If you want massive exposure for your website, you need it to rank on the first page of Google for several different keyword phrases. 90% of internet users do not browse beyond the first page of results, so don't settle for being on the second or third page and only getting a tiny sliver of the traffic that you could be getting. Learn to use the best of the [website building programs](#) to ensure success.

It will teach you the ins and outs of search engine theory and how it is the glue that holds all this together.

Unfortunately, no one makes it to the #1 spot on Google overnight (unless there happens to be no competition whatsoever - which is highly unlikely for any keyword phrase that gets a decent amount of searches). Unlike “instant” methods like PPC (pay per click), search engine optimization takes a lot of time and effort. Think of PPC as the hustle and bustle of the big city. Search engine optimization, on the other hand, is like a rural Southern town where progress moves slow and steady like molasses.

Marketers who choose to focus on search engine theory rather than driving traffic through PPC or other means acknowledge the fact that it takes time. If you are impatient or give up easily, perhaps search engine optimization may not be the right method for you to drive traffic to your website. No worries!

But for those of you that want to learn the answer to how do search engines work?, read on. The fundamentals are really quite simple. The first step is

Search Engine Theory and How Do Search Engines Work?

learning. The second step is implementing. If you can do those two things, you've got it made!

## How Do The Engines Work?

The search engine theory



You see it and use it multiple times throughout the day, but do you know how it works?

Surprisingly, many webmasters severely lack knowledge about one of the most

important aspects of the internet search engine theory! We all know SE's exist, we know people use them, and we know that they drive traffic to our websites. But many people would be hard pressed to answer the question: how do search engines work? If you can educate yourself about the search engine theory, you'll be capable of optimizing your site properly and internet success is not far away.

### How Do Search Engines Work?

Search engines send automated "bots" to "crawl" the web through hyperlinks. As we'll discuss later, without external hyperlinks to your website, the bots really have no way of finding your website. It's still possible that they'll discover your site eventually, but without some kind of effort on your part, it may be unlikely.

Only about half of the existing pages on the internet have been crawled, if that gives you any indication of the **importance of backlinks**.

Once the bots crawl your website, it becomes indexed in a huge database along with all the other indexed pages on the internet. There are literally billions of pages stored in this database. Yet, as you've probably noticed, it takes barely a second or two to get results after performing a search.

When searches are made, the engine quickly scans through relevant

documents and provides results based on the most accurate possible matches. Generally a match is determined by the presence of that particular keyword on the webpage. Thus, on-page optimization is extremely important. It is the basis for the search engine theory. Quality, relevant content is the name of the game.

### How Do Search Engines Work?

Google and the other search engines will provide differing results depending on whether you type the phrase as-is (purple umbrellas), in quotes ("purple umbrellas"), with the + symbol (purple + umbrellas), or other variations.

After the SE has found matches for the search query, a special algorithm scans each of the results to determine relevance to the keyword phrase. Results are provided to the user in order from most relevant to least relevant.

So what can you learn from this information? A few things:

1. Your page must be relevant to the search term (listing the keyword several times throughout the course of the website, on-site search engine optimization)
2. You need external hyperlinks (backlinks) pointing to your website to act as a “gateway” for the bots to access your site. This is another mainstay of the search engine theory.

How do search engines work? As far as relevance goes, Google and the other engines take all of the following into consideration:

1. On-site optimization
2. Age of the domain (the older the better)
3. Page Rank (PR)
4. Alexa ranking (the 'popularity' of your website based on the amount of traffic it gets)
5. Number of backlinks, particularly from high PR authority websites that are related to your website (if you have a blog about real estate, a high PR link from a real estate website will be more valuable than a high PR link from a website about dog grooming)
6. Linking structure of the website (easy navigation)

So looking at all of these factors, you can see why Amazon.com would take the #1 spot for “buy books” rather than your three-week-old Blogger blog with 4 backlinks.

## **Stumbling Blocks For The Engines**

More search engine theory: Sometimes the SE's are prevented from crawling your website for one reason or another. You'll want to make sure you eliminate these.

1. Your site requires a cookie for navigation. Bots can't carry cookies the way a regular browser user can.
2. Framed websites. Back in the day (10+ years ago) when I first started designing & programming websites, I loved using frames. But I had no idea that it would hinder my sites' ability to be ranked in the search engines.
3. Long, complicated URLs such as `website.com/page.php?ID=HuUj=987sj=%site%`
4. Login pages
5. Redirect pages (Google hates these)
6. Poor linking structure on your website. Each page on your domain should be linked to from the home page (or a sitemap) or the bots may have a difficult time crawling it (because they won't be able to find it). Ideally, you would like to have a very convenient linking structure, in which each page on your domain is accessible from every other page. This is why Wordpress blogs fit so nicely into the search engine theory of how they look at things. It is because their layout allows for this kind of linking structure.
7. You accidentally have the "I would like to block SE's" option selected in the "Privacy" tab in your Wordpress dashboard. Sometimes this option is selected automatically, so always double-check that it is **turned off**. Similar options exist for other sites like Blogger.  
  
You have a robots.txt file preventing the spiders from crawling certain pages thus stopping the process of how do search engines work?
8. Usually this is done purposefully to prevent unwanted content from being indexed, but sometimes it might be a mistake.

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