SEO MADE EASY

## 3 BASIC PRINCIPLES TO HELP YOU STAND OUT ON GOOGLE

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### MARKETING SOLUTIONS

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We can't ignore the need to be found. It reminds me of the philosophical thought, "If a tree falls in the forest and no one is around to hear it, does it make a sound?" Likewise, If your copy is on point, but no-one can find it does it return sales?

THERE ARE THREE BASIC COMPONENTS TO SUCCESSFUL SEARCH ENGINE OPTIMIZATION

Optimize Web Content

Optimize Keyword Density

S E O

Internal and External Link Strategies
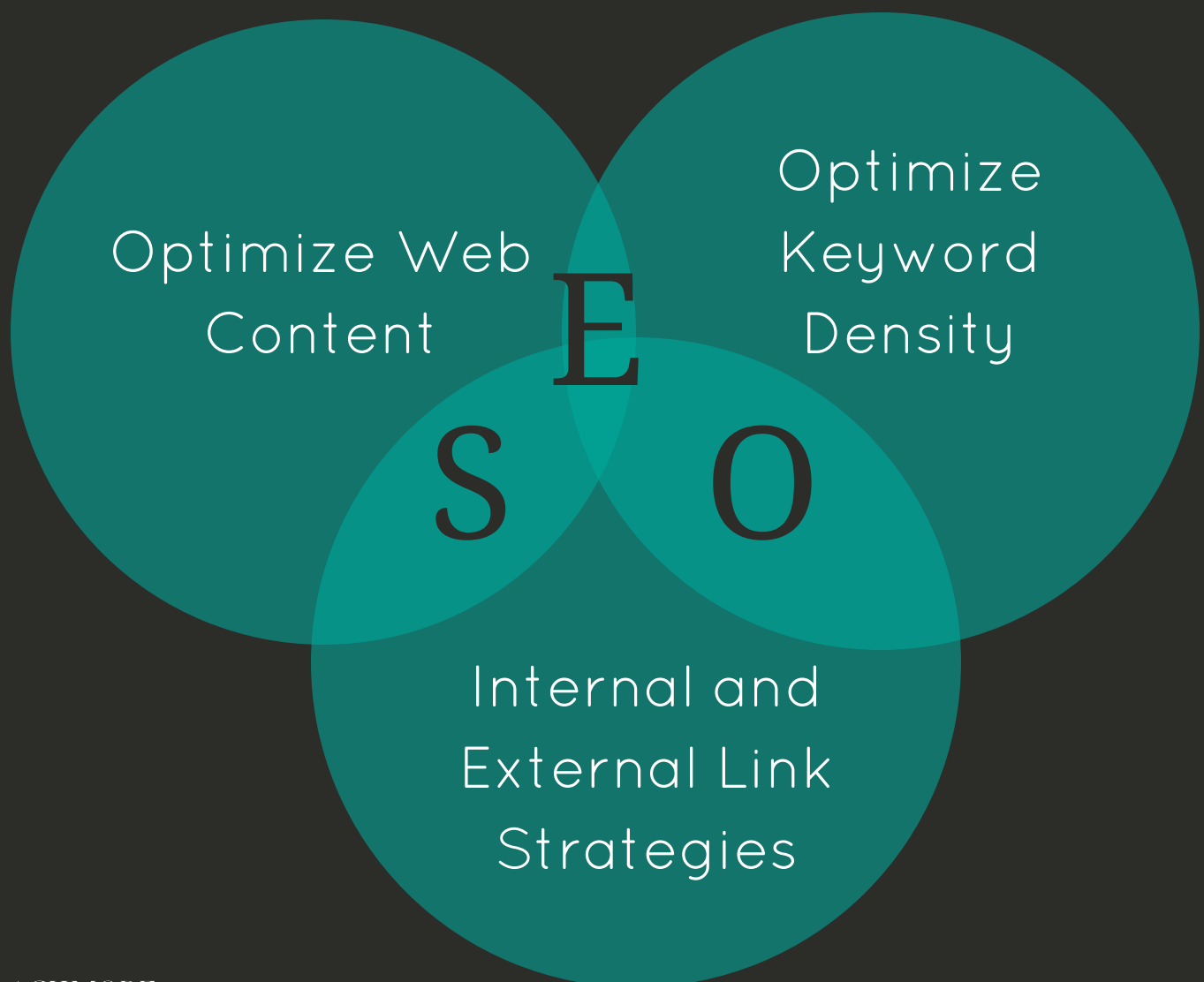
1. OPTIMIZE WEB CONTENT

When writing web content, you must be aware of both audiences you're communicating with.
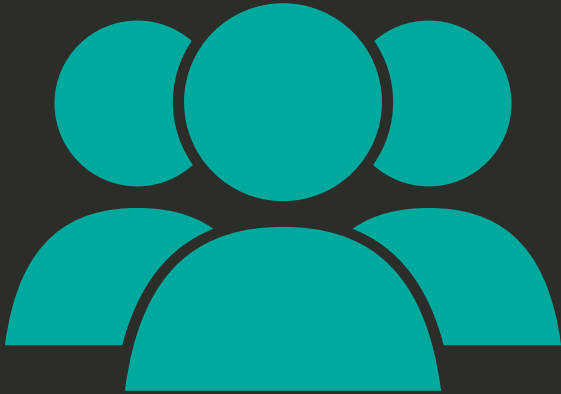
First - your human readers. This is the most important audience. If you neglect writing valuable and engaging copy your bounce rate will increase and your page will be penalized.

Second - you're writing for search engines and what is commonly known as "Google Spiders". These automations visit your website and determine - based on its value (keywords, authority in the industry, in and outbound linking etc) - where in the ranking it should appear.
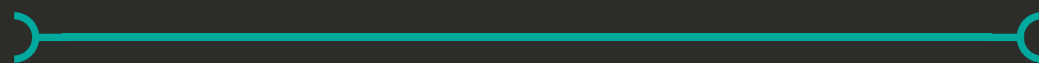
You Have Two Jobs When Writing SEO Content

›› To make it attractive - easy to read, entertaining, informative

›› Use keywords so search engines will rank it higher in the listings

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KEEP IN MIND

- To successfully rank higher in Search Engines, you must have a clear understanding of the type of content your audience wants and the keywords they are using to find it.

- Search engines - such as Google - prefer pages with high quality content that has been dripped onto your site over time (no short-cuts here, I'm afraid).

- The amount of time your audience stays on your site plays a significant roll in your ranking. Gone are the days search engines could be fooled by "spider bait". If visitors regularly bounce, you'll notice a significant drop in your ranking.

- Provide your audience with high quality, new, useful and entertaining content on a regular basis to keep them coming back for more.

2. Optimize Keyword Density

Keywords hold the literal key to unlocking the secret to SEO writing.

To best utilize this key you must know what to search for.

Brainstorm a List of 20 Possible Keywords and Phrases Associated With Your Business.

For example, if your business is a café, you need to think of the same words and phrases that customers may type into the search box when they want to find a café.

- Local Coffee Shop
- Coffee Near Me
- Local Coffee
- Mom and Pop Coffee Shop

Sign Up for a Google AdWords Account to Gain Access to a Free Keyword Search Tool.

https://adwords.google.com/KeywordPlanner

This tool will suggest keywords in order of popularity for the category you searched.
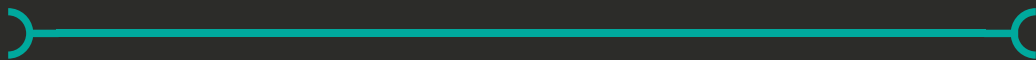
By using several of the top keywords at least once on a page, you increase the likelihood that the page will rank higher for each keyword in the search engines.

However, be sure to optimize your content for the phrases people **actually** use for their searches. This way you're more likely to reach people who are ready to buy, rather than those who are just browsing.
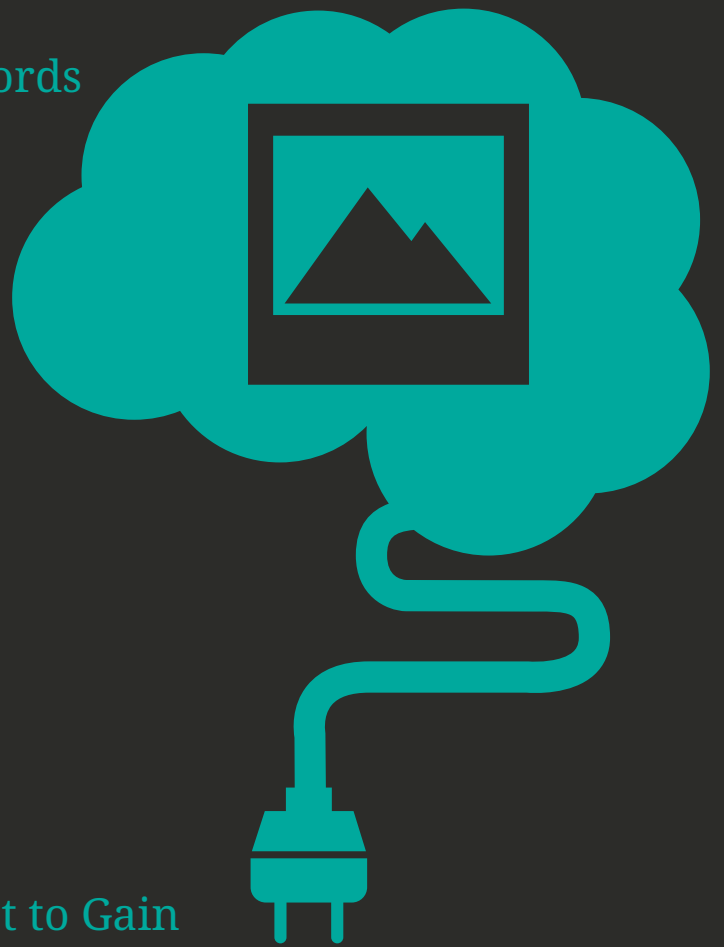
FOR EXAMPLE

If a potential customer is in search of a "Mom and Pop" café near them - they may not use the word 'café'. Instead use keywords like 'local coffee shop hours'.

>> When You Optimize for Specialty Keywords or Phrases You Narrow Down the Competition <<

Once you've identified your keywords, it's important to know how frequently to use them.

In an effort to increase their ranking, some companies repeat them in excess. That's a mistake. Remember, you're writing for two audiences.

The human audience will be turned off quickly if you use keywords too often or out of context.

3%

Typically, a keyword density of 3% is a good number to shoot for.

This means for every 100 words - your keywords or phrase appears three times.

3. INTERNAL AND EXTERNAL LINK STRATEGIES

Inbound links are links that provide SEO by pointing **to** your content. Search engines assume the more high-quality links that point to your website - the more important your content must be.

Let's Use the Café Example.

If several restaurants, local shops, or local businesses point to your website as having the best coffee in town, the most relaxing environment, or perhaps the best scones money can buy - the search engines will determine that your content is authoritative and will give you extra marks, equaling higher rankings.

QUICK TIPS

> Use affiliate systems to increase inbound links. Affiliates often use links in their content that point to your website.

> Set all your social networking sites, blog commenting, and guest postings back to your website
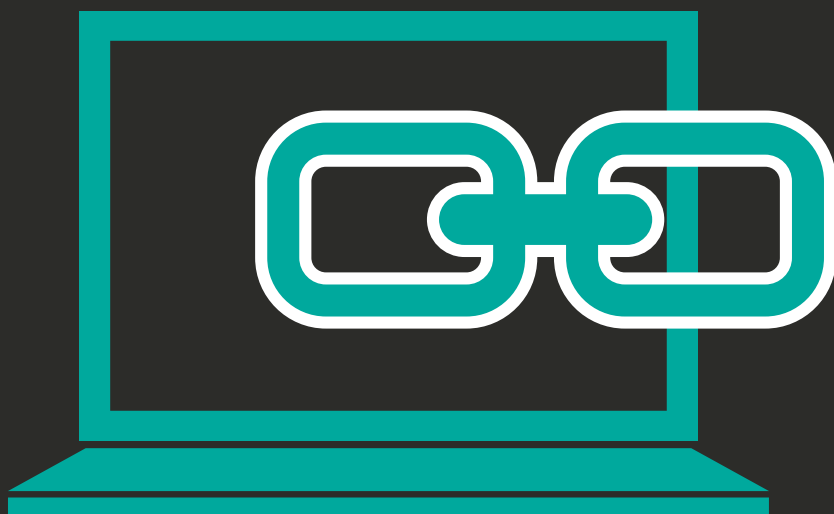
Outbound links are opposite to inbound links. They are links which point <u>outward</u> from your site to another authoritative site within your industry.

This tells search engines that your site is likely information-rich in its content and generous to its visitors.

HOW TO

Create links within your content that point to authoritative sites. This could be a site or topic with an .edu (education) suffix for example.

When anchoring these outbound links, try to use your desired keywords and phrases as your link anchors. This will increase the targeted search engine results. As much as possible, do not to use meaningless phrases like "click here" as your link anchors.

Instead, select a good phrase based on your keywords. For example, "After you've enjoyed our famous Vegan Cranberry Scone, enjoy an afternoon stroll at the Butterfly Pavilion on Central and 8th.".
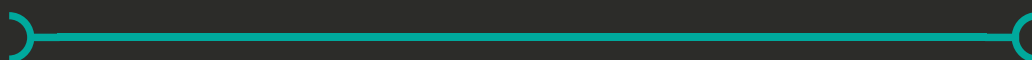
IMPLEMENT THESE 3 BASICS OF SEO TO BEGIN INCREASING YOUR SEARCH ENGINE RANKING TODAY

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