

Websites are all about Content, Link Building, Popularity, and Reputation

OVERALL APPROACH

- SEO is a daily process – Don't make daily changes to the website but do address the project on a daily basis - The search engines may penalize you for too many daily updates
- You must have an action plan once contact has been made with the customer – don't just build the site and forget the follow through
- Design the site to meet a specific target audience, preferably the top influencers in your market – the masses will follow
- Do create the XML sitemap for the search engines
- When making searches based around keywords try and use a different computer that is not logged in to Google or other search engines – at least log out of Google, Yahoo, and Bing before starting

CONTENT

- Create original content that is useful to your visitors
- Content must engage the visitor and serve a purpose
- The content must answer the searcher's query fast
- Content must be unique and of quality, not one or the other
- YouTube is the second largest search engine – use video content to mirror your word content – keep the video on YouTube
- Write one article about your product or service – rewrite the article 3 times, each with a different title and key word terms – post all 4 articles on your site in text format and PDF format
- Every page needs a title – be key word rich – Not "chocolate fudge" use "Homemade chocolate fudge with walnuts, pecans, an easy to make recipe"
- Don't use a doorway page for your landing page – structure your landing page to function as a true part of the webpage
- Doorway pages may be labeled as spam, search engine may de-rank you
- Do use different landing pages for different advertising venues – this helps move the customer to the correct place with just one click – it also helps build more good content pages
- Fresh content must be continually launched – set up a schedule
- Develop a team approach to content creation – e.g. every person on the team must create one piece per week
- Focus on search phrases not only key words
- Flash is not SEO friendly
- Images are not SEO friendly
- Cutting and pasting from other sites is not SEO friendly
- Use natural style writing when creating content – if it sounds funny when you read it back, the search engine will know that you were stuffing content words and won't like you
- If you can't get fresh content out quickly enough then create a blog – this way you can create small snippets of content with greater frequency – blog 3 or more times per week
- Links should be surrounded by relevant content not free floating
- Focus on one key word area for each page – don't try and make one page contain all the key words for the site

IMAGE AND VIDEO

- Images and Videos are not content – Alt Descriptions are content
- You must have a file name – [make the name relevant](#)
- Write good content, don't just rely on the descriptions and file name
- A picture is not worth a thousand words – a thousand words are better than one picture - surround them with rich word content
- Use captions – these are great content links to the image and the search engines love them
- Use "image or video" as one of the words in your image alt description

VIDEO

- Create a video sitemap and submit it to your Google account
- Submit your videos to the major video hosting sites not just YouTube

RSS FEEDS

- The text in your feed should be optimized just like your post and web pages – be descriptive and use lots of rich text works in the title and description

LAYOUT

- Use the H1 tag to identify every page
- Use bold commands sparingly but do use them
- Deep Linking – Have links deep within your content pages
- Social Bookmark links need to be easily assessable by the page user
- Try to use text links in your menu bar and not just images, if you do use image links still include text links and place them above the image links
- The bottom page navigation menu needs to have content rich key words – Not "contact us" Use "contact us for great chocolate fudge recipes"
- Be certain to use titles in your links don't just post the link
- Include a sitemap type navigation area at the bottom of your pages
- No invisible links – if you can't see it the search engines will know you are trying to cheat the system
- No duplicate pages – yes you can have a PDF copy of your brochure and a text version but that is all
- The title tag at the top of the page should be content rich and if you do include your company name do so at the end
- Before creating your site determine your SEO requirements – it is easier to build from the ground up than retrofit a bad design
- Canonicalization issues – www and non-www domains - Decide which you want to use and 301 redirect the other to it - In other words, if <http://www.domain.com> is your preference, then <http://domain.com> should redirect to it – if you don't this splits you're reporting
- You can use .html, .htm, .asp, .php, etc. and it won't make a difference as far as your SEO is concerned
- Don't use /default or /index to link back to your home page – use the real domain name only e.g. <http://www.johnwilkerson.com>
- If you must have your landing page in flash, be sure to place text on the page – no text and you don't really exist

LINK BUILDING

- Register with other international resource sites and use them to build backlinks
- Write and publish articles to archive sites – Knol, ehow, squidoo, ezinearticles, hubpages
- Write a content blub (review) for your suppliers with your own backlink and have them put it on their websites
- Beg, borrow, and beg again to get top ranked sites to link to yours
- The best site to link to you are ones that are relevant to your content – e.g. shoes vs. clothing, cars vs. auto loans, NOT Baseball cards vs. train stations
- Include your company link in every PDF you publish – when someone copies and publishes the PDF your link is already active – this holds true for your contact information
- If you pay for a link it probably won't do you any good – the best links are given free and buried in the body of the text
- If someone else's page has 50 or more links, you don't want to be on it – this is link farm territory
- Getting Google to spider your site can take weeks – yes do submit it – also try and get a top ranked site to link to it - that will speed up the process
- One good quality link will do you better than 4 poor quality links – the poor quality links can actually hurt you
- Be willing to link to others – it is a share the wealth program and we all win – but don't just trade links that backfires
- Some of your most valuable links might come from emails, newsletters, and articles not other websites
- Make certain your site is easy to use and navigate – if it is not others won't want to link to you
- If the link looks like it is from a sponsor or been paid for it won't generate traffic – users will shun the link
- Do something stupid and get in the media – it is called publicity and works wonders for building links
- Submit your videos to more than just YouTube – Google searches all the prime video hosting sites
- .edu domains carry a lot of weight with search engines - use them the best you can
- Sponsoring a program at a university or college will help you develop backlinks from .edu sites
- Link baiting is good marketing – engage in quality dialog/content/images/video that draws others backlinks to your content
- Always use absolute links in your content – the content can then be moved/copied from site to site and the link will always work
- Research the Cache age for any page you might be purchasing or trying to place a backlink from. If it is more than 30 days old it probably won't do you any good.

RANKING TIPS

- Register multiple domains, if you break out your products and services each to their own domains you can increase your web presence - Watch for duplicate content
- ezine directories usually only allow one page registration per domain, with three domains you get three listings
- Use action words in your key word description – e.g. *easy* kit making, *fast* sports cars, and the *stickiest* sticky buns - Why, people search how they speak and like to use adverbs and adjectives
- Continually research and understand how new algorithms are affecting ranking
- Register with all the search engines not just the top three
- Do not use auto submit software to submit your site to the search engines – Do the most important task by hand
- Research if directories listings will be beneficial and use them if they will
- You want the back link to come from a content rich page as if you're being referenced as an expert not a blank page with just line after line of links
- Link building takes lots of time and can go slowly – be willing to make it a long term continual project
- If you hire someone to do the link building for you, have them submit a check sheet as to how to identify quality links, if they can't RUN AWAY
- Have a professional help you determine your domain name – having the correct keyword rich domain name is very important
- Google Says - *Don't create multiple pages, sub domains, or domains with substantially duplicate content.*
- Broken links lower your rank – clean them out or do a redirect
- If you are on a shared server, blacklist check to be sure you're not on a proxy with a spammer or banned site. Their negative notoriety could affect your own rankings
- If you block your domain contact information Google may see you as a potential spammer
- Turn On "Enhanced image search" in your Google Webmaster Central account
- Be sure all the viral components to your web site or blog are active and easy to find – reviews, sharing functions, ratings, visitor comments, etc.

BLOGGING

- Have your blog post title tag different from your blog title
- Get the Owner/President/CEO blogging – Their personal interest and accessibility is invaluable – Who would not like to hear from the Prez about their ideas or concern
- Set up a schedule to post on a regular basis and stick to the schedule.
- Write shorter filler blogs and keep them on file. When you are pressed for time and need to meet a publication date you will already have something created.
- Use the pre-schedule function for your blog post. This will let you release the blog at the best possible date and time without having to be logged on.
- Include images in your blogs. Don't forget the Alt Tags
- Make certain your contact information is on the blog and embedded in the content
- Use the Topic Tags for each and every blog and make sure you use different tags for different blogs post. Some overlap is OK but don't just cut and paste.
- Develop a strategy to get your blog published through other sources. Look around for community blog areas and share your original content with them. But of course include your own backlink.
- Write your blog to engage comments and feedbacks. People love to be a part of something.

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