

# 3 Simple Steps to Super SEO

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## Introduction

Search engine optimization, commonly abbreviated SEO, is the process of optimizing your web site so you are more likely to be placed higher in organic search results on search engines such as Google, Bing, and Yahoo. There are a variety of ways to approach SEO, including on page text, site design, blogs, links to your site, and so on.

Why is SEO so important? Research has consistently shown that the closer your website is to the top of the results of a search engine query, the more likely the searcher will click through to your web page. A study performed by Enquiro research used eye tracking to show where searchers looked at the screen after performing a search.<sup>1</sup> As shown in the figure below, searchers consistently focus their attention on the top few search results. Since your goal is to maximize the number of qualified visitors to your site, it is critical to have a good SEO foundation.

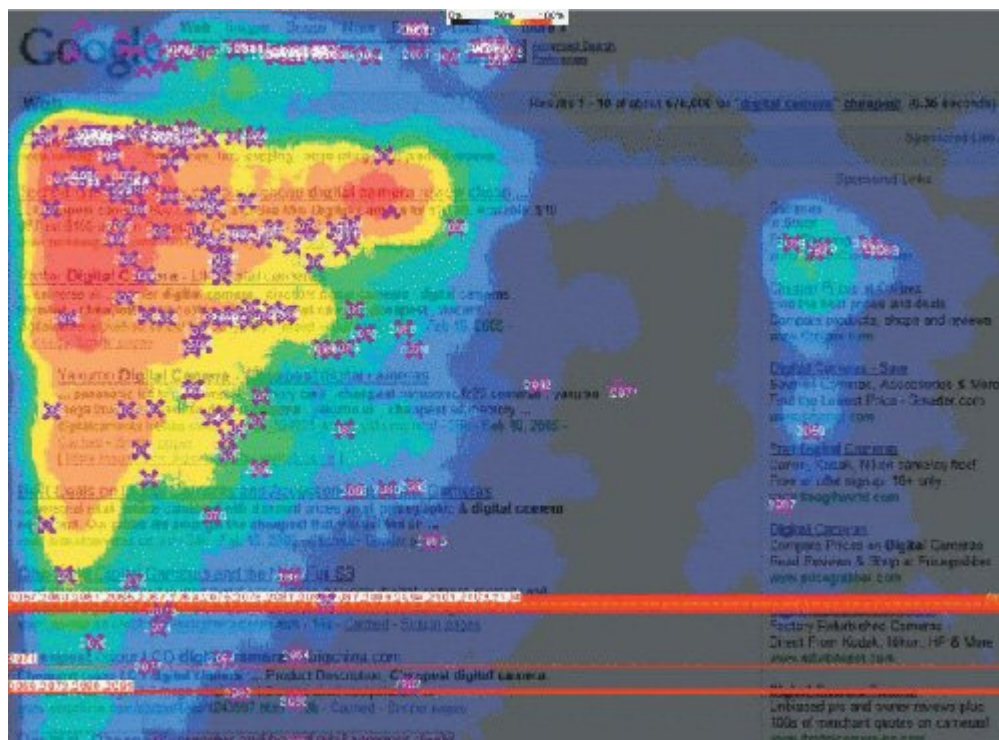


Figure 1. Searchers focus their eyes on the “golden triangle” of search results: the upper left side of the page.

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<sup>1</sup> <http://pages.enquiro.com/whitepaper-enquiro-eye-tracking-report-l-google.html>

While SEO can be complex, and the rules of search engine algorithms are always changing, there are a few things you can do to improve your SEO right away. The goal of this report is to provide you with 3 simple steps that you can immediately implement on your own website, resulting in a marked improvement in the visibility.

## Step 1 - Keyword Research

SEO is nothing without keyword research. According to SEOmoz.org, "Keyword research is one of the most important, valuable, and high return activities in the search marketing field."<sup>2</sup> To put it simply, keywords are the words and phrases that searchers use to find your website. Every search starts with a keyword, so your website needs to showcase the keywords that are important to you, without overstuffing (repeating those keywords many times over). Note: although the term "keyword" infers that a single word is used, when dealing with SEO the best keywords are usually multi-word phrases (i.e. cars vs. used cars in new jersey)

So how do you decide what the right keywords are for your web site? Start by looking at your site analytics. What keyword phrases are people using to find your site through search engines now? Make a list of the top keywords, then add other keywords that you feel are important. Be specific: use keyword phrases that drill down to exactly what your company does, such as "small business payroll services" or "structural weldment fabrication". If your clientele is primarily local, choose some keywords that include your town, such as "Springfield injection molding" or "Boston print services". Also, target some questions that your web site could answer, because many searchers type questions into their search engine query field. Examples of questions are, "How do I optimize my web site?" or, "What is the best auto repair shop in Atlanta?"

Why is it that you want to focus on such detailed keyword phrases? The answer is generally that it's impossible to compete with the simplest keywords, and that you're better off looking at "long tail" keywords. The vast majority of web searches include these long tail keywords, as illustrated in Figure 2, and they usually convert better too. If you're a mid-sized print shop in San Antonio, and you try to optimize your site for "digital printing", chances are you'd never appear on the front page, since your competition includes hardware companies like Xerox. However, if your keyword list includes "San Antonio digital brochure printing", you're far more likely to land on the front page.

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<sup>2</sup> <http://www.seomoz.org/beginners-guide-to-seo/keyword-research>

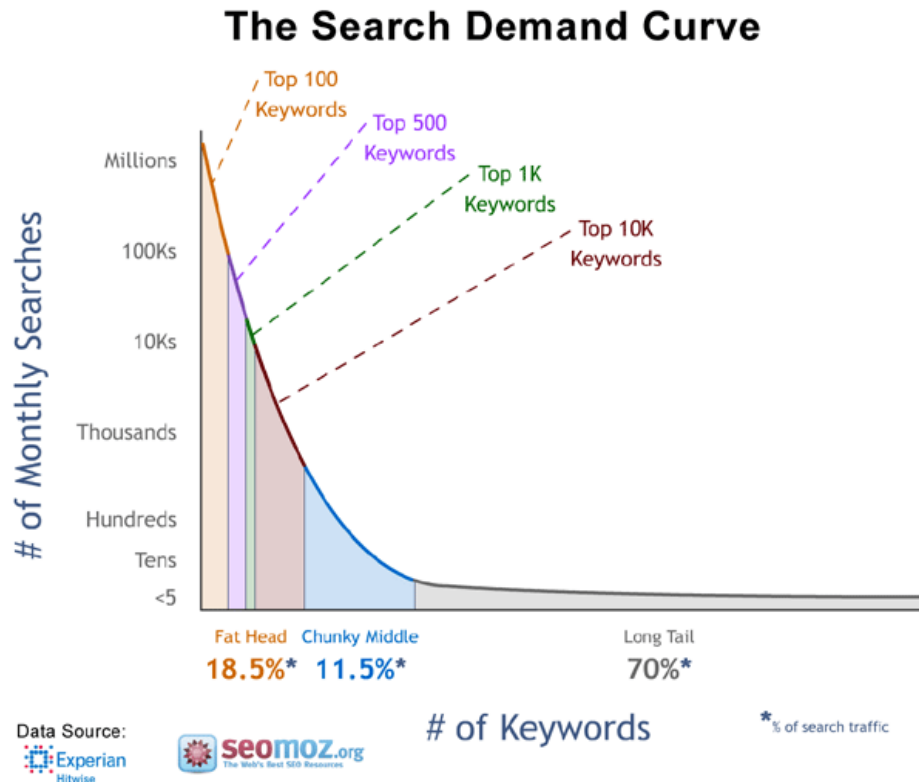


Figure 2. The vast majority of searches involve “long tail” keywords.

After you’ve created a list of keywords, use the free Google keyword tool (<https://adwords.google.com/select/KeywordToolExternal>) to evaluate the traffic volume for your keyword phrases. You want to target keywords that have a significant volume, but aren’t too competitive, because your goal is to rank as high as possible for your chosen keywords. You can analyze the competition level of your keywords by using the SEO Quake (<http://www.seoquake.com>) plugin for Firefox to evaluate each of your competitor’s websites. Other tools are available that can semi-automate this task.

## Step 2 - Optimizing On Page Factors

Once you’ve created a list of keywords for your website, the next step is to optimize your website to include these keywords. According to Aaron Wall of SEO Book<sup>3</sup>, “Even though off-page optimization offers more SEO benefits, on-page optimization is really the first step to SEO improvement.” This sentiment is echoed at SEOmoz.org, “Yet, despite its clichéd status, appealing, useful content is critical

<sup>3</sup> <http://www.seobook.com/>

to search engine optimization.”<sup>4</sup>

On page factors are specific places in your web site that are important for SEO. When you include your keywords in these on page factors, you’re letting the search engines know that these keywords are what your site is all about. The most important factors include the title tag, the description tag, and web page content. A summary of these on page factors are illustrated in Figure 3 by SearchEngineWatch.com.<sup>5</sup>

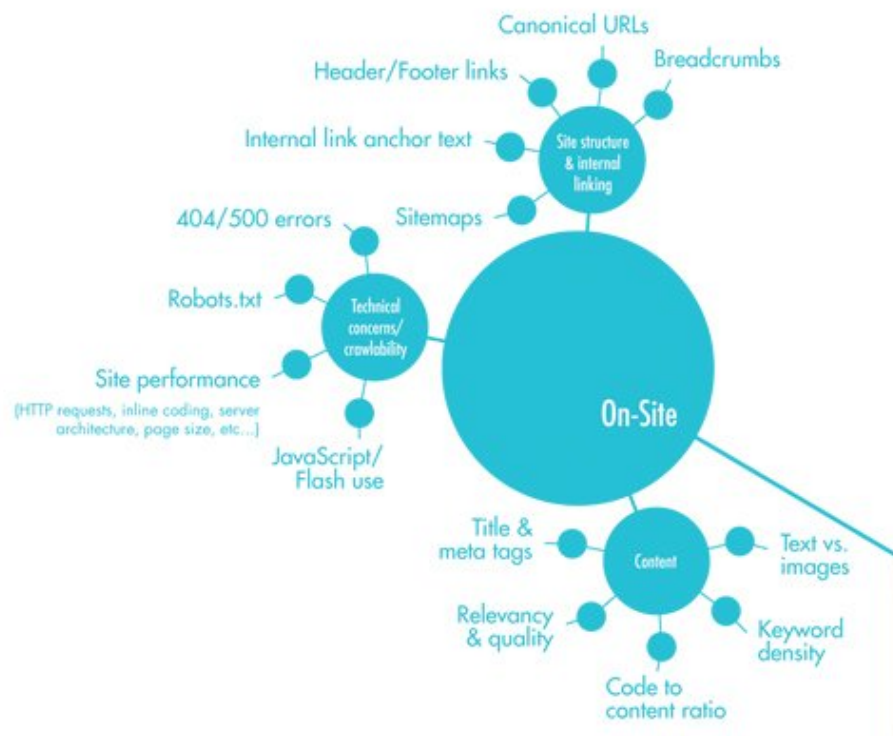


Figure 3. On page factors that influence SEO.

In the early days of SEO, keyword density, or how many times your keyword appeared on a page, was important, but no longer. Your keywords should appear a few times on your web page, but also include keywords that complement your main keywords, and keep your web copy clean, readable, and informative. The best effort you can make for on page SEO is to create relevant new content for your site on a regular basis that uses your chosen keywords sparingly but prominently.

In addition to the content text, your keywords can be used in other, less visible places that will still influence the search engines. These locations include the page URL, the file names of images on your

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<sup>4</sup> <http://www.seomoz.org/beginners-guide-to-seo/how-usability-experience-and-content-affect-search-engine-rankings>

<sup>5</sup> <http://searchenginewatch.com/article/2101314/Successful-SEO-Tactics-On-Site-Optimization>

page, and alt-attributes for images. Make sure all code on your web site meets W3C standards<sup>6</sup>, so that it is accessible to the widest range of readers and browsers.

### Step 3 - Build Links

Once you've researched the appropriate keywords for your web site and optimized on page factors, the final step is to build links to your homepage and important inner pages. Inbound links are hyperlinks that direct readers to your website. They are called "inbound", because they are generally initiated from outside of your web site. Inbound links are an important part of many search engine algorithms. The reasoning is that if a lot of sites are linking to your site, there must be something useful or important on your web site! Examples of tactics to generate links are:

- Blogs (your own, or outside blogs that link to your site)
- Blog commenting
- Article marketing
- Forum or website profiles
- Social bookmarking
- Directory submissions
- Online press releases
- RSS feeds
- Relevant discussion forums

Links on outside sites should use keyword-rich anchor text whenever possible, and should be phrased to be helpful and informative information, and not spammy.

In addition to external links, internal links that connect the various pages within your web site are also helpful. A great example is having a blog that links to your web site content. Keeping a blog updated also provides your site with fresh content on a continual basis, something that search engines love.

One thing to note, keep your link building honest. If you try to build links using underhanded, "black hat" techniques<sup>7</sup>, your website could be penalized. This is why it's important to work with qualified SEO

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<sup>6</sup> <http://www.w3.org/>

<sup>7</sup> [http://en.wikipedia.org/wiki/SEO#White\\_hat\\_versus\\_black\\_hat](http://en.wikipedia.org/wiki/SEO#White_hat_versus_black_hat)

consultants who understand the right way to optimize your site without jeopardizing your search engine standing.

## Conclusions

By following the 3 Simple Steps to Super SEO in this report, you'll be on your way to improving the visibility of your web site. There is a lot more to SEO than these 3 steps, but they do form the core of effective SEO.

Another activity that you can use to improve your site SEO is to get involved in social media. Social media sites can include, but aren't limited to: Facebook, Twitter, LinkedIn, and Google Plus. Also, media sites such as YouTube and Flickr can help as well. A well rounded social media plan will certainly complement your SEO efforts and enhance your results.

Finally, any SEO plan is not worth the effort if you aren't monitoring the performance of your site before and after you make updates. A tracking and ranking program for your website, such as Google Analytics, can help you analyze the visitors to your site by showing you what keywords they are using to find your site through search engines, or if they are reaching your site through an inbound link. This data can allow you to adjust your SEO efforts as needed to maximize results.

## Resources

- How to Judge the Value of a Keyword – SEOMoz.org - <http://www.seomoz.org/beginners-guide-to-seo/keyword-research>
- Wordtracker Keyword Research Guide - <http://www.wordtracker.com/academy/keyword-research-guide>
- SEOBook SEO Toolbar - <http://tools.seobook.com/seo-toolbar/>
- Search Engine Watch Off Site Optimization Tips - <http://searchenginewatch.com/article/2107974/Successful-SEO-Tactics-Off-Site-Optimization>
- Hubspot Inbound Marketing Blog - <http://blog.hubspot.com/>
- 101 Ways to Build Link Popularity – SEObok.com - <http://www.seobook.com/archives/001792.shtml>

## About Website Booster Shot

Is your website invisible or is it getting very little visitors? Do you want potential customers to find your website when they look on the search engines (Google, Yahoo, etc.) for your product or service?

The answer is search engine optimization and we can help.

Website Booster Shot is not an expensive and confusing solution. We describe it as a website booster shot because we use a simple 3 step process to optimize the health of your website so it attracts potential customers from the search engines.

Step 1 – Keyword Research

Step 2 – On Page Optimization

Step 3 – Monthly Link Building

If you're a small business or corporation that is looking to outsource your SEO at a rate that won't break the bank, please visit Website Booster Shot: <http://www.websiteboostershot.com>.