

## ***Search Engine Optimization 101***

### **Part 1: Optimize Your Page**

Welcome to the tutorial on Search Engine Optimization!

There are a number of things you can do to make each page of your site higher in search engine listings and rankings.

First thing to do is to select a single keyword or phrase for your page. An example of a phrase might be "work at home opportunity" and this keyword phrase will be used in many of the examples throughout this tutorial.

Once you have selected a single keyword or phrase it's time to optimize for that word.

#### *Suggestion 1*

If you are purchasing a new domain, try to have some of your more generic keywords in domain name.

Spaces are not allowed in a domain but you can substitute an under score or minus for the spaces.

Say we had the keywords "work at home opportunity" some possible domains might be:

WorkAtHomeOpportunity.com  
work-at-home-opportunity.com  
work\_at\_home\_opportunity.com

One thing to remember is that domain names are case *insensitive*. In other words it doesn't matter if the letters are capitalized or not. So the word OPPORTUNITY = opportunity = OpPoRtUnItY.

#### *Suggestion 2*

Use your keyword or phrase in your file names and directory name.

Spaces are not allowed in a file names but you can substitute an under score or minus for the spaces.

Say we had the keywords "work at home opportunity" some possible file names might be:

WorkAtHomeOpportunity.html  
work-at-home-opportunity.html  
work\_at\_home\_opportunity.html

One thing to remember is that file names and directory names are case sensitive. In other words it DOES matter if the letters are capitalized or not. So the word OPPORTUNITY is different from opportunity and is different from OpPoRtUnItY.

#### *Suggestion 3*

If you using PHP or ASP you can pass an extra variable in the url with your keywords.

Example: “[http://www.MyDomain.com/work-at-home-opportunity.php?var1=7&var2=abc&var3=work at home opportunity](http://www.MyDomain.com/work-at-home-opportunity.php?var1=7&var2=abc&var3=work%20at%20home%20opportunity)”

It's generally okay to have spaces in your keywords if they're just another variable being passed in the url.

#### *Suggestion 4*

In the title tag in your page you should have your keywords.

Example: <TITLE>Work At Home Opportunity</TITLE>

#### *Suggestion 5*

Be sure to put your keywords in your meta tags in your page.

Example:

```
<META NAME="DESCRIPTION" CONTENT="Learn About The Best Work At Home Opportunity">
```

```
<META NAME="KEYWORDS" CONTENT="Work At Home Opportunity">
```

Although not all search engines care about meta including Google, it won't hurt and certainly may help!

**Tip:** Search for your keywords on different search engines. Click on the pages that come up in the top 10 or 20 of the search engine listings and look at the meta tags in their source code. You may get ideas from what you see in your competitors meta tags.

#### *Suggestion 6*

Near the top of page it's a good idea to have a headline with your keywords in it.

Example: <H1>Work At Home Opportunity</H1>

Search Engines like Google look for pages with a headline tag like the one above and will frequently give your page a better ranking for the keywords found within the <H1> tags.

<H2> tags are used as sub-headlines. It's a good idea to put your keywords in the tags.

Example: <H2>Work At Home Opportunity</H2>

#### *Suggestion 7*

This is probably the most time consuming suggestion but perhaps the most effective thing you can do.

On the page place some real content. Yes, it's definitely good to have a few paragraphs of text relating to your keywords. Be sure to sprinkle your keywords throughout the text. Try to have 5% to 10% of the words in your text be your keywords. Much less than 5% and search engines won't rank your web page very high for the desired keywords. Go way over 10% and search engines, especially Google, will get suspicious. The last thing you want to do is to have Google think you're up to no good and get your site black listed.

#### *Suggestion 8*

Find 3 instances of your keywords in the text on your page (not the title or headlines) and italicize one instance, bold one instance, and underline one instance. Some say this will help with

your page's rank but don't recommend you do this more than once for each (bold, underline, & italicize).

*Suggestion 9*

Images displayed on your site should have an alt attribute in your image tags.

Example: ``

If you don't have any images on your page, it might be a good idea to put 1 or 2 images on your page so you can use this trick.

*Suggestion 10*

Put an instance of your keyword right at the end of your web page, close to the `</BODY>` tag.

*Suggestion 11*

Don't try to outsmart search engines by doing sneaky things like having lots of keywords on your page that are the same color as the background color. It might work for a while but eventually they're gonna figure out what your up to and then decide not to list your page at all.

*Suggestion 12*

Go to Google and do a search for you keywords. Take a look at the source code of the pages that are in the top 10 results list. Look at the title tags, meta tags, and there text on their page.

*Suggestion 13*

Remember that search engines will rank your page higher for your keywords if you have your keywords appear higher in the page. This is especially important when you have site navigation on the top or on the left of your page.

If you have navigation on the top, consider putting it on the left, right or bottom of the page. It might just help you.

If you put your navigation on the left, there's something you need to consider.

Say your page has a format something like:

<a href="#">Home</a> <a href="#">Page 1</a> <a href="#">Page 2</a> <a href="#">Page 3</a> <a href="#">Contact</a>	text with your keywords go here
---	------------------------------------

So what a visitor to your site will see is the table up above.

But what the search engines see is the following code:

```

<table border="2" width="300">
  <tr valign="top">
    <td align="center" width="100">
      <a href="home.htm">Home</a><br>
      <a href="page1.htm">Page 1</a><br>
      <a href="page2.htm">Page 2</a><br>
      <a href="page3.htm">Page 3</a><br>
      <a href="contact.htm">Contact</a>
    </td>
    <td align="center" width="200">
      <p>text with your<br>
      keywords go here </p>
    </td>
  </tr>
</table>

```

Notice where your keywords appear? They don't appear very close to the top of the page, and that's not good.

If you can get those keywords up higher on the page the search engines will rank your page higher for those keywords. Below is the code to do just that:

```

<table border="2" width="300">
  <tr valign="top">
    <td align="center" width="100" height="0"></td>
    <td align="center" width="200" rowspan="2">
      <p>text with your<br>
      keywords go here </p>
    </td>
  </tr>
  <tr>
    <td align="center" width="100">
      <a href="home.htm">Home</a><br>
      <a href="page1.htm">Page 1</a><br>
      <a href="page2.htm">Page 2</a><br>
      <a href="page3.htm">Page 3</a><br>
      <a href="contact.htm">Contact</a>
    </td>
  </tr>
</table>

```

Notice how your keywords are much higher than before in the code? Below is how the table looks to a visitor:

<a href="#">Home</a> <a href="#">Page 1</a> <a href="#">Page 2</a> <a href="#">Page 3</a> <a href="#">Contact</a>	text with your keywords go here
---	------------------------------------

## Part 2: Incoming Links

Once your page is optimized for search engines it's time to create a linking strategy. Search engines, especially Google, look very seriously at how many outside web pages link to your site.

Google assumes that if a lot of people link to your site then those people must think your site is worthwhile and has good content. In a way, everybody who links to you is voting for your site.

But it's not just the quantity of links that you get that counts.

With Google, every page in your site has a Page Rank between 0 and 10, abbreviated as PR0, PR1, PR2, etc.

The higher the PR the better. It is better to have a couple PR5 pages link to you than to have 20 PR0 or PR1 pages link to you.

The higher the Page Rank of a given page, the more likely search engines spiders will visit it frequently and actually follow the links to your site.

You can find out what the PR of a page by downloading the Google toolbar:

<http://toolbar.google.com/firefox/index.html>

Or you can use a free lookup utility by going to:

[http://freeresourcesonline.com/check\\_page\\_rank.php](http://freeresourcesonline.com/check_page_rank.php)

For a more in-depth explanation of page rank, go to

<http://www.iprcom.com/papers/pagerank/>

So how do you get lots of people to link your site?

The rest of the tutorial is examines different ways to get quality links

### *Suggestion 1*

The simplest thing to do is to put up a "Links Page" on your site.

Make sure your home page links to this page so the search engine spiders can find it and index it. On the page be sure to tell people how they can contact you if they want their link added to the page.

You may also want to put a linking policy on your page.

On my Links Page I have the following link exchange policy:

"All sites must be acceptable for all audiences. This means we don't accept sites that show,

promote, or advertise things such as porn, alcohol, gambling, drugs, illegal activities or anything that we deem to be inappropriate for general audiences."

For an example, take a look at my Links Page:

<http://www.freeresourcesonline.com/directory.php>

Feel free to ask for a link exchange with us!

Instead of calling it your "Links Page" you may consider naming it something else, something more appealing. I call my Links Page my Online Directory. People are more willing to have their link listed in something like a directory than just another links page.

Once you have a Links Page created look for other people who have a links page and are interested in exchanging links.

When you find someone to exchange links with, contact them and request that they put your link on their site and in return you'll put a link to their site on your Links Page.

Be sure to give them the exact html code for your link. This will make it easy for them as they can just copy & paste the code onto their links page and also ensures that the link to you is formatted exactly the way you wish.

If they deny your request for a link exchange, don't be offended but just move on and ask someone else.

If you get no response from them at all, they may not be interested or they may not be checking that email address anymore. Either way, just move on and ask someone else.

When adding a link, make sure to use the "target" attribute in your anchor tag.

Instead of adding a link that looks like this:

```
<a href="http://www.some_other_site.com">
```

Make it look like this:

```
<a href="http://www.some_other_site.com" target="_blank">
```

When someone clicks on the link it will open the site in a new browser window. This means your page is still open behind it and the visitor is more likely to keep browsing your site.

When looking for people to swap links with, it's a good idea to look for pages that are in your same niche.

Say your page is about cat toys. It would be a good idea to swap links with a page about cat food or something related to cat toys.

When a visitor at the cat food page sees the link to your cat toys page they are much more likely to follow the link to your page.

A link exchange between two sites is a win-win for both because both get incoming links and consequently a higher page rank.

Each link exchange you do may not seem to help a lot but each little bit does help.

Another advantage of this is you may get an increase in traffic to your site. Say you have a link exchange with 100 pages, and each one sends you 1 visitor a day. That's 100 visitors a day or 3,000 visitors to your site every month. Not bad.

### *Suggestion 2*

With the Internet, content is king. When someone gets on the net they are looking for information. Webmasters all over are looking for information or content to put on their site to make their site more valuable to their visitors.

That's where article writing comes in. You can write an article on some topic, put a link to your site in the article, and offer the article to webmasters as a source of free content.

Once you have written an article or two you can post it at:

[http://www.articlecity.com/article\\_submission.shtml](http://www.articlecity.com/article_submission.shtml)

You should also post it on your website and at the end notify the reader that they may take a copy of the article and post it on their own site as long they don't modify the content or alter the links.

The more people that post your article on their site, the more people that link to your site. Each article should have at least one link to your site.

Writing articles on a given topic can be a daunting task. It takes time, effort and a lot of patience. Don't try to write an article in one sitting. Write a draft of the article and leave it for a while. When you come back you may find you have new ideas or a different perspective on things.

Before posting your articles, be sure to have someone proof-read your work and let you know about any problems.

### *Suggestion 3*

Similar to the writing of articles is the publishing of ebooks.

Take several of the articles you've written and put them into an ebook. Make sure the ebook links to your site and any affiliate links you may have. Be sure to give people a reason to follow the link back to your site. If the content of your ebook is good and you say there are more free articles on your site people are quite likely to follow the link to your site.

Once people know about your site and feel you have a good content they may link to from their site.

#### *Suggestion 4*

If you want a page with a high page rank to link to you and are willing to spend a little bit of money you can purchase links.

Here are some sites where high page rank links can be bought:

<http://www.textlinkbrokers.com>

<http://www.text-link-ads.com>

<http://www.linkadage.com>

#### *Suggestion 5*

If you buy some product or service from a website and you feel it is a good product you can write a product review or endorsement. At the bottom put your name and a link to your site and submit your endorsement to the site where you bought the product. With any luck they'll post it on the site, giving a free link to your site.

#### *Suggestion 6*

Visit online forums related to the topic of your site and post some messages. If you have a site about cat toys, find a forum about cats. When you post a message be sure to add your name at the bottom and a link to your site below your name.

Search engines frequently search forums and will find the links to your site.

#### *Suggestion 7*

Get a blog! Search engines are always looking for new content on web sites are blogs frequently have new content. Search engines seem to like visit and index blogs more than your average website.

An example of blog can be found at:

<http://freeresourcesonline.blogspot.com/>

Get your own blog for free at:  
<http://www.blogger.com/start>

## **Conclusion**

Search engine optimization can be a difficult task. There's a lot to know and things are always changing. Continually look for more information about it and keep yourself up to date on the latest developments.

One site I highly recommend is SEO Chat:  
<http://www.seo.chat.com/>

I hope you have found this tutorial helpful and feel free to visit us on the web at  
<http://www.freeresourcesonline.com/>

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