



Search Engine Optimization

SEO - What are the **BIG** things to get right?

Keyword Research – you must focus on what people search for - not what you want them to search for.

Content – Extremely important - #2.

Page Title Tags – Clearly a strong contributor to good rankings - #3

Usability – Obviously search engine robots do not know colors or identify a 'call to action' statement (which are both *very* important to visitors), but they do see broken links, HTML coding errors, contextual links between pages and download times.

Links – Numbers are good; but Quality, Authoritative, Relevant links on Keyword-Rich anchor text will provide you the best improvement in your SERP rankings. #1

Keyword Research: The foundation of a SEO campaign is accurate keyword research.

When doing keyword research: **Speak the user's language!**

People search for terms like "cheap airline tickets," not "value-priced travel experience."

Often, a boring keyword is a known keyword.

Supplement brand names with generic terms.

Avoid "politically correct" terminology. (example: use 'blind users' not 'visually challenged users').

Favor legacy terms over made-up words, marketese and internal vocabulary.

Plural verses singular form of words – search it yourself!

Keywords: Use keyword search results to select multi-word keyword phrases for the site. Formulate Meta Keyword tag to focus on these keywords. Google currently ignores the tag as does Bing, however Yahoo still does index the keyword tag despite some press indicating otherwise. I believe it still is important to include one. Why – what better place to document your work and it might just come back into vogue someday. List keywords in order of importance for that given page. Are there seasonal or location considerations – include these. For many companies geo-targeting is important. Approximately 500 characters / 20 phrases maximum. Sample: <meta name="keywords" content="aluminum extrusions, thermal barriers, corrugated sheets, aluminum fabricator, roll form roofing,.....">

Page Title Tags: Title Tags are very important determinants of search engine placements. Page Title Tags should include the most important keywords related to that page, besides the site identity. Every page must have a *unique* title. G display max is approximately 70 characters. (Yahoo is slightly more.) If you go beyond 70 characters just be aware that G will cut it off – however this may appear as a teaser to some searchers. Do not write a true sentence but instead convey a thought or concept briefly as in a fragmented sentence conveying what the page is about.

Best Practice: Primary Keyword - Secondary Keywords | Brand

Or

Brand Name | Primary Keyword and Secondary Keywords

Reasoning:

If you are trying to rank for a very competitive term, it is best to include the keyword at the beginning of the title tag. If you are contending for a less competitive term and branding can help make a difference in click through rates, it is best to put the brand name first. With regards to special characters, I prefer pipes for aesthetic value but hyphens, n-dashes, m-dashes, colons & semi-colons are all fine.

Sample: <title>Antique furniture, doll houses and novelties - Olde Church Emporium</title>

Length checking tool: <http://www.seomof.com/snippet-optimizer.html>



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Description: Use results from keyword search to create the Meta Description Tag. Remember the Meta Description tag is only seen with the Page Title Tag so be very cautious of any duplication. Placing the following code in the <head> section of your home page will cause Google (G) & Yahoo (Y) to ignore any DMOZ (Open Directory Project) or Yahoo Directory Listing for the description data presented in G & Y SERPs (Search Engine Result Pages): <meta name="robots" content="noodp, noydir">

Approximately 155 characters maximum.

Sample: <meta name="description" content="Professional tool and cutter grinding service, and manufacturer of special cutting tools.">

Many SERPs provide dynamic description data now so the usefulness and impact of this tag has somewhat diminished. Focus on making short compelling phrases for specific high value keywords.

Length checking tool: <http://www.seomfo.com/snippet-optimizer.html>

Navigation Links /Anchor Text: Make text navigation links keyword rich. If graphic buttons are used (or any linked image), place keyword-rich descriptions in the image Alt attribute. May be beneficial to have text-based links occur BEFORE image based links – perhaps part of the Header/Logo area. Create linked text using keywords within the content of pages – especially the home page. If you use Javascript or Flash navigation (which PennTAP does not recommend), provide a search engine robot friendly alternative – could utilize the "noscript" tag to accomplish this. Do Not Have A Page Linked To Itself! Properly sequence your links – put the most important link to the visitor FIRST – probably not your homepage but some products/services page. Always code absolute links (www.example.com/xyz.html) and not relative links (/xyz.html).

Always use the "canonical" value!

Be certain all links to a given page have the same path so that the search engines do not see different paths to the same page.

Add Page Bottom Text Links: The primary navigation could be graphic or non-graphic buttons with supplemental navigation from page bottom text only links. Specify the REL="NOFOLLOW" attribute on these links to limit the number of links to interior pages in an effort to improve link juice distribution. Although this does not aid SEO it greatly improves navigation usability. Limit these to no more than 25.

Use Image Alt & Title Attribute on All Images: For *all* images, include a brief (short-sweet) text descriptor (with keywords) of the image, placed inside the image Alt and Title attributes. Keep these to an absolute maximum of 20 words – from Matt Cutts – Google spokesman. The Alt and Title attributes should be different. Also it may be a good idea to place a small font keyword-rich description under images that is visible on the page. I recommend as few of words as possible to get the message across (with keywords of course).

Domain Name: A keyword rich domain name may assist you in search engine ranking.

Samples: www.Precision-Grinding.com www.Marsha-Doll-Houses.com www.Business-Cards.com

Use a hyphen character between the words. *Capitalization in domain names is for readability purposes only.*

If your web server is configured to accept both www.domain.com and domain.com (it should), select one as the "canonical" URL and redirect the other to it using a 301 Permanent Redirect. Additional, if you have multiple domain names point them to the "canonical" utilizing a 301 Permanent Redirect. Multiple domain names will gain you no benefits other than potential Type-In / Direct-Navigation traffic. Be certain all navigation links utilize the chosen canonical; IMHO - always use www.domain.com.

Using the search engine HTML command <link rel="canonical" href="http://www.domain.com/" /> in the head code of your home page may be advantageous in resolving any duplicate issue with <http://domain.com>.

Structure with Subdomains vs. Subdirectories: According to Matt Cutts it makes no difference. Do whichever is easiest or better for you – Google will treat them equally.



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Descriptive URLs: Make page urls (filenames) 2 or 3 words that best describe the page content. Use a hyphen character (not an underscore character) between the words. Hyphens are treated as spaces but underscores are not. Example: railcar-parts.html. In a website rebuild maintain existing URLs - or provide 301 redirects for 'old' URLs to appropriate replacement pages. Changing file names and establishing 301s will result in an estimated 3 months loss of Google PageRank®.

301 Permanent Redirect: Always use the 301 Permanent Redirect and not the 302 Temporary Redirect. Search engines interpret the 302 as genuinely temporary often indexing the new content with the old URL which could trip a duplicate content penalty - and the 302 does not pass along the PageRank® value to the new URL. When specifying be careful as some server software use the 302 as their default.

Use Page Headings and Subheadings: Search engines usually assign higher weight to terms placed inside heading tags (<h1> through <h6>). Use <h1> (only one <h1> tag per page) for page headings and <h2> or lower for subheadings. Include relevant keywords while formulating headings and subheadings.

Bold and Italics: Better to use in place of <I> and better to use instead of .

Content - Repeat Keywords in Text: Search engines count the total number of occurrences of keywords on a page. They also make extensive use of the proximity of words. The sequence words appear on the page does have an effect – try to keep keyword phrases close and in the same order. Page text should maximize the occurrence of important keywords. *Minimum* 150 words per page - preferably 200-250+.

Along with direct keywords, Google looks for synonyms – including these will be beneficial to your rankings.

Some search engines (most notable Bing: www.bing.com) rank sites higher for 'fresh' content. This could be accomplished by periodically refreshing the content of critical pages. A blog would also provide fresh content to your website.

Home page: Write this page last. Strong introduction of: who you are, what you sell, and why you are the best at it. Include a summary of your website which can be snippets of content from interior pages.

Interior pages: Include a call to action on important interior pages - buy now, complete our contact us form, give us a call, etc.

Use your principal home page headline to communicate your site's underlying value proposition.

Use some short introductory text to clarify and expand on your headline.

Help visitors find what they are looking for.

Make your first-time visitors feel comfortable and confident.

Aim for clarity and simplicity - stay focused on helping each visitor.

You want people to quickly understand what the site is about.

You want them to be able to find what they want without having to work too hard to find it.

And you want them to feel comfortable and confident that they have come to the right place.

Focus on satisfying a visitors needs much more than promoting yourself.

Begin paragraphs with something that hooks the reader:

Poor: We are an Australian based company....

Better: Affordable, quality widgets from a leader in the industry.



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Poor: Hello and welcome to our website. If you are looking for a quality photographer....

Better: More than pictures, we capture memories you can enjoy for a lifetime.

Poor: Our cruise website offers unbeatable rates and a diverse array of....

Better: Imagine yourself on the white sandy beaches of Honolulu, hiking thru the rainforest of Belize, or....

It may be beneficial to include that are opposite of what you are selling to potentially garner some of that traffic. As an example, you might provide some content about the dangers of "cheap travel agencies" or "cheap tires" or "discontinued shoes or cosmetics".

Aiming for a keyword density of 3-7% may be a good target. 10%+ may be viewed as spam.

A larger website may have a tendency to rank better.

Example of a site with professionally done copy: www.customcandybarwrapper.com

Develop link-worthy content which will be useful for your site visitors and foster inbound links.

A few ideas for link-worthy content:

Buying Tips for _____

101 list of _____

10 easy tips for _____

Top 10 myths about _____

How To _____

List of guru's, experts, etc.

List of Resources

List/links to Blogs for your industry

Perhaps a survey page with quarterly randomly drawn prize winner

Maybe have a tool built into your site, an industry specific calculator, etc.

PennTAP almost always recommends a Customer Testimonial, Success Stories, Successful Projects, Case Studies, what-ever-you-call-it page to highlight how your company has satisfied a customer's needs. You can include 3-5 of these stories. This is a great page to focus towards critical keywords as each story can easily carry two or more repetitions of your most important keywords resulting in a lot of repetitions without becoming 'sickening sweet' to your site visitors!

Unless your website is very small, it may be advantageous to have a sitemap page. This page could be only linked from your page bottom text links. You only need the basic template – no images necessary. List every page on your website and provide a short sentence or 2 that summarizes the content of that particular page. This page may result in numerous repetitions of important keywords!

Some additional content suggestions regarding Keywords that I gathered from other sources:

What customers want is "inexpensive" or "affordable" insurance. Problem is, in their haste, they type in the first thing that comes to mind. Average Joe doesn't understand that search engines are (in part) matching the words in their query to words on the web pages. "Cheap travel insurance" may be the keyword phrase you want and need to target, but you certainly don't want to label your own product "cheap." What can you do?

Use your keyword phrases with the opposite meaning.

Perhaps your copy could read something like this:



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Affordable? Budget-friendly? Absolutely! But this is certainly not cheap travel insurance. Coverage is underwritten by one of the most trusted and well-respected companies. With this policy, you'll find benefits comparable to more expensive coverage, but with rates at or below what the cheap travel insurance companies charge.

See the difference? Instead of writing, "*We sell cheap travel insurance,*" and degrading your product in the eyes of your customer, you actually use the search term to elevate your product to a higher level of quality.

Say what you want to write out loud as you would if you were telling it to someone. Then write it.

From your original KW phrase, develop variations – singular, plural, etc. Place one variation at beginning of each paragraph & write copy naturally around them.

Write more descriptively instead of in generalities.

SEO and predominately graphic web pages: While it is not recommended, if your webpage is predominately graphic (image or flash) you may want to consider placing keyword rich content within a CSS print-only (media="print") class. This will provide content the robots can index and supply quality content if someone prints out the page. Example: www.i-manufacturing.com

Descriptive Site Map: Building a keyword-rich site map will be great spider food. List every page on your site with 1-3 sentences that describe the page. You do not need to include any images beyond the basic template/layout. Be sure the site map page is linked from your home page – possibly a text-link in the footer – however be certain this link is not marked with the REL="NOFOLLOW" attribute! Make both the page names and selective keywords in the page descriptions linked to the appropriate pages. An individual page should not exceed 100 links.

Inbound (Relevancy) Links & Google PageRank®: The quantity, quality & relevancy of links pointing into a site from other sites is used as a measure of site popularity by search engines (*especially Google & Yahoo*) and plays a crucial role in keyword ranking. To improve popularity, links into your site should be sponsored on sites such as business directories, chamber of commerce sites, affiliated business sites etc. The higher the Google PageRank® of the page linking to yours, the greater the benefit you receive (Link Juice). In addition, a keyword-rich anchor-link-text into your site is of importance. Obtaining links from websites ranking high on your link phrase are coveted. If possible, obtain inbound text links based on relevant, important keywords for your site.

Take your time generating inbound links – this effort should take several months so as to appear 'natural'. Obtaining links to interior pages (not just your Home page) proves to the search engines you have 'deeper' content and therefore are a worthwhile website.

Be sure to have a good link 'mixology' – obtain links from a variety of websites types – industry specific, social, topical, directories, article directories, video, etc.

To check the Google PageRank® of a webpage use the Google Toolbar or use various websites. As an example: <http://prchecker.info>

The fewer outbound links on a page linking to you, the better. Avoid links from link farms. A link from a webpage with a Google PageRank® of zero or unknown is all but worthless.



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The Google PageRank® value is a *logarithmic* scale which means to move from one value to the next becomes increasingly more difficult.

A Google PageRank® value of 6 or higher means that website is in the top 0.1% of the websites in Google's index. Yes that is 0.1%!

The Sandbox/Trustbox is a set of filters in Google's search algorithm that together prevent new sites (domains) from ranking well until they gain trust. Trust can be gained with 'good' inbound links.

Be certain outbound links are not coded with REL="NOFOLLOW" attribute which can be specified various ways:

- Coded directly on the HREF command
- Specified as a meta tag: <meta name="robots" content="noindex, nofollow">
- Or via a robots.txt file. (linked from page could be disallowed)

Check sites you want to link to you - if they have this attribute specified you do not want to work with them for SEO purposes – especially in a reciprocating-type link exchange.

Does your website have unwanted inbound links:

Should you discover some unwanted links to your website (perhaps from offensive websites, etc.) take efforts to contact the website requesting the links be removed. Should that prove unsuccessful you could use the Google Disavow Links tool to have Google ignore these links: Learn about this tool at:

<http://googlewebmastercentral.blogspot.com/2012/10/a-new-tool-to-disavow-links.html>

Outbound Links & Google PageRank®: All outbound links should open a new browser session by utilizing the HREF attribute: `target='_blank'`. If possible establish an individual page for outbound links such as a Partners, Links or Other Resources page. There may be a negative effect (Google PageRank® Leakage) incurred with outbound links and creating a single page with the outward links will isolate and minimize this harmful effect. It is probably best to not link to a webpage with a Google PageRank® value of zero. There are a variety of ways to eliminate this PageRank® leakage. A couple are: 1) utilize a Robots.txt entry to restrict search engines from seeing this Link page, or 2) place a REL=NOFOLLOW attribute on the link(s) to this page or on all the outbound links on the page. A great idea might be to post something like this at the bottom of



All external links will open in a new browser window. We do not endorse external sites.

your Home page, Links page or another appropriate location:

Google PageRank® (PR): This is a proprietary method Google uses to determine the weight (benefit, value, 'link juice') of a page. It is understood that the weight is an increasing value of 5 times each previous. Thus, the PR weight is:

PR0	1	PR6	15,625
PR1	5	PR7	78,125
PR2	25	PR8	390,625
PR3	125	PR9	1,953,125
PR4	625	PR10	9,765,625
PR5	3125		



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This weight is divided-distributed evenly to all outbound links on the page (less 15%).
As an example, if a PR6 has 26 outbound links each link would receive 510.82: $(15,625 / 26) - 15\%$.

Robots.txt file: It may be advantageous to have a robots.txt file, even if it simply allows all search engines access to your entire website. 2 examples:

User-agent: *

Disallow: # this would allow spiders access to your entire website

User-agent: *

Disallow: /images/ # this would keep spiders out of your image directory

Excluding pages/links from Search Engines: For any number of reasons you may want to control how a search engine robot handles an individual page. You can utilize the Meta Robots tag on an individual page to control if the page is indexed and if any of the links are followed. The following example specifies noindex so the page content will not be indexed, and is specifies nofollow to stop the robots from following any links on the page. Each option is specific and independent in that the noindex does not stop the nofollow and vice-versa. This code goes in the <head>.

```
<meta name="robots" content="noindex, nofollow">
```

XML Formatted Sitemap File: It may benefit you to have an XML formatted sitemap file for search engine robots to devour. This can be created via a variety of methods. A possible free XML sitemap generator tool: www.xml-sitemaps.com

After generating your XML sitemap, load the file to the root directory of your website, then add this line into your robots.txt file (without the single quote marks): Sitemap: <http://www.yourdomainname.com/sitemap.xml>

PageSpeed: In 2010 Google announced that PageSpeed is going to be a factor in rankings. Thus, be mindful of download times for not only image files, but all the files that comprise your web pages. Google offers some useful tools: <http://code.google.com/speed/page-speed/> And there are many download speed analyzer tools out there in the great big Internet.

Don't Do: FLASH, Meta Refresh Tags, Invisible/Tiny Text, Invisible/Tiny Links, Frames, Over Submission

Do: Build a robot-friendly website.

Remember - Robots do not eat cookies! :-)

They don't follow Flash or Javascript navigation either.

Page Theme:

Overall Consistency

Push your USP (Unique Selling Position)

Push a Call to Action

Write first and foremost for the Visitor

...but – keep a keen eye on your SEO efforts!

Some 'good' SEO example sites: *These are not necessarily great overall sites.*



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www.todays-interiors.com

www.800loadcel.com

www.wholesalefoldingtablesandchairs.com

Google Maps

May want to add/update your business entry on Google Maps.

Go to: www.google.com/local/add

You will need to establish a Google Account if you don't have one.

Will this benefit you from a SEO perspective? Not sure but certainly can't hurt.

A few 'Marketing' Suggestions:

Domain names

When using your domain name (business cards, letter head, invoices, email auto signatures) consider capitalizing the first letter of each word. Capitalization does not matter thru the TLD (.com, .org, .whatever). Capitalizing these letters makes the domain easier to read and remember. Some examples:

www.drcolorchip.com

www.DrColorChip.com

www.shortstool.com

www.ShortsTool.com

www.summitracing.com

www.SummitRacing.com

www.photosoutsidethebox.com

www.PhotosOutsideTheBox.com

Automatic Printer-friendly Output

Set your website apart by providing automatically generated printer friendly output via CSS.

A good example of this is: <http://www.cdcenters.org/infant-toddler.htm>

AND – put at least your phone number in the header or footer of every page!

Favicon

Although not an SEO issue, a favicon can help differentiate your website from your competitors; especially in the favorites/bookmarks list. A website designer could create one for you. And there are some free tools available to do so:

Nice free image Favicon generator:

<http://www.favicon.co.uk/>

Free text-based Favicon generator:

<http://antifavicon.com/>

Another nice image-based tool:

<http://tools.dynamicdrive.com/favicon/>



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Keyword Research Tools:

KeywordDiscovery – Trellian: (may not be 24 karat gold but very good - *use this one!*)
<http://www.keyworddiscovery.com/search.html>

Google Adwords PPC Keyword Tool:
<https://adwords.google.com/select/KeywordToolExternal>
Use the Keyword Tool to identify keyword ideas. (*Might just be 24k gold!*)
Requires Google signin.

A newcomer to the free keyword research tool set that appears decent:
<http://www.wordstream.com/keywords/>

Nice glossary/definition tool: <http://metaglossary.com>

In Google search box enter: [allintitle:keyword phrase](#)
This will return only results that have the keyword phrase used in their page Title tags. This will likely provide you a pretty good idea which sites are optimized for this keyword phrase. (true competition).

Google Autocomplete Function

Google Related Searches at the bottom of SERP

More Keyword Research Tools:

This tool shows estimated traffic for Google, Yahoo, MSN and more. Also links to some good resources including Google's Estimated CPC (Cost Per Click). *Complicated - but a lot of information!*
<http://tools.seobook.com/keyword-tools/seobook/index.php>

Wordtracker Free Keyword Selection Tool: <http://freekeywords.wordtracker.com>

Bing Ads Intelligence: <http://advertise.bingads.microsoft.com/en-us/bingads-downloads/bingads-intelligence>

Lists phrases from Work Tracker: www.nichebotclassic.com

Interesting search tool providing some Clustered-type results: <http://www.clusty.com>

Unusual tool. Shows PPC and Ad information: www.googspy.com

Weird Search Tool with a word stemming effect: www.quintura.com/

Navigate to a competitor's website, do a 'View' 'Source' and look for their Meta Keywords tag.
If present it will be near the top of the file in the <head> section. Do not print this file as it may be large – copy the keyword tag into Word, Notepad, etc. to print. If something looks good – validate it!

www.google.com/trends - shows regions a term is used in. (results are limited)



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Very Cool 'meta tag' and page content word analyzers tools:

<http://www.seocentro.com/tools/search-engines/metatag-analyzer.html> ← sweet

<http://www.gorank.com/analyze.php>

← not perfect but cool

<http://www.webconfs.com/keyword-density-checker.php>

← Keyword Cloud Tool – some like this one

<http://www.seoworkers.com/tools/analyzer.html>

← Another Analysis Tool

<http://www.submitexpress.com/analyzer/>

← Simple & Sweet – like this one

Word Frequency Count Tool:

<http://www.yellowpipe.com/yis/tools/wordcount/index.php>

See your website as Search Engines do:

www.seo-browser.com Does require login

Spider Simulator Analysis Report

<http://tools.summitmedia.co.uk/spider/index.php>

Some Google Stuff:

- What pages does Google have catalogued that link to your domain?

In the Google search box enter: [www.yourdomain.tld -site: www.yourdomain.tld](#)

Example: [www.scmf.biz -site:www.scmf.biz](#)

This command will also include any page that includes your URL but it is not a link.

- Use the Google Link operator to view a sampling of Google links:

In the Google search box enter: [link:www.domain.tld](#)

This does not reveal all links.

- Does Google have a page cataloged?

In the Google search box enter: [info:www.domain.tld](#) ← *this can be a deep link*

If you receive this line: Show [Google's cache](#) of [www.domain.tld](#) then this page is in Google.

Click on the [Google's cache](#) to view the date/time stamp of last crawl

and a cache of the full page as Google last saw it.

Then from this cache page, click on [cached text](#) at the top to view the actual text Google saw.

- To list all pages Google has catalogued for a domain.

In the Google search box enter: [site:www.domain.tld](#)

Click on the repeat search to include omitted results.

Google Traffic Estimator:

Get Google estimated CPC values:

<https://adwords.google.com/select/TrafficEstimatorSandbox>

Google Adwords hints:

Content On or Off and Negative Words



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More tools:

Google Page Title & Description length checking tool: <http://www.seomfo.com/snippet-optimizer.html>

Free Image Optimization tool: - may be useful:

<http://www.netmechanic.com/accelerate.htm>

<http://tools.dynamicdrive.com/imageoptimizer/>

Free Image Manipulation tools - list/comparison:

<http://www.smileycat.com/miaow/archives/online-image-editors.html>

Check Google rankings

www.googlerankings.com/index.php

This tool can be used to determine current rankings for a given domain for given key or multi-word phrase. You'll need a Free Google API Key to run this – the link to obtain one is on this page. It also checks MSN & Yahoo. May be useful – may not?

Great list of Font names, generic family and example:

<http://www.ampsoft.net/webdesign-l/WindowsMacFonts.html>

Free text based Favicon generator: <http://antifavicon.com/>

Internet Archive WayBackMachine: <http://www.archive.org/web/web.php>

Load/speed test tool:

<http://www.websiteoptimization.com/services/analyze/>

Very interesting tool comparing 100 top ranking websites on Google & Yahoo for a given search word/phrase:

<http://www.langreiter.com/exec/yahoo-vs-google.html>

Last Modified Date: After navigating to a *static* webpage, key this in the address bar and press enter to find that last time this page was updated: [javascript:alert\(document.lastModified\)](http://javascript:alert(document.lastModified))

Monitor a website for when it is changed: www.changealarm.com

Might be useful to 'watch' a competitor for web changes.

Where is a website hosted: <http://www.whoishostingthis.com/>

A Contact Us form -

Provide your phone number, email address, physical address, normal hours of operation, etc. Keep the form simple but gather enough information so that you can contact the individual with some 'answers' to their inquiry.

And - be sure to state somewhere on your contact form that you respect your visitors' privacy and will never share their personal information for any reason.



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PPC – Pay Per Click

Concerned about ranking for misspellings – you may want to consider a PPC advertising program. Your website won't look unprofessional and you'll be listed for these misspellings. Don't forget to specify Negative Keywords in your Google PPC campaign. You may want to specify Content Off to restrict your ad to google.com only. A PPC campaign is a great way to get immediate exposure for a brand new website.

If you rank well organically and are doing PPC, you may need to continue to run the PPC because of consistent quality clicks through the PPC side. May want to use Google Analytics to determine if you want to continue or terminate the PPC program.

IMHO – a PPC campaign is not for amateurs. You may benefit from having a professional PPC company establish your campaign and operate it a few months then perhaps you can take the reigns.

Google ranks PPC ads based upon what it determines as a quality score for the landing page. An important aspect of that is the positive correlation between the PPC word(s) and the content of the landing page. Be certain the landing page has a decent focus on the specific PPC words you have chosen.

Site Submission

Do submit your website to the Open Directory Project (DMOZ): <http://dmoz.org/add.html>

If you feel you must manually submit you website to search engines here are some resources. However, it may be best to simply be found as a result of inbound links. I do not recommend paid listings (maybe Yahoo Directory). And definitely do not over-submit your site.

Google <http://www.google.com/addurl.html>



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Inbound/Relevancy/Back-Link Resources

A great way to locate new links is to Reverse engineer your competitors:

Pretty good and quick tool:

<http://www.opensiteexplorer.org/>

After the data is returned, change the 'links' from dropdown box to 'only external' and click on the Filter button to refresh removing the internal links.

Very quick & useful backlink analysis tool (Works best with Firefox & plug-in installed):

<http://www.linkdiagnosis.com/>

Includes useful stuff such as rel=nofollow attribute:

www.monitorbacklinks.com/seo-tools/free-backlink-checker

Another tool to discover relevancy (inbound) links into a website: *(shows Google PageRank® value on links)*
http://www.seotoolset.com/tools/free_tools.html *(Use the Link Analysis Report tool)*

- In a Google search box, enter: www.domain.com -site:www.domain.com (one space before the -site)
This may reveal additional inbound links for the *domain* specified.
The URL may not be linked – you'll need to check.
- In the Google search box: [related:yoursite.com](http://related.yoursite.com) - this may reveal potential link sites.

A possible way to leverage new sources of inbound/relevancy links; try locating directories and industry focused websites that will allow you to submit your website to them. Search for:

"suggest link" + "*keyword*"

Substitute keyword with your particular keyword phrase(s)

"suggest a link" + "*keyword*"

Use the double quote marks as specified

"suggest site" + "*keyword*"

Example: "suggest a website" "metal fabrication"

"suggest a site" + "*keyword*"

"suggest url" + "*keyword*"

"suggest a url" + "*keyword*"

"suggest an url" + "*keyword*"

"add link" + "*keyword*"

"add a link" + "*keyword*"

"add site" + "*keyword*"

"add a site" + "*keyword*"

"add url" + "*keyword*"

"add a url" + "*keyword*"

"add an url" + "*keyword*"

"submit link" + "*keyword*"

"submit a link" + "*keyword*"

"submit site" + "*keyword*"

"submit a site" + "*keyword*"

"submit url" + "*keyword*"

"submit a url" + "*keyword*"

"submit an url" + "*keyword*"



Search Engine Optimization

Following my prove less useful searches:

"favorite links" + "keyword"
"recommend links" + "keyword"
"cool sites" + "keyword"
"cool places" + "keyword"
reciprocal + "keyword"
directory + "keyword"
directories + "keyword"
exchange + "keyword"
resources + "keyword"
link + "keyword"
"your location" + "add url"
"your location" + "suggest a site"
"your location" + "submit site"
"your location" + links
"your location" + "reciprocal links"
"your location" + directory

The above list is from: www.searchengineguide.com/hartzer/003067.html

No doubt you can come up with some of your own such as: "submit a website" + "keyword" which I added.

Appending this to the end of the above queries *may* deliver more refined results:

-site:Wikipedia.org -site:blogspot.com -site:telegraph.co.uk -site:wordpress.com -site:about.com -
site:guardian.co.uk

* If you can obtain a link from a ".edu" or ".gov" website, it is an enormous plus!



Search Engine Optimization

Some great web-based SEO e-articles (most from HighRankings.com):

1. Ten Tips to the Top: <<http://www.highrankings.com/tentips.htm>>
2. How To Write a Keyword-rich homepage: <<http://www.searchenginewriting.com/writehomepage.html>>
3. All About Title Tags: <<http://www.highrankings.com/allabouttitles.htm>>
Another good Title Tag e-article: <<http://searchengineland.com/writing-html-title-tags-humans-google-bing-59384>>
4. The Meta Description Tag: <<http://www.highrankings.com/metadescription.htm>>
5. The Meta Keyword Tag: <<http://www.highrankings.com/metakeyword.htm>>
6. No Quick Fix For High Rankings: <<http://www.highrankings.com/quickfix.htm>>
7. Common Sense Search Engine Optimization: <<http://www.highrankings.com/commonsense.htm>>
8. Link Popularity: <<http://www.highrankings.com/linkpopularity.htm>>
9. If You Need To Switch Domain Names: <<http://www.highrankings.com/issue142.htm#guest>>
10. Redirecting Multiple Domain Names: <<http://www.highrankings.com/issue060.htm#seo>>
11. Learn all about the robots.txt file: <www.robotstxt.org>
<www.mcanerin.com/search-engine/robots-txt.htm>
12. SEO Copywriting 101: <<http://www.searchengineguide.com/lisa-barone/seo-copywriting.php>>
13. Google Webmaster Guidelines: <www.google.com/support/webmasters/bin/answer.py?answer=35769>
14. E-article about being penalized by Google <www.ksl-consulting.co.uk/google_penalty.html>

Credits/Publication Notes/Recognitions/Trademarks/etc.:

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