



SEO Strategies To Get Your Website To The Top Of Google Rankings

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Main Topics

- Understanding Traffic
- What Makes Google Tick
- Essential SEO
- Other Traffic Sources
- Formula For A Successful Online Business

There are only 3 Ways to Generate Online Traffic

Buy Traffic

Borrow Traffic

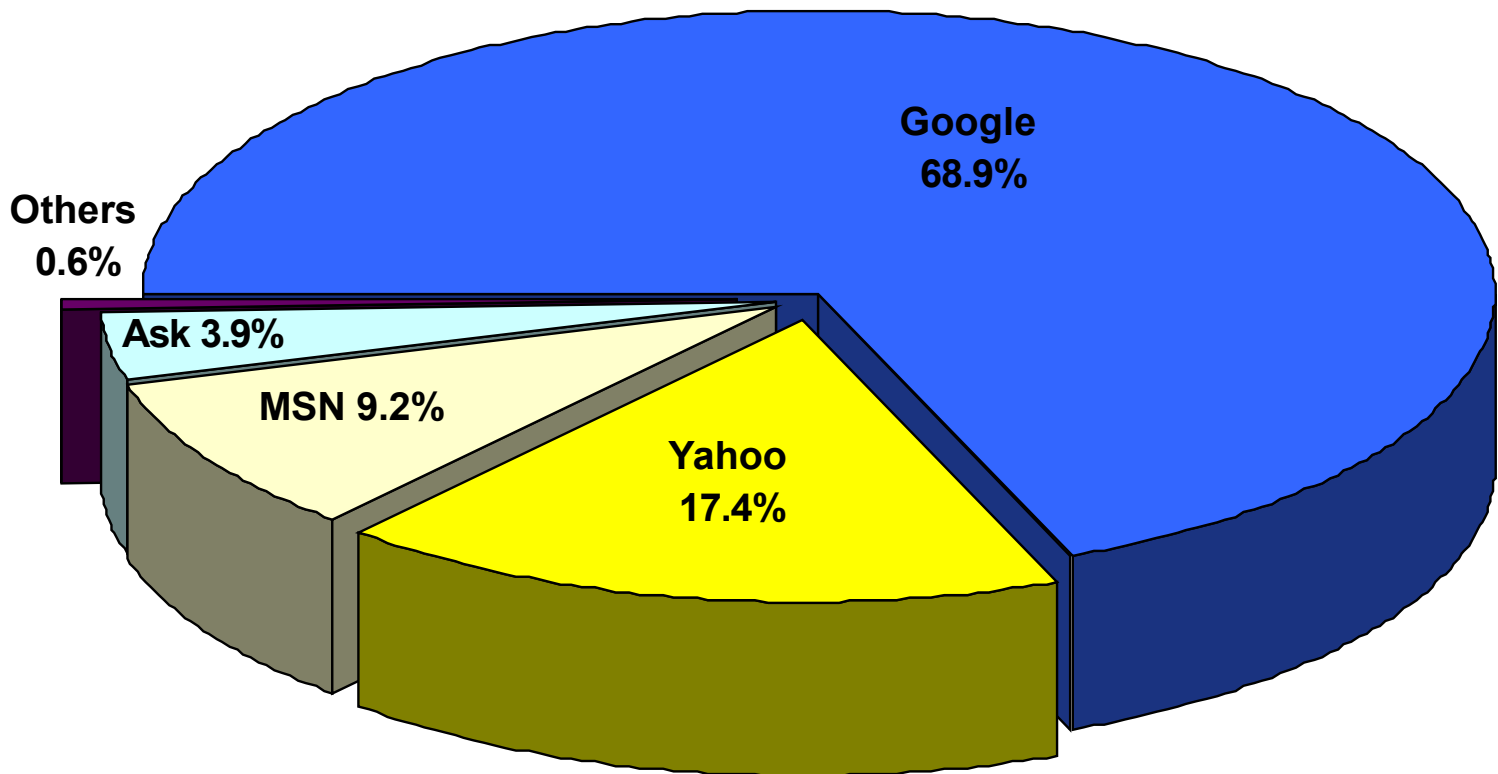
Redirect Traffic

Targets Of Opportunity

- Search Engines
- Blogs
- Authority Sites
- Web 2.0 Communities

First Stop: Search Engines

US Share of Searches as of Nov 2007



Source: Compete.com

SEO Basics

On Page Factors

- Website Structure
- Content/Keywords

Off Page Factors

- Link Popularity
- Page Rank
- Competition
- History

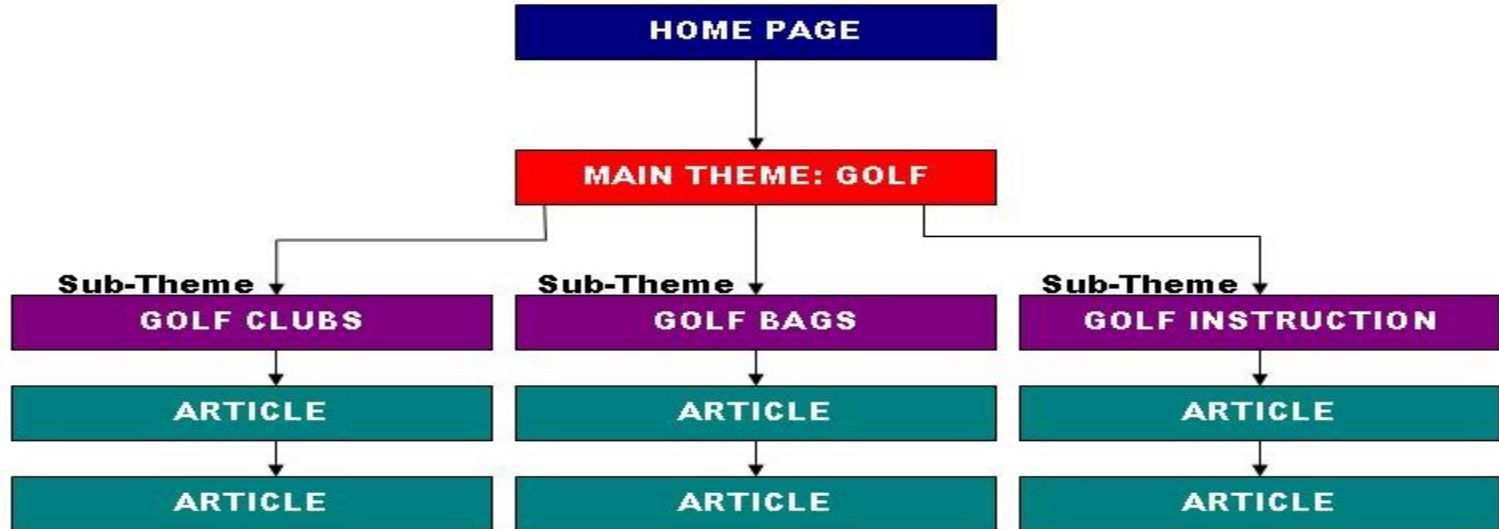
Links: Quality or Quantity?

- Reciprocal Links
- Backlinks
 - Generic
 - Themed or Related
 - Authority
 - Authority Themed
- Outbound Links
- “No Follow” Tags

Some On Page Factors

1. Keep Your Code Tidy
 - Search Engines indexes text
 - The top portion is the most important to search engines
 - Don't dilute the page with extra spaces, line returns
2. Keep your content organized and themed
 - Make it easy for spiders to categorize and catalogue your pages

Silo Example



On Page Factors

1. Setup a sitemap
 - Don't put more than 100 links on the sitemap
 - If more than 100, set up additional sitemaps
2. Don't use IFrames
 - SEs cannot process framed pages properly
3. Check validity of html code:
 - <http://validator.w3.org/>

On Page Factors

1. Minimize use of javascript.
 - If you need to, call script from an external file so spiders don't have to wade through the code to get to the text.
 - CSS can emulate some javascript like drop down menus

Keyword Research

- Find Low Hanging Fruit
 - Keywords with high traffic, low competition
- Free Keyword Tools
 - <http://freekeywords.wordtracker.com/>
 - <http://www.keyworddiscovery.com/search.html>

Keyword Research


- Example: "Ab Workout"

Enter Keyword:

Query: ab workout

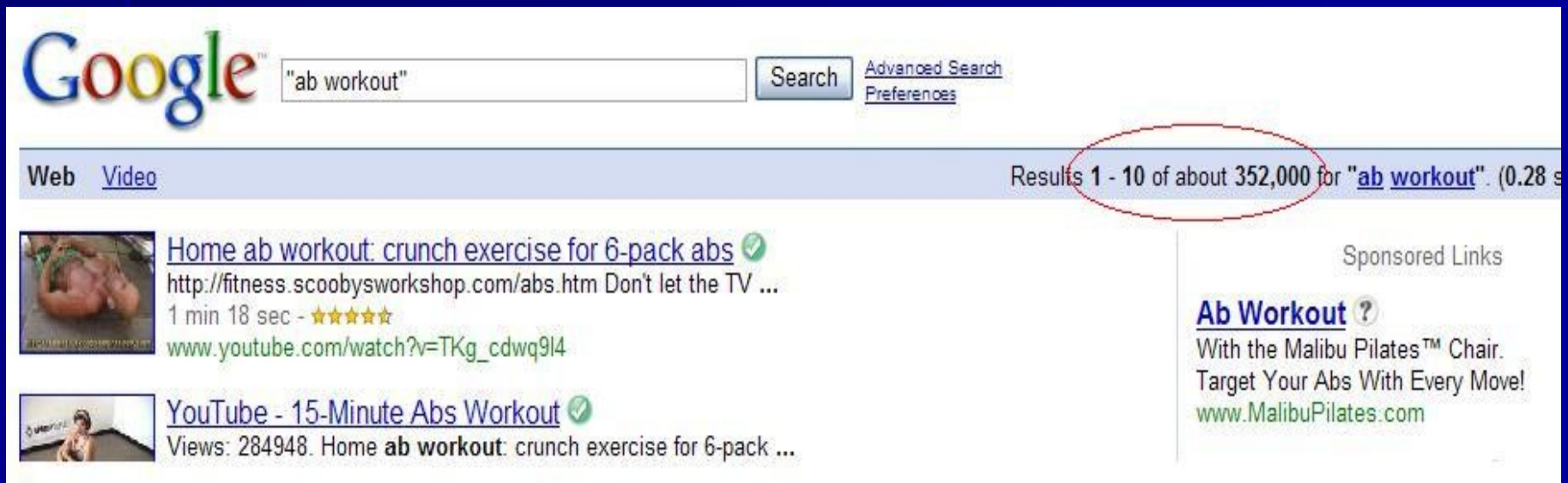
Results 1 - 100 of [1355](#)

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

Search Term	Total 
ab workout	4232
lower ab workout	798
best ab workout	539
free ab workout	256
ab workout machine	183
six pack ab workout	176
ab workout machines	147

Keyword Research


- Check for “Optimized Results” on Google:




The screenshot shows a Google search interface. The search bar contains the text "ab workout" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, there are tabs for "Web" and "Video". The search results are displayed below the tabs. The first result is a YouTube video titled "Home ab workout: crunch exercise for 6-pack abs" with a duration of 1 min 18 sec and a 5-star rating. The second result is a YouTube video titled "YouTube - 15-Minute Abs Workout" with 284,948 views. On the right side of the search results, there is a "Sponsored Links" section with a link titled "Ab Workout" from Malibu Pilates.

Google "ab workout" Search [Advanced Search](#) [Preferences](#)

Web Video Results 1 - 10 of about 352,000 for "ab workout". (0.28 s)

 [Home ab workout: crunch exercise for 6-pack abs](#) ✓
http://fitness.scoobysworkshop.com/abs.htm Don't let the TV ...
1 min 18 sec - ★★★★★
www.youtube.com/watch?v=TKg_cdwq9I4

 [YouTube - 15-Minute Abs Workout](#) ✓
Views: 284948. Home **ab workout**: crunch exercise for 6-pack ...

Sponsored Links

[Ab Workout](#) ?
With the Malibu Pilates™ Chair.
Target Your Abs With Every Move!
www.MalibuPilates.com

Keyword Research

- Low Hanging Fruit

The image shows a screenshot of a Google search results page. At the top left is the Google logo. To its right is a search input box containing the text "lower ab workout". Next to the input box is a "Search" button. To the right of the "Search" button are two links: "Advanced Search" and "Preferences". Below the search bar is a horizontal bar with "Web" and "Video" tabs on the left, and "Results 1 - 10 of about 12,600 for 'lower ab workout'. (0.17)" on the right. The number "12,600" is circled in red. Below this bar, the first search result is visible, titled "Best Lower Ab Workout - How to Blast the Lower Abs" with a green checkmark icon. Below the title is the date "Feb 7, 2007 ..." and the URL "ezinearticles.com/?Best-Lower-Ab-Workout---How-to-Blast-the-Lower-Abs&id=446375 - 47k". Below the URL are the links "- Cached" and "- Similar pages". To the right of the search results is a "Sponsored Links" section with the heading "Great Ab Workout ?" and the text "With the Malibu Pilates™ Chair. Target Your Abs With Every Move!"

Google "lower ab workout" Search [Advanced Search](#) [Preferences](#)

Web [Video](#) Results 1 - 10 of about 12,600 for "lower ab workout". (0.17)

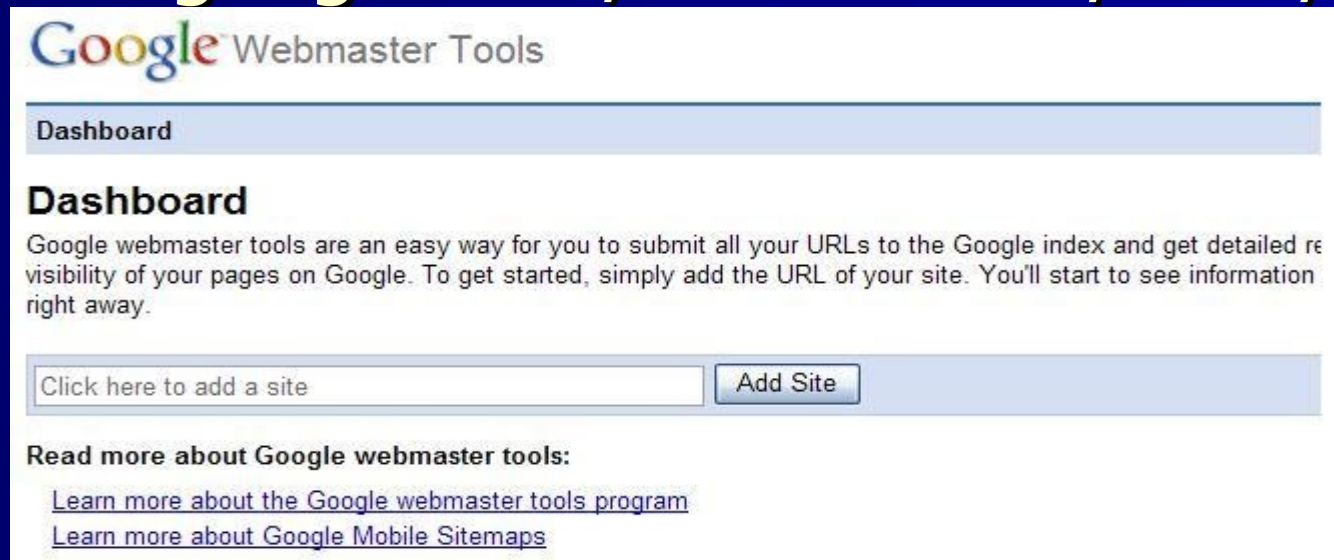
Best Lower Ab Workout - How to Blast the Lower Abs ✓
Feb 7, 2007 ... Best Lower Ab Workout - How to Blast the Lower Abs.
ezinearticles.com/?Best-Lower-Ab-Workout---How-to-Blast-the-Lower-Abs&id=446375 - 47k
- [Cached](#) - [Similar pages](#)

Sponsored Links
Great Ab Workout ?
With the Malibu Pilates™ Chair.
Target Your Abs With Every Move!

Before You Can Get Ranked, You Need To Get Indexed First

- site:yourdomain.com
- Get a Gmail account
- https://

www.google.com/webmasters/tools/site



The image shows a screenshot of the Google Webmaster Tools dashboard. At the top, the Google logo is followed by the text "Webmaster Tools". Below this is a blue header bar with the word "Dashboard" in white. The main content area has a "Dashboard" heading followed by a paragraph explaining that these tools allow users to submit URLs to the Google index and track their visibility. At the bottom of this section is a text input field with the placeholder "Click here to add a site" and a blue "Add Site" button. Below the input field, there is a section titled "Read more about Google webmaster tools:" with two blue underlined links: "Learn more about the Google webmaster tools program" and "Learn more about Google Mobile Sitemaps".

Google Webmaster Tools

Dashboard

Dashboard

Google webmaster tools are an easy way for you to submit all your URLs to the Google index and get detailed re visibility of your pages on Google. To get started, simply add the URL of your site. You'll start to see information right away.

Click here to add a site

Read more about Google webmaster tools:

[Learn more about the Google webmaster tools program](#)

[Learn more about Google Mobile Sitemaps](#)

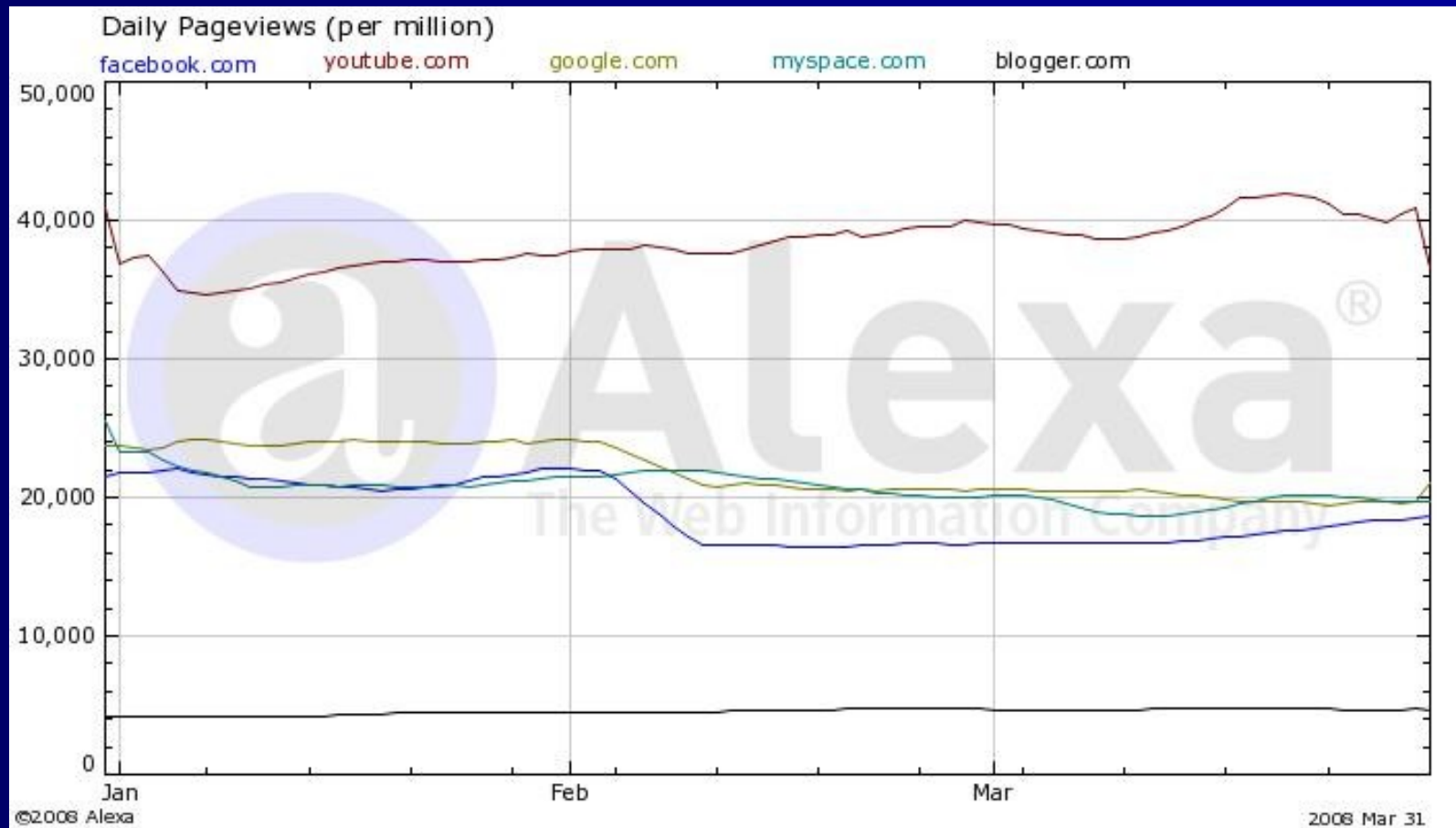
Link Building

- Focus on Links From Authority Sites
 - With high Page Rank
 - With high traffic
 - Without the No Follow tag
- The Key is Consistent Link Building
 - Too much too soon will land you on the Google Sandbox.
- Vary Your Anchor Text To Appear Natural

Building Links Through Authority Sites

- <http://digg.com/>
 - A Google favorite
 - The more “Diggs” your story gets, the more traffic you will get
 - Make friends you can rely on to digg your stories
- <http://www.propeller.com/>
 - Similar to Digg in Structure

Additional Traffic Sources



Additional Traffic Sources



In Summary

- Take Consistent Action
- Strive to make your linking strategy look natural
- Learn Basic HTML
- Learn how to write for your audience
- Be Creative
- Think outside the box

Formula For Effective Online Marketing

Traffic + Conversion = \$\$\$

Testing + Tracking = Conversion

SEO Strategies To Get Your Website To The Top Of Google Rankings

Thank You

**For A Free Consultation on How To Grow
Your Online Business:**

www.Simplified.com