

HOW TO BOOST YOUR BUSINESS WITH THE POWER OF SEO

TH2
TECHNOLOGIES

Uncovering All The Secrets to SEO Success!

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What Is Search Engine Optimization (SEO)?

SEO is the active practice of “optimizing a web site” in order to make it visible when consumers are searching the internet. Hence, the ultimate SEO objective is to increase the organic traffic the site receives from search engines. An SEO optimized website will appear in the natural/organic section of the search engines page.



SEO differs from Pay Per Click advertising (PPC) in that PPC is the practice of bidding on keywords and paying for them each time a person clicks on your link (hence the term pay per click). A PPC website will appear in the paid for/sponsored section of the search engine page.

The interesting point to note is that consumers typically prefer to click on the organic search terms, **which is why organic searches capture 65-75% of the clicks and paid listings capture only 25%- 35% of the clicks.**

The screenshot shows a Google search for "business loans". The search bar contains "business loans" and the search button is visible. Below the search bar, the results are displayed. The top section is labeled "Sponsored Links" and contains several advertisements for business loans, including American Express Business, NobleBusinessLoans.com, and Unsecured Solutions. A large blue watermark "Pay Per Click Ads" is overlaid on this section. Below the sponsored links, the "Organic Search Results" section is visible, starting with "Small Business Loans, Unsecured Business Loans & Cash Advance" and "The Unsecured Financing Experts. Unsecured Business Lines of ...". A large red watermark "Organic Search Results" is overlaid on this section. The bottom of the screenshot shows the "Small Business Administration" link and a snippet of text about SBA services.

When a website has been properly optimized for search engines your visitors or “traffic” naturally increases. This is because the better the search engine optimization the higher you'll be ranked or found in all of the various search engines. It is extremely important to be listed as one of the top results in a search engines because people don't normally visit the sites that appear lower on the list. So essentially the higher your rank in any given search engine the more people you can expect to visit your website.

A LENGTHY PROCESS

Search engine optimization is a process- that when done correctly - takes a considerable amount of time. There several factors that make it such a lengthy process, none of which can be circumvented by any SEO firm.

- **The Search Engines** – Behind the scenes search engines work notoriously slow. Google for example updates its rankings only periodically. It's typical to see rankings change on Google only after 6 months have passed. There are some other search engines that update their rankings more quickly, while others are even slower. While these slow updates tend to frustrate SEO clients, it's important that clients understand why this process is so slow.



When your website is properly optimized for search engines it allows search engines to see or “index” your site much easier and often than sites that aren't optimized or those that are poorly optimized. In the end the better and more frequently a search engine can see your website, the greater your rankings.

- **Time Online** – Wondering why you haven't yet surpassed your competitor in a search engine? If your competitor has been receiving SEO for any small or great period of time, it's important to remember that they have a head start on you in the race for search engine supremacy.

Search engines have been viewing your competitors site longer than they've been viewing your website, and it will take time for yours to catch up. The length of time a website has been live on the Internet affects rankings greatly. That's not to say you can't or won't supersede your competitor in any given search engine, but it does mean that it takes time and considerable effort on both your part and the part of the SEO firm you're working with.

- **The Waiting Game** – Many SEO clients quickly take notice of how their websites rankings grow only incrementally in the opening months of their SEO services and sometimes become frustrated by this.

The truth is that no matter how much money you throw into your SEO, and no matter how good your SEO firm may be, it typically takes anywhere from **6 to 9 months** for the search engines to begin reflecting major changes in your rankings and the work your SEO firm has done. Once again, search engines work slowly and update their information on a quarterly and sometimes bi-annual basis.

Search engines look at hundreds of thousands and even millions of sites every day. With this large influx of data never ending, search engines must sort out and then resort the same information repeatedly and on a constant basis.

There is no such thing as a cookie cutter SEO plan. The SEO strategy for your business will depend on your particular goals, the industry and geographic region you are in, the number and strength of your competition and the keywords you want to focus on.

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What Search Engine Optimization Is Not

"Page 1 ... It's what we do."



With so many large SEO firms vying for your business, individuals interested in starting an online marketing campaign will likely be inundated by all types of promises, ads, and over exaggerated claims.

With so much information (some of it less than honest) being thrown at potential SEO clients, it's very difficult to ascertain which information is accurate and which information isn't. The following is a list of things which SEO is not.

- **A Simple Process** – Search engine optimization is a detailed, slow, and time-consuming process. Any SEO firm that tells you differently is being dishonest and is likely trying to make a sale.

The most successful SEO clients see traffic and business increase exponentially but only after dedication, consistency, and time.

Why Does Your Business Need SEO?

Consider the following facts about the size, growth and value of the internet.

- As of 2010 there are just under 2 billion consumers on the internet worldwide
- This number is expected to grow rapidly in the next few years as more and more customers get online.
- In the USA the numbers are staggering – about 154 million people are online (67% of the population)
- An estimated 90% of internet users in the USA search online for products and services before they buy.
- Online sales amount to around \$180 Billion per year (8% of all retail sales) and even in the economic downturn of 2010 – online sales grew by 7%
- “Web influenced” sales amount to a staggering \$917 billion in 2010, up 42% from the year before.
- There are an estimated 180 million websites online (these numbers have almost doubled in the past 2 years.)
- Americans conducted 15.5 billion searches in April 2010 – up slightly from March.
- Research shows that on average, the first page of Google receives 89.7% of all click through traffic, followed by page 2 at 4.37%, page 3 at 2.47% and 4th page at just over 1%.



In the home improvement industry – just in Orange County alone – there are between 1,000 – 5,000 searches a month, depending on the search term in question. So regardless of what business you are in, there are consumers searching for these products and services every day.



The question is...where does your website rank for each critical search term (called a keyword)? If you are not on page 1, SEO will help you get there.

Almost 90% of all web traffic is driven by the 3 major commercial search engines such as Google (around 70%), Bing(around 10%) and Yahoo(around 15%).

If your site is not indexed by these search engines, and displayed when consumers are searching online, you will miss out on the thousands of consumers seeking the products and services you already offer!

Whether your site provides content, services, products, or information, search engines are a primary method of navigation for almost all Internet users. Search queries (the words that users type into the search box which contain terms and phrases best suited to your site) carry extraordinary value.

Experience has shown that search engine traffic can make (or break) a company's success. Targeted visitors to a website can provide publicity, revenue, and exposure like no other. Investing in SEO - whether through time or finances - can have an exceptional rate of return.



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What Makes An SEO Campaign Successful?



While the majority of SEO firms do things differently from one another, there are a few things that must be done in every single online marketing campaign if it is to be successful.

The following is a list of things that need to be present in an online marketing campaign if it is to be successful.

- **Consistency** - Anybody that begins an online marketing campaign needs to keep in mind that it's important to be consistent in a number of different areas.

First, an SEO client needs to keep in mind that changing the number of hours they dedicate to their online marketing campaign month-to-month can do quite a bit of damage to any of the work that's been done on the website and its standings within the search engines.

Secondly, anyone looking to begin an online marketing campaign should first make sure they have a budget set aside for the process so that there is no interruption of service, which ultimately hurts rankings as well.

- **Long-Term Commitment** - Search engine optimization is something that takes considerable time to yield meaningful results. Realistically, an SEO client should not expect to see their website procure top spots in the search engines for a minimum of 6 to 9 months.

Depending on how much money is spent on the online marketing campaign, and how consistent a client is with it, will determine if those results come sooner, on time, or a little later. Anyone who is considering jumping into the world of search engine optimization should be prepared to commit for no less than one year.

The longer your website is optimized - and remains online - the more beneficial your marketing campaign will be.

- **Realistic Expectations** - Entering into an online marketing campaign with realistic expectations and a little bit of knowledge about the process will allow clients to see what their online marketing campaign is doing for them and their website.

Being patient and holding on to realistic expectations will help people remain excited and dedicated to their online marketing



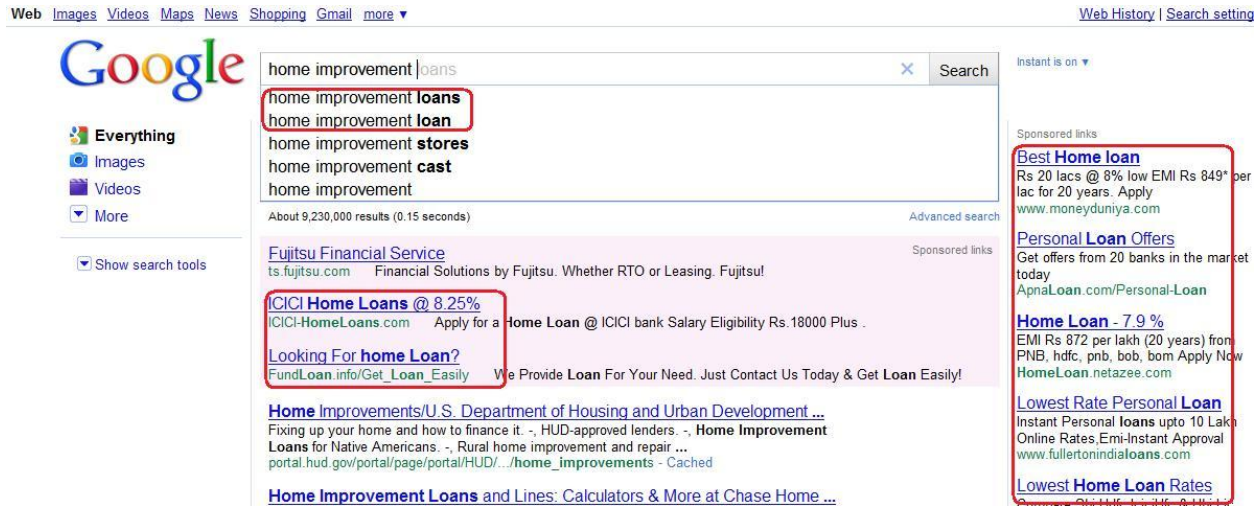
campaign.

- **Link Building** – Building link popularity is an essential part of any successful online marketing campaign. The more links on the internet that point back to a website, the greater the chances that site will achieve good rankings.

Each website must be carefully analyzed, measured against its competition, and optimized with a specific goal in mind.

Why Can't The Search Engines Find Your Company Without SEO?

All search engines will index your site and rank your site for every search term on the internet. So it's not that your site is not indexed – it's simply that you are not on the first few pages of the specific keyword searched for. (Type in any search term on Google and you will see how many thousands of links Google returns for the consumer)



Most websites are not created with SEO principles in mind, so there is a good chance that your website is not well optimized for the search engines. (This is especially true if your site was created by a graphic designer, as their skill is graphic design and not SEO)

Secondly, even if your site has been optimized for the search directories, this is a process that never stops and your business is constantly competing against other companies for page 1 position on certain keywords.

SEO: A Growing Market But Be Careful Who You Choose



SEO is a brand new industry that has really only been around for just over 10 years. As search engines have exploded in popularity, so has the process of optimizing websites so they can be found when consumers are searching.

Sadly - as is often the case for any new industry - there are many companies out there that take advantage of a person's lack of knowledge and hence, many people have become disillusioned with SEO, and the industry as a whole. I have heard of examples of SEO services being offered to clients for as much as \$4,000/month and as little as \$45/month. No wonder people are confused and hesitant.

Having said that, SEO remains a great marketing opportunity, as many companies don't do SEO at all, meaning those that are in the game can be off to a great start.

Across the USA, search engine optimization budgets are increasing as marketing executives gain knowledge of how SEO can benefit advertising and marketing campaigns and budget allocations are expected to rise in the coming years as compared to other search marketing strategies.

Because SEO provides a long-term strategy for increased consumer presence, it has added value as compared to paid search marketing. "Search Marketing Trends: Back to Basics" reports that SEO will grow from 17.7% to 20.3%, while paid search (PPC) will decline from 15.9% in 2009 to 11.3% in 2013.

With the decline in the economy, customer acquisition is becoming more and more vital. As the focus on customer acquisition increases, SEO becomes a more vital part of the overall marketing strategy.

How Search Engines Operate

Search engines have four functions:

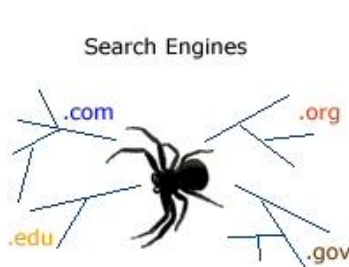
- crawling the millions of websites on the internet;
- building an index (what each website is about);
- calculating relevancy and rankings (which websites are more important than others)
- serving results (what you see on the page after you type in a search term and click "search").



Search engines' automated robots - called "crawlers" or "spiders" – crawl the website and index every website they find.

Once the search engines find these pages, their next job is to analyze the code from them and store the information in massive hard drives, to be recalled instantly when needed in a search query.

To accomplish the monumental task of holding billions of pages that can be accessed in a fraction of a second, the search engines have constructed massive data centers in cities all over the world.



These monstrous storage facilities hold thousands of machines processing unimaginably large quantities of information.

When a person searches for something online, it requires the search engines to scour billions of documents and do two things: first, return only those results that are relevant or useful to the searcher's query; and second, rank those results in order of perceived value (or importance). It is both "relevance" and "importance" that the process of search engine optimization is meant to influence.

To the search engines, relevance means more than simply having a page with the words you searched for prominently displayed. In the early days of the web, search engines didn't go much further than this simplistic step, and found that their results suffered as a consequence.

Currently, the major engines typically interpret importance as popularity – the more popular a site, page or document, the more valuable the information must be. This assumption has proven fairly successful in practice, as the engines have continued to increase users' satisfaction by using metrics that interpret popularity.

Popularity and relevance aren't determined manually; instead, the engines craft careful, mathematical equations (algorithms) to sort and rank the results. These algorithms are often comprised of hundreds of components, often referred to as "ranking factors."

The algorithms of search engines may appear at first glance to be complicated, and the engines themselves provide little insight into how to achieve better results or garner more traffic.

In other words, no-one but the search engines themselves know exactly what the formula is for the ranking website and hence you sometimes get different answers from

SEO experts as to how to get the best SEO results. The fact is that many factors (over 70) influence where a website falls in the ranking.

The main 2 factors are:

- On-page optimization:
 - The use of the right keywords
 - The content on the site
 - The structure of the pages / headings / tags etc.
 - Internal links
 - Improve the structure if URL's
 - Effective use of robot.txt
 - Easy to navigate site
 - Prepare sitemap for search engines
 - Optimize images

- Link building (the popularity of the site determined by how many links there are to the site)
 - How many links there are
 - The quality and relevance of those links
 - The traffic to the links
 - Anchor text of inbound links
 - Search directories

KEYWORD RESEARCH

Keywords are fundamental to the search process; they are the foundation of all SEO activity. In fact, the entire science of information retrieval (including web-based search engines like Google) is based on keywords.

The word “keyword” can sometimes be misleading as it refers to not just a word but a phrase. So if for example you are a roofing company located in Orange County - you will want to optimize your website for a number of the most relevant keywords / phrases such as

- “Roofing contractors Orange County”
- “Orange County roofing contractors”
- “Roofing companies in Orange County”
- “Roofing company quotes in Newport Beach”
- “Newport beach roofing companies”
- “Roofing contractors in OC”



The first step in the SEO process is to identify just 3 keywords / phrases to optimize your site for. The obvious next question is “What are the best keywords / phrases to use?”

This is where upfront keyword research comes in. By setting up a Google Analytics account and going into “Google Adwords”, it’s possible to see the monthly traffic for every possible keyword.

Using Google’s own database of information, the keyword research objective is twofold: (1) find the most popular search terms and (2) identify the search terms with the least amount of competition.

Bottom line - Keyword research is one of the most important, valuable, and high return activities in the search marketing field. Through the upfront research work of determining your market’s keyword demand, you not only learn which terms and phrases to target with your SEO efforts, but also learn more about your customers as a whole.

On-Page Optimization

Search engines are in a constant quest to improve their results by providing the “best” possible results for the



consumer / reader. While “best” is subjective, the engines have a very good idea of the kinds of pages and sites that satisfy their users. Generally, these sites have several traits in common:

1. Easy to use, navigate, and understand.
2. Provide direct, actionable information that’s specific and relevant to the search query.
3. Professionally-designed and accessible to modern browsers.
4. Deliver high quality, legitimate, credible content related to the search query

It’s important to understand that Search engines can’t understand text, view images, or watch video the same way a human being can. Thus, in order to understand content, they rely on keyword information inside the websites and the popularity of the website as defined by relevant links.

To make sure the website is “optimized” you need to make sure that the following activities are done – in relation to the keywords you have identified

- Meta tags are correctly completed and updated for every page on your site.
- You have headings and sub headings on every page that relate to your keywords.
- Use keywords as the links (not the words “click here”).
- You have copy on all pages that relate to your keywords. Remember that content is key!
- You post fresh relevant copy on the site on a regular basis (Google will start to index the site more frequently when it “sees” regular fresh relevant content and conversely will index your site less often when it notices little change over time.)

Link Building



Once the website itself has been optimized, SEO moves into the next phase, which is the ongoing process of making the site more popular through the strategy of link building.

This collection of link building tips is likely to guarantee that you will receive free links from already established websites. This differs from content-oriented development strategies which hope to gradually attract natural editorial links.

1. **Submit Press Releases to PR sites.** A basic press release about your website's launch can be released to several PR websites, who will distribute it to various online news outlets. A good way to get a free link.
2. **Reciprocal Links with Similar Websites.** It's important to pick sites that are of high relevance so you'll not only get links but traffic. Reciprocal linking can be useful from the beginning but don't overdo it. You can find link partners by emailing them directly or searching through webmaster forums.
3. **Squidoo Lenses.** A Squidoo allows you to insert anchor text links to your website along with your feed content. Hubpages is another similar site you can use.
4. **Article Submissions.** Create a short article on your niche topic and submit it to article directories for a backlink and some traffic. You might get more links if your article is picked up and published on other websites.
5. **Social Media Profiles.** There a whole bunch of social websites online which allow you to insert a link to your website on the profile page. Sign up for some of them, preferably using a username and avatar that brands your business. This might come in useful when you decide to promote your site via the social website in the future. Like LinkedIn, Facebook and Twitter.
6. **Social Bookmarking/Voting Websites.** Certain social voting websites like Netscape or Digg are often crawled by search engines and their links do help to get a website indexed. 3spots has the biggest list of social voting and bookmarking websites.
7. **Forum Signatures.** Sign up for forums in your niche and start contributing to ongoing discussions. Insert a link to the homepage or some inner pages of your site.
8. **Create a Tool, Theme or Widget.** Pay a designer to come up with an add-on application or template that is related to a specific social network, popular website or platform. Include a credit link that points back to your designated website.



9. **Blogs on Other Blog Platforms.** Use existing blogs you have on other blog networks. Or set up different versions of your blog on different blog networks like Wordpress.com, Blogger and Xanga. Link to specific webpages on your website.
10. **Comment on Other Blogs.** Start commenting on relevant and popular sites in your niche. Don't just spam for links, but focus on building a relationship with other bloggers as well. Write a relevant comment and try to avoid using keyword names or signature links.
11. **Guest posting on other blogs.** Like article and press releases, this one involves having readily available content you can send out to certain blogs in your niche. This is great for getting relevant links and traffic.
12. **Hold Contests.** Some websites often offer contests in a bid to attract anchor text links from bloggers. Contests allow you to determine the specific anchor text, but it's possible that too many links using the designated keyword may harm your domain instead.
13. **Collaborative Projects.** You may need to develop an article specifically for a writing project, blog carnival or meme but it will usually get you a couple of backlinks, depending on the number and generosity of the participants involved.
14. **Offer your Expertise.** This will apply if you have a specific skill set and offers excellent branding, particularly if your offer is picked up by a website with a decent audience.



Tip: Check out backlinks to your competitors website, make a list of these links and by the time you have researched a number of sites you should start to see a pattern emerging.

Measuring And Tracking Success



There are a couple of different ways to measure the success your online marketing campaign is having on your website.

For SEO clients, the following two tracking measures demonstrate how well the online marketing campaign is working; and for SEO firms, it shows what is and isn't working for a website and allows them to develop a new strategy for online marketing campaign.

There are really 5 specific areas you will want to examine and track over time to ensure that your SEO program is providing you the return you want.

- The traffic numbers to your site;
- The source of this traffic;
- What people did when they came to your site;
- What your site rankings are per each keyword you have identified;
- The number and quality of links to the site.

You will find this information in the following places

- **Google Analytics** - Google Analytics is a powerful web tool used by SEO firms that shows people how visitors came to a specific website. It also shows how long they were on that specific website or page and shows what keywords were used to reach that particular website. An SEO firm will use the data in Google Analytics to develop strategies to combat the competition and to pick up any slack in the marketing campaign if and when it is needed.
- **Web Reports** - There isn't a single SEO firm that doesn't use some type of Web report program to gauge how the marketing campaign they're running for a client is working. Almost every SEO firm however uses a different software program to generate Web reports for their clientele. These reports typically will show which search engines the website is ranked in and whether it moved up or down in a specific time frame.

Boost Your Business With SEO



SEO Industry Jargon

The more knowledgeable you are about SEO, the greater your understanding of it will be. Possessing even a rudimentary amount of knowledge will also help keep your expectations in check throughout your entire online marketing campaign and equally important, help you understand what your SEO firm is talking about when you speak with them.

The following is a list of the most commonly-used SEO industry jargon which should help you get a grasp on an extremely detailed and complicated process.

adwords Google Pay Per Click contextual advertisement program, very common way of basic website advertisement.

adwords site (MFA) Made For Google AdSense Advertisements - websites that are designed from the ground up as a venue for GA advertisements. This is usually, but not always a bad thing. TV programming is usually Made For Advertisement.

affiliate An affiliate site markets products or services that are actually sold by another website or business in exchange for fees or commissions.

algorithm (algo) A program used by search engines to determine what pages to suggest for a given search query.

alt text A description of a graphic, which usually isn't displayed to the end user, unless the graphic is undeliverable, or a browser is used that doesn't display graphics. Alt text is important because search engines can't tell one picture from another. Alt text is the one place where it is acceptable for the spider to get different content than the human user, but only because the alt text is accessible to the user, and when properly used is an accurate description of the associated picture. Special web browsers for visually challenged people rely on the alt text to make the content of graphics accessible to the users.

analytics A program which assists in gathering and analyzing data about website usage. Google analytics is a feature rich, popular, free analytics program.

anchor text The user visible text of a link. Search engines use anchor text to indicate the relevancy of the referring site and of the link to the content on the landing page. Ideally all three will share some keywords in common.

authority site A website which has many incoming links from other related expert/hub sites. Because of this simultaneous citation from trusted hubs an authority site usually

has high trust, pagerank, and search results placement. Wikipedia, is an example of an authority site.

back link (inlink, incoming link) Any link into a page or site from any other page or site.

blog A website which presents content in a more or less chronological series. Content may or may not be time sensitive. Most blogs use a Content Management System such as WordPress rather than individually crafted WebPages. Because of this, the Blogger can choose to concentrate on content creation instead of arcane code.

bot (robot, spider, crawler) A program which performs a task more or less autonomously. Search engines use bots to find and add web pages to their search indexes. Spammers often use bots to “scrape” content for the purpose of plagiarizing it for exploitation by the Spammer.

bounce rate The percentage of users who enter a site and then leave it without viewing any other pages.

bread crumbs Web site navigation in a horizontal bar above the main content which helps the user to understand where they are on the site and how to get back to the root areas.

cloak The practice of delivering different content to the search engine spider than that seen by the human users. This Black Hat tactic is frowned upon by the search engines and carries a virtual death penalty of the site/domain being banned from the search engine results.

CMS Content Management System - Programs such as Wordpress, which separate most of the mundane Webmaster tasks from content creation so that a publisher can be effective without acquiring or even understanding sophisticated coding skills if they so choose.

content (text, copy) The part of a web page that is intended to have value for and be of interest to the user. Advertising, navigation, branding and boilerplate are not usually considered to be content.

conversion (goal) Achievement of a quantifiable goal on a website. Add clicks, sign ups, and sales are examples of conversions.

conversion rate Percentage of users who convert - see conversion.

CPC Cost Per Click - the rate that is paid per click for a Pay Per Click Advertiser

CPM (Cost Per Thousand impressions) A statistical metric used to quantify the average value / cost of Pay Per Click advertisements. M - from the Roman numeral for one thousand.

crawler (bot, spider) A program which moves through the worldwide web or a website by way of the link structure to gather data.

directory A site devoted to directory pages. The Yahoo directory is an example.

directory page A page of links to related WebPages.

doorway (gateway) A web page that is designed specifically to attract traffic from a search engine. A doorway page which redirects users (but not spiders) to another site or page is implementing cloaking.

duplicate content Obviously content which is similar or identical to that found on another website or page. A site may not be penalized for serving duplicate content but it will receive little if any Trust from the search engines compared to the content that the SE considers being the original.

gizmo (gadget, widget) small applications used on web pages to provide specific functions such as a hit counter or IP address display. Gizmos can make good link bait.

Google bomb The combined effort of multiple webmasters to change the Google search results usually for humorous effect. The “miserable failure” - George Bush, and “greatest living American” - Steven Colbert Google bombs are famous examples.

Google bowling Maliciously trying to lower a sites rank by sending it links from the “bad neighborhood” - Kind of like yelling “Good luck with that infection!” to your buddy as you get off the school bus - there is some controversy as to if this works or is just an SEO urban myth.

Google dance The change in SERPs caused by an update of the Google database or algorithm. The cause of great angst and consternation for webmasters who slip in the SERPs. Or, the period of time during a Google index update when different data centers have different data.

Googlebot Google’s spider program

GYM Google - Yahoo - Microsoft, the big three of search

hit Once the standard by which web traffic was often judged, but now a largely meaningless term replaced by pageviews AKA impressions. A hit happens each time that a server sends an object - documents, graphics, include files, etc. Thus one pageview could generate many hits.

HTML (Hyper Text Markup Language) directives or “markup” which are used to add formatting and web functionality to plain text for use on the internet. HTML is the mother tongue of the search engines, and should generally be strictly and exclusively adhered to on web pages.

impression (page view) The event where a user views a webpage one time.

in bound link (inlink, incoming link) Inbound links from related pages are the source of trust and pagerank.

index Noun - a database of WebPages and their content used by the search engines.

index Verb - to add a web page to a search engine index.

indexed Pages The pages on a site which have been indexed.

inlink (incoming link, inbound link) Inbound links from related pages are the source of trust and pagerank.

keyword - key phrase The word or phrase that a user enters into a search engine.

keyword density The percentage of words on a web page which are a particular keyword. If this value is unnaturally high the page may be penalized.

keyword spam (keyword stuffing) Inappropriately high keyword density.

keyword stuffing (keyword spam) Inappropriately high keyword density.

link An element on a web page that can be clicked on to cause the browser to jump to another page or another part of the current page.

link bait A webpage with the designed purpose of attracting incoming links, often mostly via social media.

link building actively cultivating incoming links to a site.

link exchange a reciprocal linking scheme often facilitated by a site devoted to directory pages. Link exchanges usually allow links to sites of low or no quality, and add no value themselves. Quality directories are usually human edited for quality assurance.

link farm a group of sites which all link to each other.- Previous Definition revised based upon advice from Michael Martinez

link popularity a measure of the value of a site based upon the number and quality of sites that link to it

link spam (Comment Spam) Unwanted links such as those posted in user generated content like blog comments.

link text (Anchor text) The user visible text of a link. Search engines use anchor text to indicate the relevancy of the referring site and link to the content on the landing page. Ideally all three will share some keywords in common.

long tail longer more specific search queries that are often less targeted than shorter broad queries. For example a search for “widgets” might be very broad while “red widgets with reverse threads” would be a long tail search. A large percentage of all searches are long tail searches/

META tags Statements within the HEAD section of an HTML page which furnishes information about the page. META information may be in the SERPs but is not visible on the page. It is very important to have unique and accurate META title and description tags, because they may be the information that the search engines rely upon the most to determine what the page is about. Also, they are the first impression that users get about your page within the SERPs.

natural search results The search engine results which are not sponsored, or paid for in any way.

organic link organic links are those that are published only because the webmaster considers them to add value for users.

pagerank (PR) a value between 0 and 1 assigned by the Google algorithm, which quantifies link popularity and trust among other (proprietary) factors. Often confused with Toolbar Pagerank. - Previous Definition revised based upon advice from Michael Martinez

portal A web service which offers a wide array of features to entice users to make the portal their “home page” on the web. IGoogle, Yahoo, and MSN are portals.

PPC (Pay Per Click) a contextual advertisement scheme where advertisers pay add agencies (such as Google) whenever a user clicks on their add. Adwords is an example of PPC advertising.

robots.txt a file in the root directory of a website use to restrict and control the behavior of search engine spiders.

ROI (Return On Investment) One use of analytics software is to analyze and quantify return on investment, and thus cost / benefit of different schemes.

sandbox There has been debate and speculation that Google puts all new sites into a “sandbox,” preventing them from ranking well for anything until a set period of time has passed. The existence or exact behavior of the sandbox is not universally accepted among SEOs.

search engine (SE) a program, which searches a document or group of documents for relevant matches of a user’s keyword phrase and returns a list of the most relevant matches. Internet search engines such as Google and Yahoo search the entire internet for relevant matches.

SEM Short for search engine marketing, SEM is often used to describe acts associated with researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site. SEM includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

SEO Short for search engine optimization, the process of increasing the number of visitors to a Web site by achieving high rank in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that users will visit the site. It is common practice for Internet users to not click past the first few pages of search results, therefore high rank in SERPs is essential for obtaining traffic for a site. SEO helps to ensure that a site is accessible to a search engine and improves the chances that the site will be indexed and favorably ranked by the search engine.

SERP Search Engine Results Page

site map A page or structured group of pages which link to every user accessible page on a website, and hopefully improves site usability by clarifying the data structure of the site for the users. An XML sitemap is often kept in the root directory of a site just to help search engine spiders to find all of the site pages.

social media Various online technologies used by people to share information and perspectives. Blogs, wikis, forums, social bookmarking, user reviews and rating sites (digg, reddit) are all examples of Social Media.

social media marketing (SMM) Website or brand promotion through social media

spider (bot, crawler) A specialized bot used by search engines to find and add web pages to their indexes.

spider trap an endless loop of automatically generated links which can “trap” a spider program. Sometimes intentionally used to prevent automated scraping or e-mail address harvesting.

stickiness Mitigation of bounce rate. Website changes that entice users to stay on the site longer, and view more pages improve the sites “stickiness”.

time on page The amount of time that a user spends on one page before clicking off. An indication of quality and relevance.

URL Uniform Resource Locator - AKA Web Address

user generated content (UGC) Social Media, wikis, Folksonomies, and some blogs rely heavily on User Generated Content. One could say that Google is exploiting the entire web as UGC for an advertising venue.

walled garden a group of pages which link to each other, but are not linked to by any other pages. A walled garden can still be indexed if it is included in a sitemap, but it will probably have very low pagerank.

web 2.0 Is characterized by websites, which encourage user interaction.

You can learn about SEO by going online and looking up information. Here are some of our favorites

- <http://www.searchenginejournal.com/55-quick-seo-tips-even-your-mother-would-love/6760/>
- Go to Google and download the SEO starter guide from Google available at www.google.com/.../search-engine-optimization-starter-guide.pdf
- <http://guides.seomoz.org/beginners-guide-to-search-engine-optimization>

Summary: Top 10 Things To Remember

1. If your site cannot be found by search engines, or your content cannot be put into their databases, you miss out on the incredible opportunities available to websites provided via people who want what you have visiting your site.
2. Whereas, the right moves can net you thousands of visitors and attention, the wrong moves can hide or bury your site deep in the search results where visibility is minimal.
3. SEO is a long-term commitment and requires an investment of time and the right activities before you will see results. Typically results will come in 6 – 9 months.
4. The online environment is becoming increasingly competitive, and those companies who perform SEO will have a decided advantage over their competitors.
5. SEO marketing results occur over a longer time frame, but result in organic search results more valued by consumers. SEO is a bit like a good public relations strategy; it helps to bring top of mind awareness to your site. SEO gets them in the door, so you can complete the deal.
6. Since the inception of web search, the activity has grown to heights of great popularity, with studies showing that 90% of online men and 91% of online women used search engines.
7. Of these, 42% of the men and 39% of the women reported using search engines every day and more than 85% of both groups say they “found the information they were looking for.
8. Keywords are fundamental to the search process; they are the building blocks of language and of search. In fact, the entire science of information retrieval (including web-based search engines like Google) is based on keywords.
9. Crafting a thoughtful, empathetic user experience can ensure that your site is perceived positively by those who visit, encouraging sharing, bookmarking, return visits and links – signals that trickle down to the search engines and contribute to high rankings.
10. Building links is an art. It’s almost certainly the most challenging part of an SEO’s job, and, for many sites, the one most critical to achieving long-term success.

Ready For Some Expert Help?

Hopefully, after reading this eBook, you've recognized the value of SEO marketing for your business. You've probably also realized that it doesn't just happen with the wave of a wand or a few articles scattered throughout your website.

If you're ready to seek the help and advice of a team of SEO experts, dedicated to helping you grow your business, just **give us a call at 949.235.8743** and we'll arrange an appointment to discuss your needs and goals with you.

Then we'll devise a plan to help you meet – or exceed – those goals. We'll keep you informed every step of the in a detailed manner so you'll always know how much you're spending and where it's going. Most importantly, we'll track the effectiveness of your campaign consistently and make suggestions to correct anything that may not be responding as we had hoped.



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