

# Get Discovered ~ Improve Your Google Rankings

## How To SEO for Real Results

### Part I

First of all, welcome and thanks for coming this evening.

Before I start, I want to tell you that everything that I plan to go over is presented in a PDF that is available online, so the only really important note that you should write down is this URL. [Uniform Resource Locator]

<http://KatStudios.com/google-seo-classes.html>

From there, you can download this PDF. This way you won't have to take notes on all of the information, but instead, just get the main points and then study the manual at your own pace. ☺

So let's talk this evening about 'Getting Discovered' on Google. Real quickly by a show of hands, does everyone here have a website or blog that they need help with? Great, okay, thanks.

Just so that everyone's on the same page, search engine optimization, or SEO for short, is the process of improving either the volume or quality of traffic to a website from organic search results.

"Well that sounds great, but what does that mean?" It means that you want real, live people visiting your site.

"Why would you want that?" you might ask.

You may not realize this, but you want traffic. You need people to either read your blog or to buy something from you and the most economically way to do this is to utilize free traffic.

Google can provide just that, but there's a catch. First you have to be 'found' and then you want to be found by the right people – the ones who want your product or service AND then who return to your site over and over again.

"Okay, now we're getting somewhere. So how do I get discovered?"

I'll go over a few tricks, hints and suggestions for your sites and I'll even throw in a secret here and there to keep you awake. How's that sound? Great. Okay, let's get started.

### Search Engine Optimization for The Rest of Us ::

A Crash Course in Expensive SEO Practices.

There's over 200 factors that go into Goggle's algorithm for ranking websites. Relax...we're not going to learn them all tonight, but we will go over a few important ones that you can certainly fix yourself.

For the last 5 years I have been learning as much about Google rankings as one can from people who test it, stretch it and profit from it. Hopefully I can impart some of that knowledge to you.

"But why Google?"

Simple. Google's grasp has grown to around 86% of all search engine searches - globally. The second runner up is [Yahoo](#) at 6%, followed by [MSN/Bing](#) at 3%. [\[HitsLink\]](#) Google owns the playground. You can either fight it or you can embrace it. It's not personal, it's [good] business.

To get you introduced to SEO, you should know that there are two main categories -- On and Off Page factors.

On Page factors are those elements that are contained within your webpage, primarily in the HTML code. Posting an image is an example of an internal factor.

Off Page factors are external relationships that are associated with your webpage/website. Linking is an example of an external factor.

Although the On Page factors are the easiest to edit/manage, they do not carry as much 'weight' as Off Page factors -- namely the number of external links.

It's still a numbers game and the site with the most links [generally] wins, but that does not mean that the smaller sites don't stand a chance.

On the contrary, smaller sites that are formed around a single keyword phrase can out-rank most of the large giants due to some special **secrets** of relevancy and recency.

To get a real quick overview, some of the main factors are listed in loose order of importance on the following page.

I'll continue by following up on a few key factors that we can actually 'fix' here tonight.

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On Page Factors:	Off Page Factors:
Domain Name [Keyword Phrase]	External Links [Different IPs]
Domain Extension [.com .net .org]	Social Bookmarks [Delicious, Mister Wong]
Title Tag [KWs first]	Good IP Neighborhood [Non Spammy]
H1 Tag [KWs]	Videos [YouTube, MetaCafe, etc.]
Meta Description [KWs in a sentence]	Press Releases [PR.com]
Meta Keywords [KWs, KWs]	Articles [EzineArticles, GoArticles]
Navigation [Every page w/in 2 clicks]	[Local] Directories [DMOZ]
Unique Content	Customer Reviews
ALT Tag [Images]	Google Shopping Cart
Image Filename [Descriptive Kws]	
Outbound Links [Points to Relative Sites]	
Internal Links [Point to Home Page]	
Anchor Text [Vary KWs]	
Load Time [3 secs max]	
Domain Age	
Pages:	
About	
Contact Us	
Privacy Policies	
Disclaimer	
Sitemap	

QUESTIONS?

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What Google Likes ::

Playing the Google Game.

Let's discuss the Top 7 things that Google likes and what you can do to improve your rankings. The first 6 are On Page factors and the last is the most important Off Page factor.

- Relevant Results
- Recency
- Unique Content
- Keyword Phrase in Domain Name
- Title Tag
- Meta Description Tag
- Inbound Links

I'll then show you how to use 4 of these factors to boost your site's rankings and we can do this all tonight -- if you want to stick around and edit your website.

### **Relevant Results:**

Google's biggest thing, as a service provider, is producing relevant results for users so that those users will in turn continue to use Google as their search engine of choice.

"So how do you provide relevant results?"

- Stay focused with your website. Far too often, websites will add another section that may not be viewed by Google as relative.

For example, you have a website about breeding Labrador dogs. Which is fine, but then you decide to add your hand-knitted quilts for sale on there too, then we have a problem.

"Why not?" you ask. "I already own the website, so why shouldn't I put up more information about what I do?"

The reason why is because the robots [called spiders] that follow the internet [web] will get confused when they visit your site. You are showing two items that are not related as far as Google can tell; i.e. dogs and quilts. You're segmented, divided and soon conquered. Your competition is focused. You must be too if you want to rank on the first page of Google.

Hint: A simple solution to this dilemma would be to start another website about your quilting. It does not have to be a full-blown site with its own hosting and

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domain. You could use any of the free website builders available online; [Weebly](#) or [Squidoo](#) for example.

Of course if you started incorporating dog designs into your quilts, or even made doggie quilts, then it would be foreseeable to 'share' the same website. Please keep in mind, these are just examples folks. ☺

Repair #1:

A **secret** to building relevancy on your site is to link to high-ranking websites. Google rewards little sites that link to larger, popular sites.

For example, you might want to link to the [American Kennel Club](#) and so forth.

- Place related text **below** the fold [below the first viewable area; i.e. you have to scroll down to see them] and link them to a front page result that appears on Google. By placing the links further down the page, it reduces the chance that visitors will simply 'click away' before they have a chance to see what you're providing. The loss of a few clicks is worth the power of increased rankings.

For example with your [Labrador breeding](#) website, you could write a paragraph or two about [Labrador pregnancy](#), [Labrador whelping](#), [Labrador gestation](#), [Labrador heat](#), or [Labrador puppies](#). "Why?" Because Google relates these keywords to your keyword phrase of [Labrador breeding](#). These other terms would be used as the related keywords in your link(s). [see below]

Next, search for each of those terms in Google. Look at the first page of results and see if there's something you'd like to link out to. If so, copy the link and bind it to the anchor text [related keyword] that you just searched for.

Anchor text is also called link text and it is the underlined, clickable text in a link. It 'anchors' the link from the originating page to the external page. Good anchor text should relate what is to be found if you were to click on it. It should also include a keyword.

For example, the actual sentence might look like this.

"[Labrador puppies](#) are fun to have as pets and are great with kids."

The underlined keyword phrase [anchor text] would be linked to [http://www.akc.org/breeds/labrador\\_retriever/puppy.cfm](http://www.akc.org/breeds/labrador_retriever/puppy.cfm) and the basic HTML code would look like this:

```
<a href="http://www.akc.org/breeds/labrador_retriever/puppy.cfm">Labrador puppies</a>
```

A BAD example would be, "[Click here](#) to see Labrador puppy pictures."

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Here, the important keywords are NOT in the anchor text; instead common words are. Bad, very bad. ☹

There's more complicated tools for checking on which sites to link to, but the example above is the free and relatively simple route. ☺

### QUESTIONS?

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#### **Recency:**

Keeping your site fresh with updates and new content is very important and you will be rewarded. Consistency also helps your efforts.

Google has decided to include, among other things, Facebook updates into search results for up to the minute reports.

"Okay, so what?"

- That's huge! You could be on the front page of Google, granted only for a short time, from the sheer fact that you are keeping your content fresh.

I am not suggesting that you should 'do' social media all day in hopes of 'Page One' for a split second, but it's nice to know that Google has started to recognize smaller, fresher content made by 'real' people.

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#### **Unique Content:**

An important factor in providing a unique user experience is unique content, or content that is NOT found anywhere else on the internet.

"How in the world am I supposed to write something that has not been done before?"

- Unique content does not imply TOTALLY unique. Obviously it would be hard to write a sentence that was not already written by someone else, at some other time in history. Google's not asking that of you. What Google wants is for the content to be ARRANGED differently than any other webpage out there.

Do NOT blatantly copy someone else's work and post it on your site – even if you have permission because that's not unique ENOUGH. There's more to it than that. Your friend's blog post will have the same sentence structure on her site as it does on yours.

Hint: There are other factors involved, but to keep this simple, re-write the

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content, add an introductory paragraph, etc. to change the ORDER of words, not necessarily the MEANING.

Insight: Traffic will either visit your site to be entertained, educated or to purchase. The best result is to do all three.

Give your viewers accurate, complete and up to date information. Tell them how they can benefit from reading your content. This in itself will make it unique.

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### Keyword Phrase as the Domain Name:

Google loves to display direct matches. What is better than giving the user EXACTLY what one asks for? The answer is nothing and that is one of the biggest **secrets** to front page Google results.

For example, [www.labradorbreedingdogs.com](http://www.labradorbreedingdogs.com)

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### Keyword Phrase in Title Tag:

The SINGLE best thing to do [besides a keyword phrase domain on a .com] is to make use of the title tag on EVERY page of your website. This small slice of code is how the robot 'sees' your page. You can see it too -- at the top of the web browser's window.

For example, if you go to <http://townofmarshall.org/>, you will see [Town of Marshall, North Carolina](#) at the very top of the Home page. This is their title tag.

If you notice, this title tag is also on every page in the exact same way – probably through a template – and although it's better than not having a title at all, there is a better way.

Hint: If you were to vary the title text from page to page, you would get more relevancy and keyword weight. As it stands now, the [Town of Marshall, North Carolina](#) is missing out on keywords like recreation, community, government, business, etc. that could easily be incorporated into the title tag for each section, if not each individual page.

Repair #2:

Having said that, the most important keyword should begin the title and the tag

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should be at least 10 words in length. [65 characters total; including spaces]

Back to our dog website example, a possible title tag may be: [Labrador Breeding in Marshall North Carolina, Licensed, Insured and Pedigreed](#).

The line of text that is underlined on the search result's page is actually the title tag. Take care in constructing your title as this is the first impression that any potential visitor will see.

You can edit your title tag by using your website editor and changing your tag in the HTML code.

You are looking for the code that looks something like this, `<title>Labrador Breeding in Marshall North Carolina, Licensed, Insured and Pedigreed</title>` and it will appear near the top of the HTML code.

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### Keyword Phrase in Meta Description Tag:

The main keyword(s) on the webpage should be presented in a sentence with proper punctuation and keywords. This is your meta description tag and it is shown right under your title tag in the search results. It can be around 150 characters in length -- count the spaces too.

For example, [Looking for a Labrador puppy? Labrador breeding is our specialty. Our pedigree pups are raised locally. AKC certified and fully insured.](#)

### Repair #3:

Google will show your meta description as a snippet on the search results page if ALL the query keywords [bolded] are found within it. If not, Google will construct a snippet from content fragments from your page. Obviously, this is not as pretty so you will want to maximize your meta description being shown as a whole snippet as much as possible.

Besides having all the keywords within the tag, the meta description also needs to be long enough. Too short and Google will not use it.

The other half of the battle is to have a call to action that convinces potential visitors to click on your webpage and this should be constructed with care. Keep in mind that you should not promise something that is not found on your webpage [the answer to eternal youth] because the visitors will simply click the back button and this will create what they call a bounce.

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Bounces are not good and a high percentage of bounces will actually lower your rankings. "Why?" Because the bounce rate is telling Google that it's obvious that no one can find what they are looking for on this specific page. Its relevancy must have changed since the last time Google crawled the page and therefore, it should [and will] be ranked lower.

To edit your meta description in the HTML code, look for `<meta name="description" content="Looking for a Labrador puppy? Labrador breeding is our specialty. Our pedigree pups are raised locally. AKC certified and fully insured." />`

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### External Links:

External Links, as opposed to Internal Links, are those that are NOT contained within your website.

One-way inbound links are external links that point to your site without a reciprocal link from your site. These types of links are the 'meat and potatoes' of search rankings. The more you have, the better, but quality still trumps quantity.

The determination of what site is better than another has a lot to do with Google's PageRank [PR] system and there are tools that will show you the PR of any site you visit, including the free Google Toolbar.

Hint: Without getting too complex, you want higher PR sites linking to you. This in turn will raise your own PR score for your site.

Repair #4:

So in saying that, here are a few ways [most of them are free] to get higher PR sites to link to your site.

- Join your local Chamber of Commerce and get a link on their website to yours.
- Locate and submit to other local directories, such as [MerchantCircle](#) and [Localeze](#) to get free business listings.
- Sign up for a free account at [Delicious](#) [shows up in rankings] and [Mister Wong](#) [PR5 site that gives your site a lot of links].
- Social Bookmark every important page of your website and/or blog with the above accounts, but be sure to follow the rules for slow and steady growth; i.e.

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don't bookmark everything all in one day...

- Encourage your visitors and/or fans to bookmark your site by putting an social bookmarking icon on your pages.

The **secret** rule of thumb of website growth is to NOT publish more than 6 posts a day to your blog, no link building for the first month of your website and a maximum of 3 to 5 daily inbound links [that you have control over] to your site after 2 to 3 months.

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### Make It Easy on Yourself ::

Google Tools for SEO:

- Keep a journal for your usernames and passwords. You will be signing up for some free services and will need to keep everything straight since you will no longer be using the same password for everything. ☺
- Get a Google email [[gmail](#)] account. As with the journal, you will need to keep related emails about your website in one place, so you might as well get a Google account. In addition, since you will be signing up for more of Google's free services, such as [YouTube](#), [Webmaster Tools](#), [Analytics](#) and more, you will need to be a current member before being allowed to join these extended services.
- Install [Google Analytics](#) on your site to get detailed information that you can easily digest regarding important traffic issues such as keyword search phrases.

Once you sign up, you will create a profile for your site. During which you'll copy and paste some HTML code into your `<body>` portion of your webpages. If I just lost you on that, then maybe you'll need someone's help. ☺

After which you will verify that the code is properly installed and then wait for the stats to collect. It will take a full day, so relax and stop hitting the refresh button. ☺

For those of you who cannot install [Google Analytics](#) because of a server issue, you can 'see' the same info, only in a different form [it's not as pretty though] by going to your domain's control panel inside your hosting company's website.

Log in with your hosting username and password and either navigate to your domain or to your control panel – each may be different depending on your host company. From there, you are looking for an icon that says [Webalizer](#). There

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may be a [Webalizer FTP](#), but we don't want that one... On my control panel inside [Host Excellence](#), it says [Stats](#) first, then [Webalizer](#) second. In any case, you may have to poke around in there in order to find it, but it's in there and well worth finding.

- Sign up for [Google Webmaster Tools](#). Again, you'll add a site, verify it by either adding more code [this time to the `<head>` portion of HTML] or by uploading a file to your site/domain.

Once again, sit back and relax as it'll take some time to collect data.

Inside here, you may also upload your [Sitemap](#), see how many of your site's webpages Google has indexed and more.

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### Summary ::

You do not have to understand, nor comprehend all the above factors. It has taken me years to become comfortable with these terms and practices. The important thing is to know where you can get help when you need it.

Additionally, I have tried to color code the text. There are [examples](#), [secrets](#), [links](#) and [terms](#). If you are unfamiliar with the terms, you may search [Wikipedia](#) or [Google](#) for more background information.

If you have any questions, please do not hesitate to email or call me. I would be glad to hear from you and to help clarify or add to this document.

Sincerely,

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