

The image features a 3D-rendered globe of the Earth, showing the Americas in dark blue against a light blue and white background. A blue Ethernet cable is plugged into the bottom of the globe. A large, thick, blue, curved shape, resembling a stylized 'S' or a swoosh, dominates the right side of the image, extending from the top left towards the bottom right. The overall aesthetic is clean and professional, with a focus on technology and global connectivity.

The Complete Blueprint to Search Engine Success

Steven Knight
Search Position Ltd

Meet The Presenter

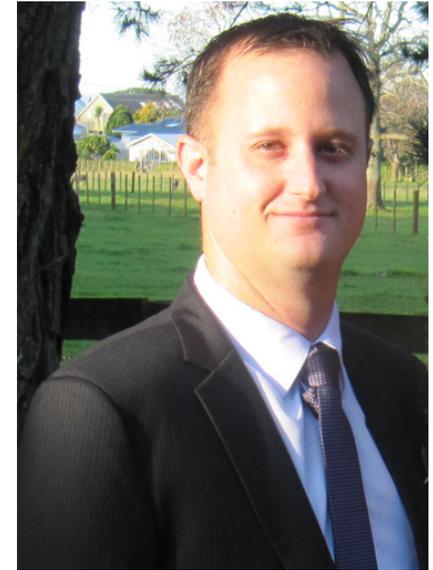
Steven Knight

General Manager of Search Position Limited

I Have completed work for a large range of local and international clients including the Australian Federal Government.

I am experienced in a varied range of general Information Technology fields including cryptography, programming, and database design.

Both myself and my wife are avid world travellers and have travelled through much of South East Asia and the Middle East. Learning and experiencing different cultures is a key passion of mine.



What Will We Be Covering Today?

- What is SEO and Why Learn it
- The Benefits of Learning SEO
- Content + Links = SEO
- Keyword Research is King
- Basics of On-Page Optimisation
- Understanding and Gaining Backlinks
- Understanding Competition

Questions Will be Answered at the End of Each Section



What is SEO?

- SEO or Search Engine Optimisation is a set of best practices for getting a website ranked as high as possible in one of the search engines.
- Typically, SEO's optimise for the top search engines which are "Google, Yahoo, and MSN/Bing".
- SEO is more than simply changing your content or creating links to a page, it is a concept that involves considering not only your webpage's ranking factors but those of your competitors too.
- SEO is constantly changing and evolving



Why Learn SEO...isnt that for Geeks?

- As the web matures search engines are becoming the primary medium for research and content consumption.
- E-commerce and online business is increasing every year and has caused whole industries to move almost exclusively online. Eg Travel Agents, Ebay Auctions
- The future for gaining market share in writing markets is clearly online with even the large publishing houses now releasing e-book lines to compete with the independent Kindle Publishers.
- Why pay for traffic through advertising and Pay Per Click/Adwords when you can get the traffic for free.



Benefits of SEO

- Generate free organic traffic to your site/work/writing.
- Search engine traffic is generally sustainable whereas other mediums require constant work and content publishing
- SEO isn't mutually exclusive and works perfectly well in tandem with other traffic generation mediums such as print advertising and social media.
- SEO doesn't require a huge investment in money to be successful...simply your time. So it is perfect for those writers who are starting out or may be self publishing on Kindle looking to drive traffic and increase sales.



Content and Links = SEO !

- SEO consultants often disagree on the exact 'Google ranking Factors' – but we all agree...good content + backlinks = Rankings
- You often here people using the words webpage and website interchangeably but search engines rank individual pages...not complete sites!
- Individual page trust is ranked by something called "Page Rank" which is a measure of authority that Google assigns a specific page. Pagerank plays a key part in ensuring that Google servers the most relevant results to the user.
- Each page on a site has its own specific identity and opportunity to rank well for specific keywords. One page may be optimised for the keyword "Sports shoes" and another may be optimised for "golf shoes" and all pages may have vastly different authority "page ranks"



Good Content – The Key!

- Content for pages needs to be developed with two end-users in mind: Robots and Humans. Its obvious when you are reading high quality content...but what about from the point of view of a search engine robot?
- Search engine robots are looking for relevant keywords within the visible text of the page as well as throughout the HTML source code. These keywords provide context for the page along with the anchor text of links pointing at that specific page.
- Back in the late 90's we would keyword "stuff" on a page but now search engines are fairly accurate at determining what the relevant context of a page actually is.



Back Links – The Lifeblood of Ranking

- Optimising the content of your page is certainly helpful but the really critical aspect of increasing a page's ranking are back links.
- Google and most of the other major search engines consider a link pointing at your page from somewhere else...as a vote.
- PageRank or Authority rank determines the value of that link. Not all links are created equal!
- The “Anchor” text or keyword used within the link pointing at your site is also used by the search engine to provide context to the content of your site. For Example “Golf Shoes” is more descriptive than “click here”.
- The more high quality links that are pointed at your site...the higher your PageRank...the higher your search engine rankings!



Keyword Research is King!

- To classify different pages under their respective topics, search engines need to be able to pick out frequently searched terms, which we call *keywords*.

<input type="checkbox"/> Keyword	Local Monthly Searches [?]	Approximate CPC [?]
<input type="checkbox"/> ☆ [debt]	27,100	\$11.68
<input type="checkbox"/> ☆ [how to get out of debt]	8,100	\$13.74

- Shorter keywords are known as “Head” or “Primary” keywords whereas longer ones are often termed “long tail”
- Long tail keywords clearly receive many fewer searches every month but their intent is extremely clear and normally the competition is significantly less.
- Often best to start targeting long tail keywords due to their ease of ranking and direct buying intent.



- To start researching a list of relevant long tail keywords you can use the Google Adwords Tool located at <http://adwords.google.com> This tool allows you to see a large selection of long tail and synonyms keywords based on your selection:

Google AdWords

The screenshot shows the Google AdWords interface. At the top, there are navigation tabs: Home, Campaigns, Opportunities, Tools and Analysis (selected), Billing, and My account. Below the tabs, the breadcrumb path is 'Tools > Keyword Tool'. On the left side, there is a 'Tools' menu with 'Keyword Tool' highlighted, and other options like 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. Below the menu are sections for 'Include terms (0)', 'Exclude terms (0)', and 'Match Types'. The main area is titled 'Find keywords' and contains a form with the following fields: 'Word or phrase' (containing 'low fares' and 'cheap tickets'), 'Website' (containing 'www.google.com/page.html'), and 'Category' (containing 'Apparel'). There are also checkboxes for 'Only show ideas closely related to my search terms' and 'Advanced Options and Filters', and a 'Locations' dropdown set to 'United States'. A 'Search' button is at the bottom of the form.

- Under Tools & Analysis tab click Keyword Tool
- When searching always use the Match Type “Exact”.
- Concentrate on the number of local monthly searches as compared to global.
- There are numerous commercial keyword tools available.

Core Principles of Keywords

- Whenever you log into the Google Keyword Tool, be sure to configure it to the following settings: Match Types: “Exact” (uncheck Broad and Phrase); Columns: “Local Monthly Searches” and “Approximate CPC” (uncheck all other columns).
- The list of keywords that you actually plan to target and develop content for should have a least the total search volume based on your traffic goals. Often easier to combine long tails.
- Consider whether a keyword is transactional, navigational, or informational.
- Check Adwords Cost per Click (CPC) for commercial intent.



Basics of On-Page Optimisation

- Most people when they read content on a web page are not aware that they are actually looking at code. Search engine robots see both the written content and the underlying HTML code and assess both for context relating to the keywords.
- Search engine robots are typically looking for a range of factors including how many times the keyword appears within the content...namely keyword density.
- Keyword density is fine between 1% and 3%. Do NOT to artificially inflate your density as Google is extremely good at determining the Overall page context. Instead concentrate on using related terms.
- HTML Title Tags are also very important and your primary keyword should definitely be contained within this tag. This is typically the title that is displayed for the specific webpage.



- HTML header tags such as `<h1>` `</h1>` should also contain your keyword once at least on the page. Again, do not abuse these tags or a potential penalty could be applied.
- For those using Wordpress as their platform of choice, a free plugin called “All-in-One-SEO-Pack” is available to make all the meta tags easily customisable.
- Meta Description – This is again another HTML meta tag located within your sites code that contains a description of the page’s content. This is often the text appearing in the search listings below your websites title.
- Meta Keywords – This tag is a list of keywords relevant to your site that is contained within your HTML code for the page. Most of the major search engine robots no longer give much weighting to this tag.
- Bold, Strong and Emphasis on words is something that really no longer has much weighting with search ranking. Updates, such as Google Panda have attacked these abused practices and no longer do they carry the weight they once did.



Understanding External Backlinks

- A backlink is a HTML link pointing at your webpage from an external site.
- Back links are seen by Google and other Search Engines as a “Vote” for the content of your site. This is weighted based on the “PageRank” of the webpage giving you the link.
- PageRank is the measure of authority Google assigns to a web page, based on an algorithm developed by Stanford grad student and Google co-founder Larry Page. PageRank runs from 0-10 with PR10 being the highest and most authoritative and trusted pages.
- Not all links are valued the same...a PR 10 link is worth more than PR1.
- The anchor text of this ‘backlink’ is an important keyword source for Google to derive the context of your page. An example of an anchor would be ` ANCHOR TEXT `

Getting BackLinks!

- The key to building links to your site is to do it slowly. Velocity is a key factor with Google and it indeed looks artificial to have thousands upon thousands of links appear over night. Rule #1: for new sites build links slowly.
- Obtaining links is relatively easy online. Unfortunately, obtaining quality is not and as explained previously...receiving a single high PR link is extremely valuable. Quality over quantity every time.
- Links are readily obtained from the following sources with varying quality:
 - Press Releases
 - Article Publishing
 - Guest Blogging
 - Social Bookmarking
 - Link Baiting
 - PDF & Doc Sharing Sites
 - Forum Posting
 - Blog Commenting



- The key to successful back linking is to vary your anchor text greatly and to develop a diverse profile of back links from numerous sources.
- I would recommend against directly swapping links between web pages as this is extremely easy for Google to discover and the value provided is extremely low.
- Always attempt to avoid spam and highly automated methods as these types of loop holes are often penalised or devalued. Always attempt to put yourself in the end-users place.



Competition

- Do not be discouraged by competition at the niche level. It proves commercial value and intent.
- Assess the availability of long-tail keywords in your niche and check how many sites are actively competing for that keyword.
- You can check the PageRank of competing webpages by using a PR tool like:
http://www.prchecker.info/check_page_rank.php
- You can check their total number of backlinks by using this tool <http://www.backlinkwatch.com/>
- Keep a spread sheet of the top ten competitors for the keyword and list their webpage URL, PageRank, Total Backlinks as an indicator of the competition that you face for that keyword.



Questions

- SEO is such a massive analytical field to review in a single webinar session and I suspect many of you will have further questions. So I have created a special email address where you can all contact me at your leisure for some help and assistance.

Email: helpmesteve@searchposition.co.nz

