

## SEARCH ENGINE OPTIMISATION FOR 2007

### 1. Use Unique Long Tail Titles + Content on Every Page (drop the site title!)

In highly competitive markets, generic title tags just don't get it done anymore. Title tags are the most important element that the Search Engines look at to identify and categorize your page, thereby determining your competition and your position in the search engines.

Get rid of these types of titles: "My Company - Buy Blue Widgets at My Company Cheap"

There are several problems with this;

- Using 'My Company' over and over again on every page may have been what someone told you was the best way, or best practices, but when it comes to search engines it looks like duplicate content. In these days when search engines are not really putting much weight on Meta tags and descriptions, the title is the first thing that they look at and is critically important to ranking.

- Second, the title is loaded with too many words. It washes down the primary keywords.

- Lastly, it targets too many keywords, unless you have built enough pages on the website to also create a single page for 'cheap blue widgets'. (Which, on a side note, I highly recommend) But in your initial SEO rework of your site and its structure, start small and build your way forward. Later I'll tell you about keyword research and its importance in this technique, and you will have a roadmap to follow using both. Too many keywords will dilute the benefits of the important ones.

The way this title should be structured is like this; Buy Blue Widgets

Add a 'buffer-word' before your keyword set.

Now let's talk about the reasoning behind why this is the preferred method for search engines.

End-users are becoming more and more educated about how search engines work; the more descriptive words they use, the more likely they are to get the results that they are looking for. What this means is that last year the key phrase for My Company was Debt Help. This year their top key phrase is Get Debt Free. I don't know why, maybe there is a major company out there doing massive debt consolidation ad campaigns that have "coined" this phrase to make it more memorable than debt help. Who knows? The point is that they are using a completely different search phrase, and the phrase is 3 words rather than 2 words in length. This makes the need to build individual pages for your primary keywords, then your niche keyword phrases, and then finally for your long-tail phrases. Generally speaking, the lower number of words the better, has been the overall suggested recommendation to target because human nature is the path of least resistance. To a point it still is, but the people using longer phrases (based on extensive analytics), know what they are looking for, because they convert at a significantly higher rate.

Once I have identified these phrases I start building additional pages, or even microsites (for purposes of A/B, funnel, and conversion testing) and I target the 3, 4, 5 or even 6 word long-tail phrases.

Use these longer keyword phrases within your content as well. If possible, replace enough of the current keywords on good ranking pages with the niche and longtail version of the keyword string. So if you are ranking well for 'blue widgets', add 'cheap' to each instance of 'blue widgets', both on-page and in the code. This method can be used on several plains. Use it to transfer page rank or boost a niche phrase, while the original rank for blue widgets remains. (You may see a temporary slip in your rankings, but this is only temporary)

If you are in a highly competitive market, this could be the answer that you are looking for to attract the middle 40-80% target audience, plus get great conversion rates.

### 2. Learn and Utilise Advanced Keyword Selection

This has been covered over and over again, but it is a very important element and the importance of ongoing research is very important to stay ahead of the competition. There are several tools out there, most of which are free, or offer free trials. I typically use several different tools.

Google Trends - According to Google "Google Trends aims to provide insights into broad search patterns. As a Google Labs product, it is still in the early stages of development. Also, it is based upon just a portion of our searches, and several approximations are used when computing your results. Please keep this in mind when using it."

This is great if you are in an industry that has seasonal traffic. This identifies the seasonality of keyword searches. Google also has a keyword tool that will take a large list of keywords and when filtered by Search Volume Trends gives you a list that contains 12 months data and when the highest month of occurrence was.

KeywordDiscovery collects search term data from just over 180 search engines world wide. Their database contains approximately 32 billion searches from the last 12 months. Their Premium Database contains over 600 million results.

What I like is that they cover a wider demographic than the other paid tools available. Although the new Wordtracker UK version is a great addition for our company, being that it is based in the UK, KeywordDiscovery seems to be a better choice for those in a European market. Major differences are the databases that they pull their results from. WordTracker uses 4 or 5 sources (e.g. MetaCrawler, DogPile and Overture), while KeywordDiscovery uses Google, Yahoo Groups, DMOZ, MSN, Teoma, Miva and over 50 other databases. They also pull from databases in Japan, Netherlands, Australia, New Zealand, Sweden, Canada, Germany, Australia, France, Belgium, Switzerland, Denmark, Finland, Italy, Czech Republic, Russia, Spain, Mexico, Israel, South Africa, India, and Norway. In the UK alone they use 11 different engines including google.co.uk.

SpyFu is neat (and free) tool that can eliminate keywords that you may think are good to use, but may not convert well. It is a tool for Google Adwords and if you are trying to determine an estimated spend for individual keywords.

I use this keyword tool to see what companies are bidding on terms related to my terms. Chances are, if they are bidding on it, then its probably converting. This helps me eliminate broad terms as well (e.g. parts, cars). I guess you can use other tools to base KEI (keyword effectiveness index) on and do close to the same thing, but SpyFu makes it a little easier and faster.

It will also show you misspelled terms. Of course many of these tools have this function but again, this tool does it quicker. Here's an example of what SpyFu came up with when I searched for 'advanced auto parts';

advaced auto parts  
advancd auto parts  
advanded auto parts  
advence auto parts  
advenced auto parts  
after market auto parts  
aftermarket auto parts  
anvance auto parts

So it doesn't just show ergonomic misspellings, it also shows 'stupid' misspellings.

HitTail is a tool that I hold near and dear to my heart because I had some of input into its development, and they added a few features that I requested while using it for Pay Per Click keyword research. (Well, that and the fact the tool saved my client £90,000 a year).

The tool was originally designed to do what log files can basically do, but quicker and easier. HitTail gathers the keyword and keyword phrases that brought your visitors to the site and graphs them to identify niche phrases that have high KEI so that you can use them in articles or online content. They added an xml export feature that I love because I can use it while creating adwords campaigns and save myself a ton of time.

The reason I use it for keyword research is 3-fold;

1. It's quicker and easier than log file data mining and does it in real-time
2. I can quickly identify the long 4-6 keyword phrases to use in my content
3. I get create adwords campaigns quickly

Search engine users are become more savvy and their knowledge increases every day. They know that the more words they use to target their query the better the results will be. I see 20-30% of my visitors using 4+ keyword strings. Two years ago it was around 2-3.

So to finish this section off I'll say that this is probably one of the most important databases that you will build. Spend a few days and dollars/pounds on it.

### 3. Video and Podcast Marketing, Presentation and Optimisation

I am developing SEO podcasts, and I have clients that are developing different content for video such as gambling tips, tweaking motorbikes and walk-through tours. This is fixin' to be huge folks...like cell/mobile phone huge.

Mobile video is the new television, and will continue to grow quickly. Yahoo and YouTube average visits were between 13 to 15 minutes per visitor. Imagine getting people to watch an ad on television that long. Or what you would have to pay for that audience.

If you mess around with YouTube or any video resource you will find 'share with a friend' and 'add to favorites' on both sites. You will also find many social bookmarking tools. (Pay attention now, I'll show you how to syndicate these podcasts and get a serious boost a little later!) The important point here is that you need to get into mobile web applications, whether it is podcasts, web browser compliance, or your own personal usage of mobile web. This is the way things will transition in just the next 12-24 months.

All it takes is a video camera or good webcam, some basic editing software, and you're ready to go. Be sure to keep the video short, something that people want to learn about or that will keep them watching, and place your URL somewhere in the video. At the end of the video include a "call to action". If you are creating streaming video for your website try this tool. It will automate the process and makes it quick and easy. You can even add a YouTube or MySpace type script to your site to drive viral marketing and promote backlinks.

Submit your instructional video (or whatever you choose to do) to free video publishing sites such as YouTube, Shorkle, Veoh, Furl, Bolt, MovieMasher, Zango, Badongo, MyUseNet and many others.

Continue to work on this and master your editing skills. Be sure to name the file with your keywords. You would be surprised how many of these video ads are showing up on the first page in normal Google searches. This will give you a great advantage over your competition if videos (or what I like to call free advertising) can be applied to your niche market.

Plus with Google's new Universal Search, this optimisation technique could very well put you into the top 10.

For those of you on the Agency or Freelance side of things, here is a great template to work off of when trying to motivate your prospect to invest in Podcasting.

- Your Website Podcast Test Proposal

A Podcast is like a radio show or webcast with a difference; they can be syndicated and listened to whenever the listener wants. Podcasts have become increasingly popular since their creation around 2004 with the BBC now running most of their radio and some TV programming as podcasts. Other traditional media such as newspapers and other TV channels such as The Sun, The Independent, ITV and Channel4 all have a collection of Podcasts.

My Company has in-depth knowledge of all forms of podcast creation, with vast experience in creating, running and promoting highly popular Podcasts. A Podcast brings several advantages to a website or brand

- New Way of reaching customers - A Podcast is another way of reaching out to Your Website customers, using sound and/or video to give communication a new dimension.

- Enjoy the Podcast at their own leisure - A Podcast produces a message that can be heard/seen at the customers' leisure, meaning Your Website's message can be heard/seen while walking, running or driving, in addition to when customers are at home or in a bingo club, also giving Your Website increased brand exposure

- Distribution - A Podcast can be distributed instantly (pinged) to hundreds of directories and submission services (depending on the software).

- Viral Effect - A Podcast can become a viral message passed between friends, co-workers and relatives, depending on the contents. An example includes the BlendTec Will It Blend videos (Will It Blend iPods - <http://www.youtube.com/watch?v=B8H29jU8Wrs> - 4,051,828 views)

Initial Podcast Implementation

The implementation of the Podcast within the Your Website website should be based on Wordpress due to its flexibility and integration with RSS aggregators and automatic feed creation. This will both reduce implementation time and give us advanced features such as download statistics and directory pings which would take time to produce in-house. A Wordpress installation can easily be integrated into the theme of the Your Website site.

Due to previous issues with Wordpress installation, if direct implementation is not possible, an alternative route is to use iframes, showing Wordpress from My Company servers, but having all Podcasts and content on your servers. This is a way of getting around issues with the multi-tier server environment and should not compromise SEO.

As far as timescales are concerned with implementation, installation and configuration of the podcasting system these are broken down into the following estimations (Please note this is highly dependent on technical restraints with the installation time varying greatly);

- o 3 hours - Initial installation and configuration of Wordpress.
- o 8 hours - Your Website theme implementation.
- o 3 hours - feed configuration and submission.

## Writing of Podcast Script

With Your Website supplying the content for the podcast, My Company will refine this and produce a script for a show lasting around half an hour. This will not be a script in the usual sense but rather an overview of the topics and the main points to discuss.

This section of the podcast creation should take around 3 hours for the initial episodes but once a routine has been established, productivity should increase. After creation, the script will then be sent to you for recording. If needed, My Company can also do the recording.

## Podcast Submission & Syndication

After receiving the audio, My Company will then produce show notes which are optimised for SEO and link back to specific parts of the Your Website website. The show notes should also include a promotional code specific to the podcast which will allow for tracking.

The audio file and show notes will be uploaded to the wordpress installation and automatically syndicated on many websites. Manual submission and link building on a per episode basis should here also be included.

- o 1 ½ hours - Show note production and SEO optimisation
- o 1 hour - Audio upload and syndication
- o 5 hours - Episode link building on social media, bingo forums and other bingo related sites.

## Podcast Content Plan

The purpose of this content plan is to provide a framework from which to build the content on the new Your Website Podcast.

The tables below denote the required steps to complete the individual features of the Your Website Podcast.  
Initial Content and Script

Overview:

Your Website to provide initial content for Podcast, e.g.;

- o Last Week's Winners/Comments/Articles
- o This Week's Promotions
- o Your Website News
- o Your Website Chat Moderator Interview Answers
- o Podcast Promotion Page Address
- o Information About a Featured Club

My Company will optimise the content and add in other content such as:

- o Featured articles and Top lists
- o \_\_\_\_\_ Jokes
- o \_\_\_\_\_ News
- o Best of \_\_\_\_\_ Buzz
- o A Tutorial on one aspect of \_\_\_\_\_
- o Pick of the weeks emails

The above content will be produced into a script by My Company and returned to Your Website

Responsibility of your website : Your Website to supply above content  
Frequency: Each Podcast

Responsibility of My Company : My Company to add additional content and optimise into script  
Frequency: Each Podcast

Responsibility of My Company : My Company to return script to Your Website  
Frequency: Each Podcast

Due Date: TBC

Audio Production:

Overview: Your Website to produce audio from supplied script

Frequency: Each Podcast

Responsibility Your Website: Your Website to produce audio from script and send to My Company

Due Date: TBC

#### Podcast Syndication

Overview: My Company, after receiving the audio files from Your Website, will write detailed and optimised show notes based on the script and audio. My Company will then upload these onto the Podcast area of the Your Website and use social media, podcast aggregators and feed readers to distribute the podcasts and instantly let subscribers listen to the latest episode.

Responsibility My Company: My Company to write optimised show notes on each episode

Frequency: Each Podcast

Responsibility My Company: My Company to upload podcast and ping / submit to the above listed services.

Frequency: Each Podcast

Due Date: TBC

#### Menu Pricing

As this is an initial test, costs will be lower than usual in order to prove the worth of the concept.

Description :

#### Podcast Initial Implementation

- o Initial installation and configuration of Wordpress.
- o Your Website theme implementation.
- o Feed configuration and submission.

Price: £840 Per Site

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#### Podcast Script Writing

Write script for the half hour show, using content by Your Company and My Company.

£180 Per Podcast

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#### Podcast Submission & Syndication

- o Show note production and SEO optimisation
- o Audio upload and syndication
- o Episode link building on social media, forums and other related sites.

£450 Per Podcast

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Total cost for setup & test £1,470

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Next Steps:

We are confident the Podcast is a good next step for Your Website in order to stay ahead of the competition. My Company can start the implementation as soon as scope for the Podcast test has been agreed.

#### 4. Create a Corporate-Level Link Building Campaign

If you haven't done this yet, you are already behind. Link building is an acceptable practice if it is done the right way. Here I'll tell you the right way.

You need to set some type of budget. Whether you're an individual with one or two accounts, or an agency with dozens, you need to have some type of budget set aside for this. It can be money or it can be time.

Here is how I segment my campaigns;

- o 15% - 25% to purchase 1-way back links to internal pages. Not text links. I create custom/bespoke articles that will compliment the owner's site, and that have my keyword phrase within it as my anchor text. I also make sure that it is a relevant site to my article/anchor text.

- o 25% - 30% reciprocal link exchange. Not text links. I create custom/bespoke articles that will compliment the owner's site, and that have my keyword phrase within it as my anchor text. I also make sure that it is a relevant site to my article/anchor text.

- o 25% for blogs and forums. It's considered Guerilla Marketing. This takes a little longer because you need to establish yourself within communities and become somewhat of an authority that can post links to relevant and useful content on a site. This will attract actual traffic (and improved rankings), and also create natural back links from other end-users.

- o 25% Use an automated tool (IBP 9.0 - Axandra) to find potential link partners. You can find a complete guide on how to use this along with Firefox and SEO Quake extension on the SES London Presentations Page. The username is london2007 and the password is febpres07.

Now whether you hire students to do these tasks or you do them yourself, they need to be part of your daily routine. I have tested dozens of techniques, each having its own merits dependent on actual demographics, but every campaign has a planned strategy.

Obviously there are other considerations such as building good content that people want to link to, creating top 10 lists, how-to guides and reviews, but not all markets have the ability to do these in a relevant way. My recommendation in this type of situation, and really any others, is to do a 'who-is' lookup and pick up the phone and start calling. These are the best kind of back links.

You can find many more ways to build links in Step #14

## 5. Optimise HTML Comment Tags/ Bad Url's/External File Names/PDF Documents/Hyphen vs. Underscore

It seems like a small thing, and even overkill to some, but I have participated in some testing on these suggestions and in all instances positive results were seen.

Google mentions looking at html comment tags in their AdSense Help Centre. Does this mean that their algo also looks at html comments? Maybe, maybe not. But it can't hurt. (Only add 1 keyword phrase though, and use it in a sentence and not the first word).

Bad URL's are the page address that shows up in your browser bar at the top when you land on a page. The search engine robots don't like certain characters like ampersand or question marks, so it's better to utilise a 'mod rewrite' which converts long strings of characters generated by different programming techniques into plain URL addresses. So this; [http://www.mycompany.php/?\\*%"\\$£"/230/aff\\_id=233544](http://www.mycompany.php/?*%) becomes <http://www.mycompany.com/my-keywords>.

There are some debates about the weight that keywords in your URL's do or do not carry in search rankings. I know they do for some (not google), so I'm continuing to use them. Depending on what type of server you use, this may be very easy or very time consuming, but it is extremely important.

Rewriting external file names is taking your external css or javascript files and using your keyword/keyword phrases within their actual file name. As I believe meta tags (keywords and descriptions) are still in use to a point, I believe things like the file names and html comment tags are as well.

Last, but not least, create PDF versions of your pages that are already ranking well, or have had content written for optimisation purposes. In other words, I have pages that have what I feel is the perfect SEO formula, with on and off-page optimisation. I take these pages and get the trial version of Adobe Acrobat 8 Professional. This will allow you to automatically create PDF versions of your pages, and add a few other optimisation elements (which you can find a little later in my SEO Checklist). Be sure to name the files with your keywords. Take these PDF files and put them in a subdirectory off of your root, and in the same directory. Add a your-keywords-here.xml sitemap, separate from your site xml map. Submit it separately to Google for a crawl. Be sure to add this file to your robots.txt file.

I also use Multimedia Pdf EBooks to create customer-facing PDF docs that are also seo friendly. If you have a storefront I highly recommend this.

Up until recently Google recommends using dashes instead of underscores in your URL's, not just the main one that you buy, but also the internal pages that you name. As I mentioned above, a mod rewrite will accomplish this for you. [www.mattcutts.com/blog/dashes-vs-underscores/+matt+cutts+hyp...](http://www.mattcutts.com/blog/dashes-vs-underscores/+matt+cutts+hyp...) target='\_blank'>Google's Matt Cutt's verifies this here in a 2005 post from his blog. Vanessa Fox, also of Google, revisits the issue here just last year, of course that is then and this is now. Here Matt states that Google now treats underscores as word separators.

A few more tips on URL's;

I. The number of slashes in your URL (i.e. the number of directories deep your page is) isn't a factor in your Google rankings. Although it doesn't matter for Google, it is rumored to matter for Yahoo and MSN (Live Search).

II. The file extension in your URL won't affect your rankings. So it's inconsequential whether you use .php, .html, .htm, .asp, .aspx, .jsp etc. The one extension you should avoid for your Web documents? .exe.

III. Google treats URLs with a query string the same as static URLs. Caveat: as long as there are no more than two or three parameters in the URL, that is! Put another way, you won't take a hit in your Google rankings if you have a question mark in your URL; just don't have more than two or three equals signs in the URL.

## 6. Test and Retest Your Site Navigation and Usability with Real People

Navigation and usability is a fundamental element to search engine optimisation. It is also one of the first things I look at when a potential client comes to Stickyeyes for a consultation.

Unfortunately in most situations there is a Director, Manager or Webmaster that is married to the current design. If we see a need for complete redesign, hopefully we are lucky enough to be given the "nod", but in most cases that does not happen, so we are forced to change bits and pieces.

Before I touch on some really good tips, let me just say this to the site owners, webmasters and upper-management people out there, if you are not ranking well, not getting a good click-through rate, experiencing high bounce rates or cart abandonment, or a you get a myriad of traffic without a minimum of 3% conversion, then you probably have usability issues. Let the marketing people do the marketing.

You have more than one choice;

1. You can let us redesign your website and almost guarantee every element I mention above will be resolved.

2. You can let us create microsites in subdomains with full access to tinker around, test and improve. This way your "top-secret" back-end won't be exposed (or cause any infrastructure or complicated matrix/server issues), or even allow access to a staging server.

3. You can let us change elements within your current site and test them with the knowledge that we really know what we are doing.

At the end of the day what I am getting at here is that this is a serious fundamental element in a successful website. We typically sit down with 10 or 12 of our best people when looking at the website's functionality. This is about the best focus group you could ever wish to have looking at the website because we also know end-user behavior. Keep an open mind to these types of suggestions because they are usually one of the major problematic issues that most websites have.

So on to the more tips.

Be sure you have definitive CTA's (Call to Actions) throughout your site, preferably in the navigation bars. These can be Call Us, Contact Us, Get a Quote, Add to Cart, Sign Up, Request Information or whatever. These CTA's should be in an abridged form that has as few fields as possible. ('path of least resistance' - keep it very short.)

I recently looked at a website (a major name that you would recognize) that sells insurance online. Being an ex-insurance agent I know the information that they need to give a quote is certainly not 15 pages long. We actually timed it at close to 16 minutes to complete.

Checkout procedures, whether for an ecommerce site selling widgets, or an insurance company trying to give a quote, should only be information that is required to give a price, and kept to a bare minimum (Don't ask how or where they found you, if they also want information on something else, or are interested in receiving additional offers...they aren't and it will hurt your conversion if the user thinks that you may resell their information or bombard them with emails each day) Human nature is the "path of least resistance" and you can scare them off with a daunting list of required

fields when all they were looking for was a quick price. People don't want to have to give this personal information away in the first place and doing it online is an even scarier scenario, but now you want it all!?!?

Another thing, don't worry about data-captures. You can't use them anymore for follow-up email offers unless you run them through 'Can-Spam compliance'. This means the extra step that will cost you 15% of your potential conversions and was designed by some 'brilliant' coder to build your email database is worthless without a 'double-opt-in' so keep it simple. Give them what they want.

If you absolutely need the information, then using javascript/ajax style forms are great. With these you only show a few fields at a time and if the appropriate radio button is selected, it opens additional fields to be filled in. The entire form is preloaded and will also integrate with a mobile version if you do it right. The idea is that if you get them mentally committed by filling out a few fields, they are more likely to fill out the remaining fields. These menus load quickly and are non-daunting.

Also, add an outgoing link to Wikipedia's listing on CanSpam compliance. This may help gain you more of the trust element with Google since Google looks at your outgoing links and not just their relevance to the page it is linking out of, but also the trust factor of the website that it is linking to. To them it appears as if you are providing good content using this method. Read more about this in Tip #21.

Placements of "information request" forms are important as well. If you carry 100's of products, don't put a "request more information" button or form in your side navigation bar. Put one below each product and add script that will pre-fill the request form out so that all the end user need do is to add minimal personal information. (Tip: If you are in the UK, the post office can provide you with an API that will pull addresses based on post codes. When the end-user enters his/her post code, their address can be pre-populated which will increase your conversions while minimizing the number of fields needed to complete the lead/sale. If you are in a sector like auto insurance you can get access to the DVLA database that will pre-populate vehicle information. There are many of these types of databases out there. Some free, some will cost)

For those that are eTailers, or those who have actual physical products that they sell (not necessarily affiliate marketers) and are competitive with their competition and their pricing, put a Low Price Guarantee CTA (call to action) like the one that you see here. You'll be surprised at the increase in sales opportunities that you will see. I've been doing this for 7 years and not only does it lend itself to keeping tabs on competitors that are violating a fixed-pricing structures, but it gives me an additional opportunity to cut the profit to earn a new customer for my client, and grow the lifetime value of that customer. "A little bit of something is better than a lot of nothing"

Here is something to think about; what would you pay me to become a regular visitor or customer of your website? This offer includes a bookmark, a few recommendations to fellow users and I will eventually spend a few bucks because I'm 'getting to know ya'.

My Answer: An amount equal to, or maybe a little more, than the amount that I estimated each visitors LTV (Lifetime Value) is. So whatever I calculate a converting customer's total average purchases are worth to me. If my average customer makes 3 purchases for an average net profit of £/\$25, their LTV is £/\$75.

This is great information to have because if you get into paying for online customers, you will use this LTV to set CPA (Cost Per Acquisition) campaigns that sell you customers such as Google Adwords, Affiliate programs, or any of the various avenues for lead/sale aggregation.

As long as I can afford it, I'll pay you my estimated LTV (Lifetime Value) because I know what a guy/gal like you are worth. You are better than ANY advertisement I could buy. How can I find 10 more of you? How about I pay you to tell your friends I like guys/gals like you? I'll pay them just like you!

Figure out the value, or what you spend for each customer acquisition and figure out ways to spend it and get more of them buying from you before your competition does.

You will find that earning the trust of an online customer will be much more substantial than any other customer you ever have, or have ever had, or will ever get in the long-term future.

Especially in this new and upcoming age of social media and information exchange, these types of tactics are your number one priority, and this tip is, although not the best one here, another task you need to add to your daily arsenal.

## 7. Run Regular Monthly Basic SEO Checks

This is a list of basic SEO tasks that should be the first thing that you check on all of your pages. Many times I find myself looking for the more technical issues, only to find out from one of our freshman SEM's that there was a 302 redirect rather than a 301, or worse, there was a doorway page or hidden text from a previous SEO company. So I'm including this list as a checklist for you to use.

1. Check for 302 redirects or any other redirects.
2. Check for Load Time, Browser Compatibility, Spell Check, and Link Check.

3. Check Server Headers
4. Code to Text Checker
5. Keyword Density
6. Spider Simulator
7. Plagiarism Checker
8. Atom & RSS Feed Validator
9. W3C Markup Validation Service
10. Domain Directory Checker (top 10 Directories)

## 8. Optimise Your 404 Page

The search engines look at traffic in their algorithms to "grade" a page. If you have a complicated URL, one that is commonly misspelled, or do something else that could endanger losing any existing links that are published out on the WWW, this is the landing page the visitor will get sent to. If it has your template and navigation from the rest of the site it will get indexed like a normal page. Change your title and meta to one of your keyword strings, add an image and relative content that reflects your keywords as well. I avoid placing the actual term "404" on the page.

Some of the ways 404 pages are reached are:

Bookmarked sites that have since been moved  
The end-user made an error when typing in a url  
A moved page is still indexed in the SERPS  
There are broken links in your link structure

What are some tips when customizing your 404 error pages?

1. Put a link to your FAQ page
2. Put a link to your top level categories
3. Put a link to your sitemap
4. Create a template 404 page that blends with your site
5. Add a search box
6. Make your 404 pages look as close to your site theme as possible
7. Add true navigation to it.
8. Optimise this page with the same elements as your other pages (See Tip #21)

A simple statement like, "You have found this page in error, please select from the menu on the left side of this page" will do here, and you will retain more traffic.

## 9. Google Custom Desktop and Google Alerts for Content

If you are not using Google Customized Desktop, Google Reader, or some type of rss feed reader already, you should definitely start using one. The easiest way to accomplish this for a complete novice (but is actually the way I do it), is with your GMail account. This is something else you should already be using. For the data storage alone you should be using it. If you need an invitation to open one, send me a request and I'll send an invite (garythescubadiver@gmail.com). You will need a GMail account to use this tool.

With a GMail account you can go to the Google homepage and login using your email. In the top right corner is a link for "Add stuff". It allows you to add specific URLs and it will pull the last 1-10 entries from that page and populate your Google Desktop. Here's a snapshot of what mine looks like;

It isn't the best snapshot but I wanted to show as much as possible. This is actually only about 1/3 of what I have on mine. These are different places that I used to go to individually to find information.

Google Alerts is a fantastic tool. You enter your search term and whenever Google finds your term while crawling the web it will send you and email with a link to it. I have alerts on everything from "google datacenters" to "DMOZ" and "Matt Cutts" to "Danny Sullivan".

When I look for content, I use these as reference tools. They are not meant to be used to scrape content or plagiarize other websites.

There are many other uses for these if you put your head to it. :o)

## 10. Use Press Releases and Syndication

Press Releases are a fantastic way to get natural one-way links, and also attract fresh traffic. If they are done correctly they can be the main source for building traffic, gaining ranking positions and building trust with the search engines. But don't just write them, send them to the right places.

In the United States I use PRWeb, and in the UK and Europe I use SourceWire to syndicate articles. Both originally started as PR companies before the web came around so they have excellent connections with real syndicated sources. The websites that they send the articles to, will re-syndicate them to even more websites. You will pay between £20-£40/\$20-\$60 depending on the amount that you send them.

The articles that you syndicate should be authoritative or about something that will attract people to it, like Top 12 SEO Tips for 2007, or Ten Reasons Why \_\_\_\_\_. You should quote trusted authorities and always reference the source when possible. I use Wikipedia or news sources like Google News, BBC, or CNN. I believe this actually adds trust to an article and in 3-6 months when Google pushes out Page Rank, the probation period for giving you full value is reduced.

Valuable content will be a natural link bait and you will also get real traffic from it.

Pull a unique phrase from the article (mine is GaryTheScubaGuy) and add a Google Alert to it (#9 above). Choose to be alerted "as it happens". When you get an alert (typically within 6-12 hours), go to the page and place a Social Bookmark on the page. (I will talk more about this technique in the next tip.)

## 11. THE SECRET WEAPON - Social Bookmarking

Wikipedia defines it this way:

In a social bookmarking system, users store lists of Internet resources that they find useful. These lists are either accessible to the public or a specific network, and other people with similar interests can view the links by category, tags, or even randomly. Most social bookmarking services allow users to search for bookmarks which are associated with given "tags", and rank the resources by the number of users which have bookmarked them. Many social bookmarking services also have implemented algorithms to draw inferences from the tag keywords that are assigned to resources by examining the clustering of particular keywords, and the relation of keywords to one another.

GaryTheScubaGuy defines it this way:

One of the best free ways to get increased ranking, back links and traffic, for very little time commitment other than setup.

This very moment most search engine algorithms are placing a ton of weight on end-user 'bookmarking', 'tagging' or one of various types of end-user generated highlighting.

Before doing any of this run a rank report to track your progress. I have tested this on terms showing on page one, on terms ranked 11th through 12th and others buried around pages 5-10. It works on them all in different time frames, and they last for different periods of time. This you will need to test yourself.

Be careful because you don't want to be identified as a spammer. Be sure to use genuine content that provides a benefit to the user.

Here is how I recommend doing this.

1. Download this; Roboform. (It says it will limit you but I've had as many as 30+ passwords created and stored in the trial version) This will allow you to quickly fill out signup forms and store passwords for the 10 Bookmark sites that I am going to be sending you to.

2. Within Roboform go to the custom area and put a username and password in, as well as your other information that sites usually ask for to register. This way when you are using these different bookmarks it's a 1-click login in and becomes a relatively quick and painless procedure.

3. Establish accounts with these Social Bookmark Sites;

- a. Digg
- b. Technorati
- c. Del.icio.us
- d. NowPublic
- e. StumbleUpon
- f. BlinkList
- g. Spurl
- h. Furl
- i. Slashdot
- j. Simpy
- k. Google Toolbar (w/Google Bookmarking)

4. Internet Explorer, Firefox and most other browsers have an "add a tab" option, but I use Firefox because I can bookmark the login pages in one file, then "open all tabs" in one click. From here I click on each tab and in most cas-

es, if you set it up right, Roboform will have already logged you in. Otherwise you're on the login page and by clicking on the Roboform button everything is prefilled, all you need to do is click submit. (some of the bookmark sites will allow you to add their button into your browser bar, or you can get an extension from Firefox like the Digg Add-on to make things quicker)

5. Lastly, Install the Google Toolbar. It has a bookmark function as well, and you can import all your bookmarks from Firefox directly into it. Google looks at many different things when assigning rank and trust. For instance, when you search for something and go into a website, Google will remember how long you stayed, how deep you went, and if you came back out into the search to select another site, which means you didn't find what you were looking for. This is all part of the Privacy Issues that have been in the news.

Here's what Google actually says! "The Google Toolbar automatically sends only standard, limited information to Google, which may be retained in Google's server logs. It does not send any information about the web pages you visit (e.g., the URL), unless you use Toolbar's advanced features."

They practically spell it out for you. Use their bookmark feature just like you were doing the social bookmarking I outlined above. This is just one more click.

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Some of the elements that Google looks at when grading a website are;  
How much time did the average visitor spend on the site?  
What is the bounce rate on the landing page?  
How many end-users bookmarked the page?  
How many users returned to the search query and then on to a different site?  
-----

Each time you publish an article put a Google Alert on a unique phrase. Each time Google sends you an alert, bookmark it on every bookmark site. This will take some getting used to, but will eventually become second-nature. Remember what I said in the beginning; "One of the best free ways to get links and traffic, for very little time commitment other than setup".

When you start seeing traffic coming in and your SERPs getting better you will use the heck out of this. I'm waiting for someone to come out with software that will automate this process completely, but by the time that hits nofollows may come into play. But for the time being it works and it works well.

(Update: Found one) Bookmark Demon and Blog Comment Demon[<http://garyrbeal.bookdemon.hop.clickbank.net/>]. It automates the process.

Since I am sure someone is going to refute this claim based on the fact that if the site has a no-follow on it, the results will be nonexistent, I'll just add that - yes it does still get indexed, and it does still help.

One more thing regarding posting to blogs and forums. When I create an account I sign up and use a very unique member name (eg. GaryTheScubaGuy). This is because many blogs and forums have a no-follow, which means the link in your signature or on your member name won't show up. So I also sign, or add my member name to the bottom of my post, then add a Google Alert on my signature so that when Google finds the post, it will alert me, and I will then start bookmarking the forum page.

## 12. Create a Small Google Adwords Account - 5 Great Reasons Why

Creating a small Adwords account will give you valuable information quickly, whether you are getting traffic or not. Look around for a \$50 promotional coupon. Start out with a £/\$100 account. Use this tool Keyword Elite to build your keyword list. This is the best tool I have used in close to 7 years of managing over 10 million in adwords campaign across all sectors, competitive or not. I won't get into the particulars; I'll just say get it and learn it. Put all your max bids at the minimum. Be sure to set up Google Analytics (add a dummy file to your server) and the conversion tracking (one line of code) into your thank you page to monitor what keywords are converting.

This will give you valuable information that you can use to improve your site like what keywords are converting into sales rather than just traffic,

Five Great Reasons Why:

1. Test navigational elements for the best CTR
2. Track keywords to conversions to designate individual page creation
3. Identify primary and secondary keyword
4. Establish estimated conversion costs
5. Get a head start on traffic and sales

### 13. Create A Multi-Source Rss feeds to Internal Pages

When I say multiple its because the majority of people who add rss feeds, add one, and this will eventually look like duplicate content if the moons line up correctly, or if you simple get a feed that doesn't refresh that often and Google crawls your site and someone else's site and sees the same content. Although there is only a remote chance of this happening, I would still take the extra step to feed it via multiple feeder sites.

This content should be placed on-page (within your content) rather than in your navigation. Most search engines will parse (remember) your navigation anyhow so the benefit of having the content in your navigation is minimal. Put it within the content, preferably near the bottom of the page above the footer. This means that each time the spiders return they will crawl through to the end to get to the fresh content. (Be sure your page is under 30-40kb)

I use Power Rss for this. Or, if you have a Joomla site, this has a built-in feature that you can read about here: Joomla Simple RSS Feeder.

### 14. Comprehensive Link Building

Link building is the single most important element to obtaining high rankings in all of the major search engines. It is vital that continual efforts be made and long-term plans be laid out to insure a web sites continued success in organic search results, and reduced costs in paid placement (PPC).

Google created the most successful information retrieval device of all time based on sending spiders to follow each and every link they can find on each and every web document they come across. Yahoo, MSN, Ask, and all the other search databases have acquired the vast amounts of information they contain in similar fashion. Links play important roles in the ranking formulas of all search engines, especially Google, by providing numerous pieces of data for their algorithms to chew through.

The best links a web site can have are natural, one-way inbound links. These are links that are posted by other web sites, forums or blogs. These show a natural interest in something the linked web site offers such as valuable information, news, a tool or some other resource.

The more one-way links a web site has, the more reliable the search engine algorithms consider it to be. Google has gone as far as to rank a web site in terms of PR, or page rank. This is a sliding scale of 0-10. The more important Google considers a web site, the higher the PR that it awards it. (PR also includes visitors as well).

You can check the number of back links to a web site in many different ways. The Firefox browser has an installable extension that allows users to "right-click" and scan down to "back links" to see the number of back links a site has. There are several toolbars that you can install (Google, Yahoo, etc.) that allow you to see this, and there are various web sites that offer tools to do this.

(Google is unique in its approach to back links as it will only show a percentage of the actual back links, whilst Yahoo and MSN show all. Google also will delay showing back links in order to attempt to weed out purchased back links or schemes to affectively fool the algorithms into awarding a higher PR, and thus a higher position in the SERP's - Search Engine Ranking Positions.)

These will check the number of back links that a page has: [http://www.iwebtool.com/backlink\\_checker](http://www.iwebtool.com/backlink_checker)

<http://www.searchenginegenie.com/backlink-checker.html>

This will check the number of back links that the top 10 sites have based on your selected keyword (this will help you find relevant sites); <http://www.webuildpages.com/seo-tools/whoischeck-bykeys.pl>

Or you can even use the free version of IBP - Arelis to do this. Arelis will;

I. Search for Link Partners by Keyword

II. Search for Link Partners by Finding Who Already Links Back to You

III. Find Out Who Links to Your Competition

Types of Link Strategies

Natural Link Building - Adding quality content or something that benefits the end user that they would want to link to

One-Way Linking (Purchase) - Buying one-way inbound links to your web site

Reciprocal Linking - Exchanging links with another web site

Link Farms - Companies like linkmarket.net (but not directories, FFA's, or obvious abusers of linking)

Three-Way Linking - Site A links to Site B, Site B links to Site C, and Site C links to site A ([www.three-way-links.com/](http://www.three-way-links.com/))

Forums and Blogs - Links from forums and blogs

News Articles (PR Web) - Typically created by web site owners to promote their site. These are effective after 2-4 weeks when Google has crawled them and indexed them within their search results. Never put more than 1 link to any one page per article.

One of the tools mentioned above, linkmarket.net is a good tool, which has spawned many other linking tools that do similar things.

Here's how it works; you search through their categories for relevant categories. Once you drill it down to the category and click on it, a list of other members will come up as well as their Google PR. You add their link to your website and send them a request. This request will also provide a link for them to insert into their web site. The downfall is that you need to check that the link remains there or even that it's placed in the first place. This is where the work begins.

You need to track all of the links to verify they aren't taken down. There are tools (Web CEO for one), that will do this for you, but you will still need to record the link page URL so that you can enter it into the tool so it can do the check.

There are many ways to gain back links from a web site. You can offer valuable information on something that an end-user finds useful, such as a map to, or of a destination, a tool such as a mortgage calculator, or even a coupon or shopping tips. This is the way the search engines want you back links to occur...as this is the Natural Link Building process; An end-user finds something on a web site that they feel is useful and they create a link to it.

Another method is purchasing One-Way Links. You must be very careful when attempting this strategy as many things can go awry, and the search engines (especially Google), are looking very hard at how to avoid awarding web sites higher SERP's based on link building efforts attempting to obtain a more favourable position in their search engine.

Whilst Google Page Rank doesn't directly affect your SERP's, the back links from trusted sources do. The way this works is that Google looks at the PR of the referring web site and passes on PR. The influence of this "bleeding" affect is determined by:

- o The PR of the referring site
- o The number of outbound links on the page containing your back link
- o The "trust" rating of the referring web site, according to Google, which is based on the registration date and consistent content, as well as the web sites own back links and these same parameters

This, put in basic terms, means that spending the time that it takes to obtain a back link from a site that has no PR is minimal.

Here is an example of Google's "weightedness" (a made up word by Gary);

Site 1 with a PR5 has 50 links (the max you want on 1 page) = bleeds .0012 PR

Site 2 with a PR5 has 10 links = bleeds .430 PR

Site 3 with a PR5 has 2 links = bleeds .776 PR

Additionally, Google seemingly awards back links from .org's slightly higher, and back links from .edu's and 'gov's significantly higher. This opens many vertical possibilities when taken into consideration whilst planning your long-term back link strategy. Ask me about these if you're willing to do a lot of hard work.

The following is the same example above, but is based off a back link from a .edu and a .gov

.org/.edu Site 1 with a PR5 has 50 links (the max you want on 1 page) = bleeds .4352 PR

.org/.edu Site 2 with a PR5 has 10 links = bleeds .88721 PR

.org/.edu Site 3 with a PR5 has 2 links = bleeds 1.176 PR

So this means that it is important to get back links from high PR sites, as well as sites that have related content.

The Link

Just as important as the back links, the actual content of the back link is as important.

Because of the overwhelming problem the SE's are experiencing with Spammers and Black-Hatters overtaking their results and therefore skewing the quality of the overall purpose of their primary intended function, which is search and providing relevant results, each of the main three search engines have introduced, or are soon to introduce an entirely new algorithm that, in purpose, is meant to eliminate the bad, and provide genuine, relevant results, which is what the end-user is looking for.

So Google tweaked their algorithm to place an increased weight on not only back links, but the actual content that surround the back link. So be sure that when you spend all this time on link building you do it the right way. Put your link inside relevant text, with other keyword strings that contain your primary keyword set.

What this means is that if I were optimising a web site and one of its keyword phrases were "debt consolidation", I would create a back link that used "debt consolidation" (actually I would use "Get Debt Consolidation" because you need a 'grey' word before your keywords in ANY circumstance when doing optimization to avoid obvious SEO red flags), and the link description would also include that phrase. So, a good example of this is here:

Expert Debt Consolidation - Get Cheap Debt Consolidation Now.

This is a basic example. Every web site and back link offer/tool will have different parameters stating how many characters you can use, the length, content, number of caps, number of expletives like "best", "cheapest", or "lowest" type. The point I am making here is that you need to take full advantage of the link. You do this with carefully selected anchor text and descriptions. These links need to be carefully created and linked back to SE optimized landing pages that mirror your anchor text and description. These elements are EXACTLY what ALL search engines, especially Google, use to weight or grade the link.

This, coupled with quality content and the correct keyword density and other SEO elements, are core in the future of obtaining high rankings with all SE's organically, and PPC at a cost well under what the competition is paying.

#### Link Tools

Alexa (Part of IBP 9.2), WebCEO and many other tools are available that work in an efficient way, and can be very effective if utilized in the correct fashion. These tools will take your selected keyword and based on the parameters that you set up, crawl the search engines and the top ranking web sites that come up for that particular query. They then pull any available emails from the site, if available, or if there isn't one available, it will default to whatever you select (i.e. webmaster@ or info@).

So lets say you are searching for back links from sites that are related to women's under garments for Bravissimo. I would enter "women's clothing" into the search box and these tools come back with the number of sites that you request. The tools give you the amount of back links a site already has, the PR strength, a relevancy grade and so on.

These tools have other optional settings to help in your link building schemes.

- o Find web sites to link to by keyword
- o Find web sites that link to your competitors
- o Find web sites that already link to you (to possibly change the anchor text or add additional deep links)

IBP, for instance, will scrape the results of these searches and scan the website for email addresses. This is a big timesaver.

Investigate the many tools available to find the one that suits your needs the best. Stay away from the cookie cutter approach if possible as link building has been going on for years and most web site owners have received thousands of "canned" requests over the years.

#### Things to avoid when link building

- o Stay away from link farms (<http://www.jimprice.com/jim-lnk.htm#people>)
- o The site has no possible connection to your subject matter whatsoever. The page they put your link on isn't linked to FROM any page, meaning it's floating out there in never-never land and is a ploy to get you to link to their site.
- o The page where they put your link is on a URL a mile long and several directories deep so engines will never find it.
- o The page looks like a farmer's field with nicely arranged rows of links to hundreds of sites which aren't necessarily organized in any logical manner, but that doesn't matter because someone told them the link is all that counts.
- o It's a link and a link only. No description. No proof the person ever actually reviewed the site.

o Signs they'll accept anything that shows evidence of being a "live" link. A true Directory has criteria, frets about the quality of sites it links to and doesn't have people out begging for links. Instead the reverse is true, with people begging to be let in.

o Watch for scams such as sub-domain one-way traffic feeders where the page your site is linked to isn't part of the main website. Study the URLs carefully before you decide to accept a link request.

o Stay away from FFA sites (Free For All)

o Avoid being on a web site that has pages and pages of links. This is viewed as a Link Farm.

o Stay away from sex oriented, gambling, RX and other unsavoury sites.

o Be aware of the possibility of bad neighbours. If you are on a shared server, do a blacklist check to be sure you're not on a proxy server with a spammer or banned site. (This is a tool available in Tip #20)

o Don't waste your time getting a link from a non-ranking page within a site. The page needs to hold a rank of a minimum PR value of 1 below your landing page, particularly if there are going to be other outbound links to other web sites. If there are not going to be other outbound links, or just a few, then a PR of 2 and above will still boost your ranking and benefit your SERP's as well as your own PR.

o Stay away from link pages called "Link Partners", "Links" or the like, especially if the term "link" or "links" is part of the URL

o Stay away from pages that have more than 50 outbound links

If you are looking to build long-term rankings, it takes more work and creativity than just sending out automated emails or joining a linking program. Create a daily "hit list" outlining exactly what you will do.

Don't be afraid to pick up the phone. This is the best way to get and keep a link. You can usually find this information at Network Solutions or the web sites "About Us" page.

Lastly, keep at it! Link building is a marathon, not a sprint. You've been given what is probably the most important job that influences search engine results. The work you do today, will put a web site at the top of the rankings tomorrow, and keep them there.

#### 50 Ways To Get Links

1. Build a "101 list". These get Dugg all the time, and often become "authority documents". People can't resist linking to these (hint, hint). Like mine at <http://www.ppc-manager.blogspot.com>. I did a PPC 101 and PPC 102 lists.

2. Create 10 easy tips to help you [insert topic here] articles. Again, these are exceptionally easy to link to.

3. Create extensive resource lists for a specific topic (see Mr Ploppy for inspiration).

4. Create a list of the top 10 myths for a specific category.

5. Create a list of gurus/experts. If you impress the people listed well enough, or find a way to make your project look somewhat official, the gurus may end up linking to your site or saying thanks. (Sometimes flattery is the easiest way to strike up a good relationship with an "authority".)

#### Developing Authority & Being Easy to Link To

6. Make your content easy to understand so many people can understand and spread your message. (It's an accessibility thing.)

7. Put some effort in to minimize grammatical or spelling errors, especially if you need authoritative people like librarians to link to your site.

8. Have an easily accessible privacy policy and about section so your site seems more trustworthy. Including a picture of yourself may also help build your authority.

#### PPC as a Link Building Tool

9. Buy relevant traffic with a pay per click campaign. Relevant traffic will get your site more visitors and brand exposure. When people come to your site, regardless of the channel in which they found it, there is a possibility that they will link to you.

## News & Syndication

10. Syndicate an article at EzineArticles, GoArticles, iSnare, etc. The great thing about good article sites is that their article pages actually rank highly and send highly qualified traffic.
11. Submit an article to industry news site. Have an SEO site? Write an article and submit to WebProNews. Have a site about BLANK? Submit to BLANKinformationalsite.com.
12. Syndicate a press release. Take the time to make it GOOD (compelling, newsworthy). Email it to some hand-picked journalists and bloggers. Personalize the email message. For good measure, submit it to PRWeb, PRLeap, etc.
13. Track who picks up your articles or press releases. Offer them exclusive news or content.
14. Trade articles with other webmasters.
15. Email a few friends when you have important relevant news asking them for their feedback and/or if they would mind referencing it if they find your information useful.
16. Write about, and link to, companies with "in the news" pages. They link back to stories and blog posts which cover their developments. This is obviously easiest if you have a news section or blog. Do a Google search for [your industry + "in the news"].
17. Perform surveys and studies that make people feel important. If you can make other people feel important they will help do your marketing for you for free. Salary.com did a study on how underpaid mothers were, and they got many high quality links.

## Directories, Meme Trackers & Social Bookmarking

18. This tip is an oldie but goodie: submit your site to DMOZ and other directories that allow free submissions.
19. Submit your site to paid directories. Another oldie. Just remember that quality matters.
20. Create your own topical directory about your field of interest. Obviously link to your own site, deep linking to important content where possible. Of course, if you make it into a truly useful resource, it will attract links on its own.
21. Tag related sites on sites like Del.icio.us. If people find the sites you tag to be interesting, emotionally engaging, or timely they may follow the trail back to your site.
22. If you create something that is of great quality make sure you ask a few friends to tag it for you. If your site gets on the front page of Digg or on the Del.icio.us popular list, hundreds more bloggers will see your site, and potentially link to it.
23. Look at meme trackers to see what ideas are spreading. If you write about popular and spreading ideas with plenty of original content, (and link to some of the original resources), your site may get listed as a source on the meme tracker site.

## Local & Business Links

24. Join the Better Business Bureau.
25. Get a link from your local chamber of commerce.
26. Submit your link to relevant city and state governmental resources. (easier in some countries than in others.)
27. List your site at the local library's Web site.
28. See if your manufacturers or retailers or other business partners might be willing to link to your site.
29. Develop business relationships with non-competing businesses in the same field. Leverage these relationships online and off, by recommending each other via links and distributing each other's business cards.
30. Launch an affiliate program. Most of the links you pick up will not have SEO value, but the added exposure will almost always lead to additional "normal" links.

## Easy Free Links

31. Depending on your category and offer, you will find Craigslist to be a cheap or free classified service.
32. It is pretty easy to ask or answer questions on Yahoo! Answers and provide links to relevant resources.
33. It is pretty easy to ask or answer questions on Google Groups and provide links to relevant resources.
34. If you run a fairly reputable company, create a page about it in the Wikipedia or in topic specific wikis. If it is hard to list your site directly, try to add links to other pages that link to your site.
35. It takes about 15 minutes to set up a topical Squidoo page, which you can use to look like an industry expert. Link to expert documents and popular useful tools in your fields, and also create a link back to your site.
36. Submit a story to Digg that links to an article on your site. You can also submit other content and have some of its link authority flow back to your profile page.
37. If you publish an RSS feed and your content is useful and regularly updated, some people will syndicate your RSS content (and some of those will provide links... unfortunately, some will not).
38. Most forums allow members to leave signature links or personal profile links. If you make quality contributions some people will follow these links and potentially read your site, link at your site, and/or buy your products.

#### Have a Big Heart for Reviews

39. Most brands are not well established online, so if your site has much authority, your review related content often ranks well.
40. Review relevant products on Amazon.com. We have seen this draw in direct customer enquiries and secondary links.
41. Create product lists on Amazon.com that review top products and also mention your background (LINK!).
42. Review related sites on Alexa to draw in related traffic streams.
43. Review products and services on shopping search engines like ePinions to help build your authority.
44. If you buy a product or service you really like and are good at leaving testimonials, many of those turn into links. Two testimonial writing tips - make them believable, and be specific where possible.

#### Blogs & the Blogosphere

45. Start a blog. Not just for the sake of having one. Post regularly and post great content. Good execution is what gets the links.
46. Link to other blogs from your blog. Outbound links are one of the cheapest forms of marketing available. Many bloggers also track who is linking to them or where their traffic comes from, so linking to them is an easy way to get noticed by some of them.
47. Comment on other blogs. Most of these comments will not provide much direct search engine value, but if your comments are useful, insightful, and relevant they can drive direct traffic. They also help make the other bloggers become aware of you, and they may start reading your blog and/or linking to it.
48. Technorati tag pages rank well in Yahoo! and MSN, and to a lesser extent in Google. Even if your blog is fairly new you can have your posts featured on the Technorati tag pages by tagging your posts with relevant tags.
49. If you create a blog make sure you list it in a few of the best blog directories.
50. Start all over again.

15. Finding/Identifying 'buzz' words (like Dove's Pentapeptides) and How to Dominate Search and Turn New Words into Huge Traffic Sources

What are pentapeptides?

<http://www.youtube.com/watch?v=nEyJK3JVB50>

I've seen this commercial no less than 20-30 times in just the last couple weeks. I'd like to think I was fairly intelligent, at least to the point that I would have heard this word before, but I haven't. A search on Wikipedia turns up absolutely

nothing. My brand new version of Microsoft Office (Word) 2007 doesn't have it in its dictionary either. Google only shows 135,000 results. Of the results that Google is showing, the top 3 have either a 2 or 3/10 PageRank, and only a few have back links. The #1 result for pentapeptides has a 2/10 PageRank and only 2 Google backlinks showing.

The point I'm trying to make here is that new words are invented every day, whether by scientists naming a drug, a car company naming a new model, or a company creating a new product. If you put the tools in place to monitor for these you can use them to corner a new market.

My first thought here if I were an online marketer would be to find a product that you can remarket for a commission like through an affiliate site. I could create a page within my affiliate website for pentapeptides. The homepage holds a PageRank of 5/10 so that page would soon hold a 4/10 and immediately be front page, and eventually with a little social bookmarking and link building it will dominate the SERP's, as well as be concentered in the top positions. Imagine what would happen if Pentapeptides takes off!

Better yet, if I had a current site or a page that was ranking and had at least one back link showing in a 'link:yoursite.com search on Google', I would go in and integrate 'pentapeptide' into the content according to the checklist in Tip #21.

If your one of the lucky ones reading this first, this is a real-life example that you can actually go out and implement what I've said and actually make it happen!

I use Google Alerts to find potentially new 'niche' phrases related to one of the sectors that I market in. It is fairly vast considering we cover financials, insurance, casino, bingo, travel, airlines, mobile phones, cars, furniture and bedding, clothing and many more.

Watching the mobile phone industry is taking the above and turning it up a few notches because I want to actually have our people contact them and find out what the 'next hot phone' is and what its called. Of course industry experts are already utilizing this technique.

This goes for paid search as well. There are currently only 2 Adwords advertisers in the search for pentapeptides and one is eBay.

## 16. Bump Your Competitors Multiple Listings Out of Google and Pick up a Position or Two

Every wonder why during a search you find a competitor that has two pages listed above you? I call them kicker listings. The home page is always the second listing, and the first is an internal page that actually has relevant content.

Here is why this happens. When you submit a query Google looks at its rank and if they are close to each other in their results, they group them together. If you are showing up in the SERP's first couple pages then it is most likely that you are listed again much deeper in the results. But when two pages are close, like top ten, or top 20, then Google shows them side-by-side. The second, usually the index page, will be listed below and also indented.

By going into 'advanced search' the number of default result can be changed, or you can add this bit of code to the end of the url string that it shows after a search for your keyword, just after the search? And the results will be more refined. Add this 'num=8&' to the end of the url. This number may change the results, but if not reduce the number. This will show you where your competitor's second page should actually be.

Okay, so now should go back to the original search that showed the double listing. Within the search results look where your competitor is showing up, then look below his listings for a non-competitor. It could be anything, a video, a news story or a Wikipedia or eBay listing. Use the guide in Tip #11 to do some social bookmarking, or even link to the page from your website (preferably on a second level subdirectory).

What this will do is add a little boost to the non-competitive website and bump the 'kicker' listing that your competitor has, back to where he belongs, below your listing.

This is surprisingly easy and quick using a combination of bookmarks and back links. It may even boost your trust rating with Google by having an outbound link to a high ranking website.

Using this method on eBay sometimes provides a double-boost because if it is an auction rather than a store item it may drop off the SERP's once the auction is over.

## 17. Automate XML Sitemaps

In the past you had to create several version of your sitemap for the different search engine bots. They required these to properly crawl your website's content for indexing (inclusion in their results)

Since then, two major changes have been made.

- a. A universal sitemap format was adopted: xml (this even includes Ask.com)
- b. A tweak was added that tells the bots to go to your robots.txt file first and look for a path to the xml file so that it knows where to go, and additional features that allow you to prevent the bots from crawling and indexing unnecessary files such as cpanel, administration or even image files.

You can specify the location of the Sitemap using a robots.txt file by simply adding the following line:  
Sitemap:

```
< sitemap_location >
```

The < sitemap\_location > should be the complete URL to the Sitemap, such as: <http://www.example.com/sitemap.xml>

This directive is independent of the user-agent line, so it doesn't matter where you place it in your file. If you have a Sitemap index file, you can include the location of just that file. You don't need to list each individual Sitemap listed in the index file.

There are lots of places that have a free xml sitemap generator;

SourceForge.net  
xml-sitemaps.com  
auditmypc.com

I think GSoft also has an Open Source program that will automatically create the xml sitemap and upload it via your ftp if you set it up.

Because of the ever-changing content of a properly optimised site, as well as sites with CMS's (content management systems) and the millions of static sites out there, this is the method that I recommend.

Additionally, fresh content will keep the robots coming back to index your site. Most of these programs will insert the creation date in to the file to document that it is a revised version, but the most important part is that whenever you change anything within the site (and based on this article you may have a few changes to make) this will assure you that it will be picked up by the engines automatically without having to spend the time that we did in the past to expedite this process.

Part of the problem is that if you add navigation to this new content and put it in the site template, as I mentioned earlier, search engines will parse (remember) the content and skip over it to preserve its allotment of data that it can crawl on each url. They want to crawl deep and get as much content as possible, so they skip pages that provide no new content. (This is why multiple Rss feeds are important as mentioned in Tip #13)

## 18. Finding What Terms Are Converting Into Sales/Tracking Keywords to Conversion With Weighting

Having 100,000 unique visitors a day really doesn't matter in the end if you aren't getting any conversions (new members, info requests, sales).

Measuring successes and failures for landing pages, on-page content like CTA's, and especially keyword to sale are some of the most important pieces of information that you can gather and use to improve and optimise your overall website.

Here are two scenarios to better illustrate this point;

### I. Paid Advertising -

A car insurance company starts a paid advertising campaign on Google and after a week or so they see that the name of their company or their 'brand' seems to be converting the majority of their sales. Because of this discovery, they target the majority of their budget on their brand terms like ABC Insurance and ABC Insurance Company.

A week later they see that their CPA (cost per acquisition) has sky-rocketed almost two-fold and can't figure out why this is. When they look at Google analytics and other third-party tracking software, they both say the same thing.

So why is this?

Let's take a look at the buying process (also called funnel tracking) to see where they went wrong; Mrs.INeedInsurance hopped online while enjoying her morning java to look for insurance because last night when Mr.INeedInsurance opened his renewal notice he got a significant premium hike. At dinner they decided to start shopping around for insurance. Mrs.INeedInsurance searched 'car insurance' between 6-8am that day, going in and out of

different companies websites, learning what she was up against...tens of 1000's of results. So at work (11a-2pm is the #1 time people shop online - not necessarily making purchases) Mrs.INeedInsurance has learned a bit about search and decides to add her city in the query. This time she searches 'car insurance London', and still gets several thousand results, but at least they are localised, and there are a few that she recognizes from this morning so she goes in and fills a few of the forms out to get quotes. Throughout the rest of the day she gets the quotes either immediately from the website or via email. Now she's getting somewhere. Jump forward to after dinner that evening. Mr.INeedInsurance looks through the notes his wife brought home and decides that ABC Insurance offers the best deal for the money, then goes to Google and searches for ABC Insurance and makes the purchase.

See what happened here? I use this as an example because this is exactly what I identified for a client a few years back that inevitably led to changes that doubled their conversions.

The problem is that all the data pointed to ABC Insurance's brand name as being the top converting term, so that's where they concentrated the bulk of their budget. In actuality, 'car insurance' and then 'car insurance London' were the terms that actually led up to the sale.

The reason that this is important for PPC campaigns, or any paid advertising, is that many will allow you to do keyword weighting. This is where you increase your bids or decrease your bids by a percentage according to day parting. Day parting is turning your ads up or down according to the time table that you put in place.

In this instance I would turn my bids up to 125% on 'car insurance' and 'car insurance London' in the morning and afternoon, then down at night. On 'ABC Insurance' I would turn the bids down in the morning to 50%, and then back up to 125% in the evening.

Keyword weighting also allows you to weight your keywords and track them to conversion. It places a cookie on the end-users computer to track what keyword brought them to the sight, what keyword resulted in a quote, and what keyword resulted in a sale.

This is beneficial because I can further adjust my bidding strategies according to demographics and geographical metrics.

With these cookies I can also successfully measure and establish LTV (Lifetime Values) of the average customer. This allows me to adjust the conversion value, which allows me to go back to my company/client and potentially get a higher advertising budget.

Using this same insurance company as an example; initially they gave me a conversion value of \$25. Now, since we were able to identify other sales made by this customer, the conversion value is \$40.

Offline this company spends 100,000 on advertising through different venues, acquiring customers at a cost average of £/\$56. Guess what happened the next month? They increased the budget by 100,000.

## II. Organic Advertising -

Same scenario as above, except ABC Insurance Company identifies through log files or Google Analytics that his top converting keyword that is getting sales is car insurance.

In light of this, the decision maker decides to create a landing page that is fully optimised so that the relevancy grade that all 3 search engines use will increase their organic positions, which it will.

The problem here is that the term that was actually bringing them to the website to buy was 'cheap car insurance'. If they had identified this they could have built the page around the term, 'cheap car insurance' rather than just 'car insurance'. This would have served double-duty and acted as a great landing page for both keyword phrases.

This is why tracking your keywords to conversion is so important. It can save thousands on paid advertising and identify the actual keyword phrases that need pages built around for improving organic rankings.

If you are experiencing a high bounce rate or what you feel is high cart abandonment, you might be surprised to find that many didn't buy elsewhere; they actually came back to you and bought.

This is also helpful in refining your stats. Rather than show this customer as 3 separate visitors, it identifies (through the cookies) that they were actually just one visitor, and the bounce rate or cart abandonment is significantly reduced. This information can very invaluable as well.

For instance, maybe I was getting high unique cart abandonment from unique users that was significantly higher once they went to checkout. I know that happens when I add shipping costs into the total. So I might try to do some A/B testing with and without shipping costs listed separately, added into the price initially and adding it during checkout

and see which converts better. Or I may set the website up to recognize the cookie and create a drop down that offers free shipping today with any purchase over \$/£XX.XX.

There are endless possibilities to use this information for.

There are many good tools out there to measure these variables and that will let you set up rules and keyword weighting, as well as many other great features. Some of these are;

WebTrends  
DirectTracks  
BidBuddy

## 19. Supplemental Results - What They Are, How to Find Them and How to Get Out of Them

"Supplemental sites are part of Google's auxiliary index. Google is able to place fewer restraints on sites that we crawl for this supplemental index than they do on sites that are crawled for the main index. For example, the number of parameters in a URL might exclude a site from being crawled for inclusion in the main index; however, it could still be crawled and added to Google's supplemental index.

The index in which a site is included is completely automated; there's no way for you to select or change the index in which your site appears. Please be assured that the index in which a site is included does not affect its PageRank." Nonsense!

At the time of this article Google was already starting to eliminate their search results showing supplemental results. Until recently, all you had to do was go to the last few pages of your query and locate the pages that had ' - Supplemental Result' just after the page size. They aren't showing these anymore. Here's what they had to say,

"Since 2006, we've completely overhauled the system that crawls and indexes supplemental results. The current system provides deeper and more continuous indexing. Additionally, we are indexing URLs with more parameters and are continuing to place fewer restrictions on the sites we crawl. As a result, Supplemental Results are fresher and more comprehensive than ever. We're also working towards showing more Supplemental Results by ensuring that every query is able to search the supplemental index, and expect to roll this out over the course of the summer.

The distinction between the main and the supplemental index is therefore continuing to narrow. Given all the progress that we've been able to make so far, and thinking ahead to future improvements, we've decided to stop labeling these URLs as "Supplemental Results." Of course, you will continue to benefit from Google's supplemental index being deeper and fresher."

Google then said that the easiest way to identify these pages is like this; "First, get a list of all of your pages. Next, go to the webmaster console [Google Webmaster Central] and export a list of all of your links. Make sure that you get both external and internal links, and concatenate the files.

Now, compare your list of all your pages with your list of internal and external backlinks. If you know a page exists, but you don't see that page in the list of site with backlinks, that deserves investigation. Pages with very few backlinks (either from other sites or internally) are also worth checking out."

Nonsense!

The easiest way to identify your supplemental pages is by entering this query 'site:www.yoursite.com/.'&

Okay so now you have identified the pages that are in supplemental results and not showing up in the results anywhere.

Now we need to identify why they are there. The main reasons that a page goes to supplemental results are;

1. Duplicate Content
2. 301's. Redirected Pages that have a cache date prior to the 301 being put in place
3. A 404 was returned when Google attempted to crawl it
4. New Page
5. Bad Coding
6. Page Hasn't Been Updated in Awhile
7. Pages That Have Lost Their Back Links
8. And according to Matt Cutts of Google, "PageRank is the primary focus determining whether a URL is in the main web index vs. supplemental results"

Now this isn't the end-all, but it covers about 95% of the reason that you may be in the supplementals.

So now we know what they are, how to find them and why they are most likely in the supplemental results. Now let's get them out of there.

Here are the different methods that I use when I find that a page has gone supplemental;

1. Add fresh content to the page
2. Add navigation to the page from the main page
3. Move the pages to the first subdirectory if it is not already there
4. Get a back link to the page and/or create a link from an existing internal page with the anchor text containing the keywords for that page
5. Do some social bookmarking on the page
6. Make sure the page is included in my xml sitemap and then resubmit it to Webmaster Central.
7. Lastly, if none of the above seem to be working after 90 days, and I have another page that is relevant and does have PageRank and isn't listed in the supplemental, I do a 301 (permanent redirect) to it from the supplemental page.

## 20. My Top SEM Tools---

This is a comprehensive list of tools that my team and I use daily at Stickyeyes.

The first one, Firefox with the three extensions, are the tools that I spoke about at SES London 2007. I encourage you to install it and check it out. Its one of the better tools I have used.

I use all three of these applications; IBP, SEOElite and WebCEO . Each has it own best tool and each are indispensable.

### Firefox 2

Firefox SEO Add-Ons (1) , (2) & (3) (Density, links, code cleaner, W3C Compliance, etc.)

Google Analytics - Provides deep analysis on all traffic, including paid search.

IBP - Several tools for checking rank positions, basic SEO page analysis and link building tools

SEO Elite - Excellent for Link Building, analysis, finding where competitors are advertising

WebCEO - Site optimization, promotion and analysis.

### Back Linking/Bookmark Tools:-

Bookmark Demon and BlobCommentDemon - Automates the process of Bookmarking and Posting to Blogs

Link Building 101 - Basic Link Building Instructions and Tips.

Link Baiting - Good Link Baiting Tutorial

Google Webmaster Central - Statistics, diagnostics and management of Google's crawling and indexing of your website, including Sitemap submission and reporting.

Comprehensive Link Building 101

Link Baiting \*Instruction

### Pay Per Click Tools:-

Keyword Elite - I use this within my arsenal of keyword tools

Wordtracker -Data is based on the Metacrawler and Overture search engines.

KeywordDiscovery - Data is based on the number of search engines.

Keyword Optimizer - Enter a list of keywords and this tool will remove any duplicate entries and re-order the list alphabetically.

Google Analytics - Provides deep analysis on all traffic, including paid search.

Google Suggest - As you type, Google provides the top 10 most popular keywords that begin with the keyed-in letters, in order of popularity.

SpyFu - Find out what competitors are bidding on and estimates for the cost of PPC advertising and others bells and whistles.

Hittail - Finds and easily groups the actual terms being used to find your site into an excel format. Great for finding niches and long keyword strings.

Google Trends - Graphs historical trends of various Google searches.

Google Keyword Tool External -Historical trends in keyword popularity.

BidCenter - A good tool for comparative analysis and easy to use

SEO Sleuth - Find what AOL users search for (AOL produces 2x the retail conversions as any other engine)

ROI Calculator - This calculator measures the ROI (return on investment) of a CPC (cost per click) campaign.

Adwords Wrapper - Concatenates multiple words into a usable format in Adwords

PPC Hijacking \*Information

PPC 101 \*Instruction

PPC 102 \*Instruction

## Site Tools:

Virtual Webmaster - This is a great tool for the 'Do-It-Yourself' type. 200 Web Developers Will Complete Any Website Change Request in 48 Hours  
C-Class Checker - Use the Class C Checker if you own several cross-linked sites. If you do, it may be more efficient (for SEO purposes) to host them on different Class C IP ranges.  
Code to Text Ratio - This tool will help you discover the percentage of text in a web page (as compared to the combined text and code).  
Future PageRank - This tool will query Google's various data centers to check for any changes in PageRank values for a given URL.  
Internet Officer - Checks for Redirects  
Live PR - The Live PageRank calculator gives you the current PageRank value in the Google index, not just the snapshot that is displayed in the toolbar.  
Keyword Cloud - This tool provides a visual representation of keywords used on a website.  
Keyword Difficulty Check - Use the Keyword Difficulty Check Tool to see how difficult it would be to rank for specific keywords or keyword phrases.  
Page Size - This tool will help you to determine HTML web page size.  
Site Link Analyzer - This tool will analyze a given web page and return a table of data containing columns of outbound links and their associated anchor text.  
Link Analysis - Find out about all links on a page, including hidden ones and nofollow-markers  
Spider Simulator - This tool simulates a search engine spider by displaying the contents of a web page in exactly the way the spider would see it.  
URL Rewriting - This tool converts dynamic URLs to static URLs. You will need to create an .htaccess file to use this tool.  
Keyword Misspelling Generator - allows you to generate various misspellings of a keyword or phrase to match common typing errors.  
Useful for creating keyword lists around your most important keywords to bid on.  
Keyword Density Analysis Tool - finds common words and phrases on your site.  
Hub Finder - finds topically related pages by looking at link co-citation. post about tool  
Page Text Rank Checker - tool allows you to check where your site ranks for each phrase or term occurring on the page.  
XML Sitemaps - makes XML sitemaps for sites.  
PageRank Toolbar For Mac - A widget to show PageRank for the site you are on.  
Xenu Link Sleuth - Use to find broken links. Supports SSL sites and also reports on redirects.  
Mobile Readiness Report - See how well your site is formatted for mobile phones. Includes Visualisation.  
Javascript Content Hiding - Hide content on your site from search engines and other crawler/bots

## Google Tools:-

- o Google Webmaster Central \*Tool
- o Google Labs\*Tool
- o Check For Google Supplemental Results
- o SpyFu for Google Bidding
- o Google Future PR
- o Google Sandbox
- o Google Dance Watch
- o Google Page Rank Formula and Sandbox Explanation
- o Google Information and FAQ
- o Google Reinclusion Request
- o Banned by Google?
- o Google Advanced Search
- o Google Data Center Pages Indexed Check
- o Google Page Rank Check (All DC's)
- o Google Keyword Ranking Check
- o Google "Need-To-Know" Info
- o Beginner Adwords Tips
- o How Google Analytics Work
- o Check Google Keyword Prices
- o Hit Tail \*Advanced Adwords
- o Hit Tail Documented
- o Fake Page Rank Detection Tool
- o Adwords Click Fraud Study \*Information

## And Even More SEO Tools:-

- o [Getting into DMOZ]<http://forums.seochat.com/open-directory-project-13/submissi...>
- o Meta Tag Generator

- o RoboForm - A MUST-HAVE!
- o Keyword Density
- o Redirect Checker
- o Robots.txt Generator
- o Link Popularity
- o Domain Age Check
- o Code-to-Text
- o Spider Simulator
- o Who Supplies Who with Search Results
- o Abuse IP Checker Tool
- o IP Information Tool
- o IP, City and reverse IP Lookup \*Tool
- o Ping Tool
- o Traceroute Tool

Other Useful Tools:-

- Data Recovery Software - Powerful Data Recovery with 'on-the-fly' viewing
- Create MultiMedia Pdf EBooks - Great for eTailers. This creates search engine optimised customer-facing Pdf documents as mentioned in Tip #5
- Streaming Video For Your Website - Add Streaming Audio Or Video To Your Website Easily And Quickly
- Add YouTube or Arcade Scripts - Entertainment Scripts Which Allow You To Start Your Own YouTube, MySpace, Break Or Arcade Website.
- WordPress Auto Content Generator - Auto Generates Fresh Content for Your Blog
- Next Generation RSS (SEO) Software - Add Rss Feeds To Your Site Easily
- Bookmark Demon and BlobCommentDemon - Automates the process of Bookmarking and Posting to Blogs
- Aaron Walls SEO Book - Yea I know, why am I listing this...I guess because it's a great resource that provides a few thing I haven't listed here.
- Traffic Travis - Another Unique SEO Tool with its Own Unique Merits

## 21. SEO Checklist

I am currently having this checklist developed in an automated tool.

Email me re: Automated SEO Checklist When Available if you would like a beta version when I get it.

This checklist will take care of approximately 75% of your SEO.

-----  
 SEO Checklist  
 KW:  
 Page: http://  
 -----

Tool --- Metatags and on-page optimisation

<http://www.seochat.com/seo-tools/meta-analyzer/> --- Are the keywords in the title with a 1-word buffer (Max - 1 keyword phrase)

<http://www.seochat.com/seo-tools/meta-analyzer/> --- Are Keywords in META keywords. It's not necessary for Google, but a good habit. Keep the META keywords short (128 characters max, or 10).

<http://www.seochat.com/seo-tools/meta-analyzer/> --- Are Keywords in META description. Keep keyword close to the left but in a full sentence.

Check Content or --- Are Keywords in the top portion of the page in first sentence of first full bodied paragraph (plain text: no bold, no italic, no style).

Check Content --- Are Keywords in an H2-H4 heading

Check Content --- Are Keywords in bold - second paragraph if possible and anywhere but the first usage on page.

Check Content --- Are Keywords in italic - no more than once

Check Content --- Are Keywords in subscript/superscript - no more than once

Check Content --- Are Keywords in URL (directory name, filename, or domain name). Do not duplicate the keyword in the URL.

Check Code --- Are Keywords in an image filename used on the page.

Check Content --- Are Keywords in ALT tag of that previous image mentioned.

Check Content --- Are Keywords in the title attribute of that image.

Check Content --- Are Keywords in an internal link's text.

Check Code --- Are Keywords in title attribute of all links targeted in and out of page.

Check Code --- Are Keywords in the filename of your external CSS (Cascading StyleSheet) or JavaScript file.

Check Content --- Are Keywords in an inbound link on site (preferably from your home page).

Check Content --- Are Keywords in an inbound link from a related offsite (if possible).

Check Content --- Are Keywords in a link to a site that has a PageRank of 8 or better (e.g. .gov or .edu)

Check Code --- Are Keywords in an html comment tag? <!-- keyword -->

Tool---Technical

IBP --- What is the code-to-text ratio? (text should be at minimum higher than the code)

IBP --- How many links are pointing to the full url (w/http://)

IBP --- How many links are pointing to the domain?

IBP --- Have you associated the http and the http://www versions of your site with Google?

IBP --- What is the Domain name visibility? A count of results at Google for a search for the domain, showing URL visibility rather than incoming link count.

IBP --- Number of internal pages that link to the home page?

IBP --- Number of Technorati links?

IBP --- Number of del.icio.us links?

IBP --- What is the page size?

IBP --- How long does it take to load the page?

IBP --- On each page, is the top keyword density on each page between 3-7%?

<http://www.internetofficer.com/redirect-check.html> --- Are there any redirects?

<http://validator.w3.org/detailed.html> --- Is the page W3C Compliant?

<http://www.copyscape.com/> --- Is there any duplicate content out on the web?

<http://www.123promotion.co.uk/directory/> --- Is the site in the top 10 directories?

<http://www.seochat.com/seo-tools/spider-simulator/> --- Is a spider seeing all of the site content?

Maximum 1 (one) instance of the '=' symbol --- Does each page have titles that are not dynamically generated?

IBP --- Is there javascript within the content? Move it off

Other Issues:

Check Content --- Is there at least 250 words in the content?

Check Code --- Javascript in external files?

Check Code --- Alternative navigation on flash or frames?

Check Content --- Xml and html sitemap?

Xenu (Download) --- Are their any broken links?

Check Code --- Is there a robots.txt file?

Check Code --- Do you have a path to the xml sitemap in the robots.txt file?

[http://www.netmechanic.com/toolbox/power\\_user.htm](http://www.netmechanic.com/toolbox/power_user.htm) --- Browser Compatibility (IE, Netscape, Opera, Firefox, Mosaic and Safari)

Linking:

SEO Elite --- Google backlinks?

SEO Elite --- MSN backlinks?

SEO Elite --- Yahoo backlinks?

SEO Elite --- DMOZ listing?

Check Site --- Does the site have outward rss feeds option?

Check Site --- Does the page have rss feeds for fresh on-page content in pages other than the index page?

Check Site --- Does the site have an SEO optimised 404 page?

Search Google for site: and .pdf --- PDF optimised docs in root file with a navigation page listing each doc description and link. Also a separate xml sitemap for these and separate submission.

<http://home.snafu.de/tilman/xenulink.html> --- 302 redirects? (Change to 301 - Google will penalise you for these if you leave them up too long)

---About The Author---

Gary R. Beal is originally from the United States. Now living in the UK, he travels to conferences all over the world.

Gary has "crossed the pond" to close the gap between the US and Europe in online marketing training many U.S. based Search Managers at top agencies, companies and conferences. In 2007 Gary spoke at the SES conference in London, and Gaming and Affiliate conferences around Europe.

Gary is the Director of Search at Stickyeyes - one of the UK's leading internet marketing agencies with a client portfolio that includes major corporations such as MTV, Jaguar, 02, Jet2, Littlewoods Bingo, Mecca Bingo, First Direct, Lloyds TSB and many others.

Gary attended Ohio State University in the U.S. and holds a Masters Degree in Biometrics and Mathematical Statistics. He has been instrumental in the development of many Search Engine Optimisation and Pay Per Click tools as an analyst and consultant.

He is well known in most of the top SEO/SEM/PPC forums, a staff writer for DevShed and SEOChat, and a Moderator at SEO Chat. He has worked for many years in lead aggregation for highly competitive industries such as Online Gaming, Banking and Finance, Insurance, Travel and Investments and can effectively speak about doing business in these industries, as well as successfully doing business on the internet.

GaryTheScubaGuy

I am a regular poster on SEORefugee, SERoundtable, WebmasterWorld, DigitalPoint, SearchEngineLand, BruceClay and Marketing Pilgrim, as well as a Moderator on SEO Chat where I will gladly answer questions for you. I am also a Staff Writer for DevShed and SEOChat so join up and add me to your watch list for additional tips as they happen.

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