



Twenty Pro *SEO* Secrets That Can Transform Your Site!



01

Search Engine Friendly URLs ***The Lost Art Of Keyword Rich URLs***

Always use search engine friendly URLs. Be sure to use hyphens and under-scores in all your URLs and preferably have the URLs be the keyword that relates to the page. For example if the page is about web hosting, then the URL could be web-hosting or web_hosting.

If you are using wordpress then you can use the built-in function in the admin area to help automate this. This is why google loves blogs! ;-)



02

Keyword Rich Domain Name ***What's In A Name?***

This may not be possible in many niche markets for the more popular keywords. Therefore you can focus on creating mini-sites that are keyword based. For example if your site is about web hosting, you can create mini-sites about web hosting but with a lesser known keyword such as “low cost web hosting”.

However, now that more and more of these types of domains are being bought just to be sold. It's getting harder to find these domain names, so this is not an huge thing to miss out on if you can not get a good domain.

Worry about your brand!



03 **Keyword Research** *The Most Common Mistake...*

It's important to do thorough research before deciding what keywords you'll focus on when optimizing your website. This is the most common place that MANY over look, and hit the ground hard.

The best way to find the keywords is to PPC campaigns for that keywords. You can find free online tools to find the keywords, but test them with PPC. Over a week or two of testing with a budget of \$100 to \$500 you will be able to see what keywords are converting. THOSE are the keywords you want to use... afterall... ***those are the ones making the sales right?***

You can track your results and conversion with many free tools. Moreover, google adwords has a built-in conversion tracker. If you are not selling anything on your site YET. You can still do this keyword research with affiliate programs on clickbank. They often have better copy, so their conversions have been tested (some). Then take that info and apply to your own site.

This does cost money, but you are not losing it, but investing it. If you do it right, you should be making money by tracking the conversions!



04 **IP Address** *Get A Dedicated Server If You Can Afford It!*

The sites you deemed most important, ensure they have unique ip addresses for each site. The reason this is important is many sites on a "shared" hosting service share the same ip address. If any of these sites have been banned by the search engines, it could affect your site's ranking or even result in your site being banned as well, since it is sharing the same ip address.



05

Site Maps

Make It Easy To Navigate - Make A Map!

Always create a site map for your site and submit the site map using Google's webmaster tools. A site map will allow the search engines to easily find all the pages within your website.

Link: <http://www.google.com/webmasters/sitemaps/>



06

Correct Use Of H1 Tags

Make Your Headers Clear & Keyword Rich

It's been shown that using H1 tags, and even H2 tags are good for optimization. Be sure you section your website's headlines in H1 tags. It's important you use CSS to power how the tags are displayed or the tag will be very big by default and could make your page look ugly. Using a css file will enable the tag to blend nicely with your design. Be sure your H1 tags are keyword rich.



07

Effective Menu Links

Make It Clear & Creatively Add Keywords

For further on site optimization be sure that your menu links are keyword rich. Be creative with your menu text titles and have a few of them be actual keywords that relate to your website.



08 ***CSS Div Tags*** ***Stop Using Tables!***

Whenever possible ensure your site is created with CSS div tags instead of tables, as it will result in the search engine spider being able to reach your body text easier than being buried in table tags.

Review the tutorial below for more details

Link: <http://www.ndesign-studio.com/resources/dreamweaver/basic-css-tableless/>



09 ***Limiting Javascript*** ***Use Only When You NEED To...***

Try to limit the amount of Javascript used on your page, especially if it's being placed near the top of your website's source code. This will lower the relevance of your site's content, as the first thing the spider will see is Javascript code and not actual textual content, therefore you lose relevancy points since your main content is not loaded first on the page.



10 ***Meta Description*** ***Keyword Description Of Your Top Converting Keywords!***

Always use meta tag description. Google actually pulls your meta tag description when spidering your website, and so does Yahoo and MSN. So it's very important that you have a well written and keyword rich meta tag description. For best results have your description less than 200 characters.



11

Meta Keywords ***Better Save Then Sorry...***

Not all search engines index meta keywords, but it's still a good idea to have a meta keyword tag just in case it's indexed or have some kind of relevance.



12

Unique Titles ***Just Be Yourself!***

Many scripts by default do not utilize unique titles for each page within the script or website, therefore your site is not optimized well for high rankings. Be sure that when using a script to power your website that you have the option to have a unique Title for each page, a unique meta description, and unique keywords.



13

Unique Body Content ***I Said Be Yourself!***

Do not *ever* repeat the same content on too many pages. If this is done, your pages could be placed in Google's supplemental results database. This is not where you want to be, so therefore ensure that each page within your website does have unique body content.

If you are using Private Label Content then it is your duty to rewrite it enough, so that it is no longer a copy, but unique. It is easy to do this, because most PLR content has a few good parts, and fluff. So take out the fluff, and keep the good parts, and add your own voice into the mix.



14 **Link Building** *Build A Big Network...*

You'll need to start having links pointing to you from relevant and popular websites. Research the websites that are your competitors who have achieved high page rank, and see what sites are linking to them, and if possible contact those websites to see if you can have a link as well. Do a search on Google for a keyword that relates to your website.

Review the top ten websites, and input this tag in Google for each of the sites. Type in the search box link:www.sitename.com, replacing sitename.com with the site name you are researching. Review all the back links for that particular site and try to acquire link partnerships with the same sites as your competitors.



15 **Paid Directory Submission** *Paid Links Can Be Good...*

It's important to submit to popular web directories. I would recommend submitting to Yahoo Directory and perhaps Business.com and a few other paid directories such as Uncoverthenet.com and Gimpsy.com. This can help with relevancy points by having established paid directories having a link to your site. The fees for these directories range from \$40-\$299.



16 **Social Bookmarking Sites** *Be An Active Part Of Your Community!*

For quick indexing into the search engines, submitting to reddit.com and digg.com maybe a worth while task. It can allow the spiders to quickly visit your site and also result in some traffic. Ensure your article or reports are of good value, and never spam these sites. It's important to maintain a good relationship.



17 **SEO for Firefox** *The Tools Of The Trade*

This tool allows you to check PR, age of websites, backlinks, edu links, gov links, page links, technorati backlinks, alexa ranking, dmoz links, yahoo directory links and provides whois information. It's a great plugin tool for firefox.

Link: <http://tools.seobook.com/firefox/seo-for-firefox.html>



18 **Quality Hosting Service** *Under Rated, But So Important*

This is just a general rule since you have to have as limited downtime as possible. Always research the hosting companies carefully, since downtime can result in a site that is dropped from the search engines if they try to spider and realize that the site cannot be accessed.



19 **Robots.txt** *iRobot*

Ensure you create a robots.txt file to restrict the content that can be indexed by the search engines. This can limit the "duplication" factor that can occur if you have more than one page that is similar.

See more here: <http://www.seoachat.com/seo-tools/robots-generator/>



20 **Link Purchasing** *Grow The Link Network With Paid Links...*

Finally... You can buy links... You can find out more here;
See more here: <http://www.textlinkads.com>