

Understanding (SEO)

Search Engine Optimization

SEO, also known as Search Engine Optimization seems to be incredibly overwhelming for many people. Even those that claim to have a handle on the talent are often found wanting when it comes time to take the victory dances of success.

Why?

Two reasons really.

First, those that don't understand SEO think it is much more complicated than it really is.

Second, those that do understand SEO make others think that it is more complicated than it is.

See, SEO really isn't that complicated as long as you follow a few simple guidelines. This report will outline what is necessary to succeed with SEO.

***** *What's Ahead* *****

- **Home Sweet Home**: How to make a place of your own on the Web.
- **Content Creation**: How to decide what to create.
- **Niche Targets**: Focusing your content to your audience.
- **Bonanza Research**: How to know what your audience is looking for.
- **Crafting Content**: Simple SEO tricks everyone can use.
- **Word Of Web**: Getting your message out to your target market.
- **Wrapping Up**: Closing thoughts about SEO you can do.

***** Home Sweet Home *****

How to make a place of your own on the Web.

Once upon a time, this was the hurdle that no one knew how to overcome.

To have a place on the Web, meant to have a Website. To have a Website meant your best friend must be Bill Gates or someone geeky like that.

In today's Web world this is no longer necessary.

HOT TIP: The actual best strategy is to have both a blog and a Website joined at the hip. That way, as one begins to make its way up the ranks the other follows close behind. However, for sake of argument, let's say you don't know how to build a Website and cannot afford to have someone else do it for you (**hint:** I'd check with <http://eBosses.com> before I made that final conclusion). What do you do?

Are you stuck?

Is there no hope of you competing on the World Wide Web?

Ah contraire largely thanks to Web 2.0 and the invention of Blogging.

You can actually create a free blog platform at any of a number of blogging sites and build your power from there. Here are some possible options.

- ✓ FaceBook
- ✓ Tumblr
- ✓ Blogger
- ✓ HI5
- ✓ Xanga
- ✓ Word Press
- ✓ Multiply
- ✓ Vox
- ✓ Posterous
- ✓ Tagged

Wait!

Come back here.

I'm not saying that you have to create an account from every single one of those systems. Just choosing one can get you started in the right direction.

Personally speaking I would either select...

- ✓ [Blogger](#): Because I'm personally more familiar with Google's blogging product.

Or...

- ✓ [Word Press](#): Because it seems to return better search engine results according to many.

The nice part is that both of these systems are free to use and can produce some very nice results for your Web success.

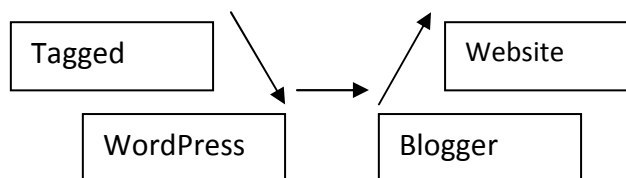
ADVANCED: Remember how I said you don't need multiple blogging accounts to succeed with the search engines? I wasn't joking. This really is the case.

However, having multiple accounts is an excellent strategy to consider.

Here is how it would work.

You write an article (We will get more into this later) and post it on a blogging service like Tagged. Next you link your Tagged blogging article to a similar if not exact same article on WordPress and then on to Multiply, Xanga or Blogger. You have created what is called a "link wheel" which will gain great rankings with the search engines. Now point this entity at a main Website and watch your rankings explode.

NOTE: It is not necessary to follow this path, but the more you do the greater your success will likely be. Here's a visual of what I described above.



BLOG Wheel

No matter if you decide to take the "do it yourself" route or opt for the "power of wisdom" it is indeed possible to succeed on the Web via blogging even from a single blog entity.

WARNING: One of the biggest errors I see people doing in Blogging is not keeping focusing content. If your niche is about stereo systems then keep it to an electronics niche. The world really isn't interested in everything you did last week. At least this niche of it isn't, so focus on providing niche content to niched markets for the best success.

*** **Content Creation** ***

How to decide what to create.

Now that we are into the idea of content I really could repeat the warning that I just wrote above. However, for sake of brevity I will opt to simply let you read it again for yourself in-case you already haven't. It really is that important though.

At this point we will presume that you have decided on how you are going to get your message to the masses. The next question may seem a bit odd, but it is an important one as I have people ask me this all the time.

What should I create?

There are two ways to look at this question.

First, what do you do best?

- ✓ Videos? Check out a service called Traffic Geyser and YouTube.
- ✓ Photos? Use one of the various resources that allow you to post pictures to the Web.

HOT TIP: Be sure to title, subtitle and tag your pictures if you are looking for an audience from the Web as search engines like Google also rank pictures.

- ✓ Articles? These still are hot on the Web and worth writing if you write them while thinking of that unique relationship between search engines and humanity.

Whatever you do best, do that. Done right and you will have an instant audience for your creations.

It's sorta funny, but when people realize how easy it is to do this they go ballistic and start thinking of everything they have that they can throw out on the Web.

It's a bad idea.

Why?

Consider this; you bought this eBook because you are interested in knowing more about search engine optimization and how you can make it happen for yourself. How affective would it be for me to launch into a major diatribe on a topic like sailing or taxes within the content of this material?

It's not what you are looking for so, it's likely to be very poorly received.

So whatever you create, keep it niched to your target audience for the best possible results.

HOT TIP: Having trouble thinking of a new topic to create content around for your niche? Here's a handy list of places for you to use to spur ideas forward.

- ✓ Forums
- ✓ Comments
- ✓ Email And IM
- ✓ Social Websites
- ✓ Archives
- ✓ Technorati Tags

There are literally hundreds if not thousands of places for you to find content about the niche that you are creating content for. Perhaps the best advice is to build a niche around what you are passionate about. It's always easier to write about what you know rather than what other people know.

***** Niche Targets *****

Focusing your content to your audience.

We touched a bit on this above. Let's dig deeper in here.

This is actually an area that is a pet peeve of my wife's. People pick a topic and think that to be a niche, but it isn't really.

Take chocolate for example, just not mine.

Is chocolate a niche?

At first glance it seems like it could be and then I have to ask myself. Is this content talking about...

- ✓ Chocolate food? (yummy)
- ✓ The color chocolate?
- ✓ The song, "chocolate rain?"
- ✓ A chocolate Labrador?
- ✓ And the list goes on...

Largely because it is now late in the afternoon and I would like some chocolate to eat, let's take this a step further and say that we are talking about chocolate food.

Is that a niche?

- ✓ Chocolate cake
- ✓ Chocolate mousse
- ✓ Chocolate pie
- ✓ Dark chocolate

Even now we really don't know what type of chocolate we are talking about. So what if we went with dark chocolate as the niche keyword?

Now we have...

- ✓ Diabetic chocolate
- ✓ Healthy chocolate
- ✓ Processed chocolate

You see, coming up with a niche isn't as easy as it may seem. Once you have your niche it is necessary to determine who your audience will be.

- ✓ Their age
- ✓ Their race
- ✓ Their gender
- ✓ Their economics

The more you define your niche the greater chance you will be able to reach those you are hoping to connect with on the Web. It really isn't that difficult, it just requires taking some time in thinking through who you're best contact would be.

This is what successful offline businesses do all the time and it really shouldn't change just because the playing field went to the Internet.

Speaking of the Internet, there is a great tool that will help you find the keywords you would like to target.

- ✓ It's free
- ✓ It's reliable
- ✓ It's Google

Yes Google.

*** Bonanza Research ***

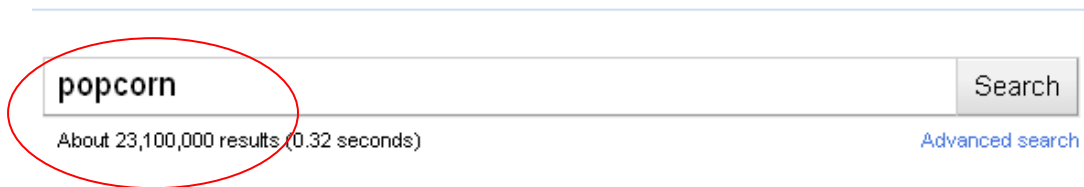
How to know what your audience is looking for.

Here's how it works.

First you logon to Google's search engine at Google.com.

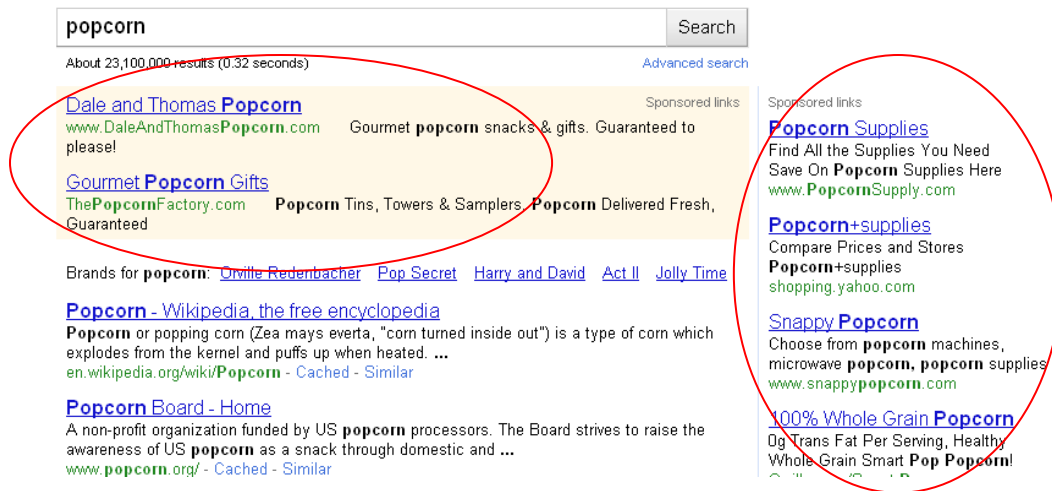
Next you select a keyword that is related to your niche. For sake of this discussion we will use the word "Popcorn" (Like I said, I'm hungry).

When we do a search in Google for the word "Popcorn" we find the following results.

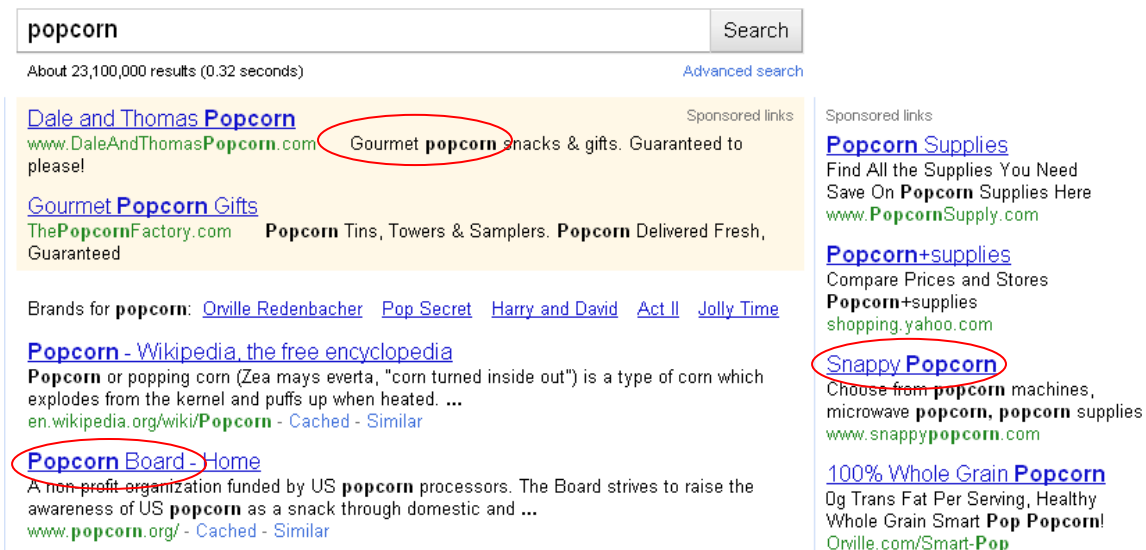


What this tells us is that there are about 23,100,000 other people targeting the word popcorn. That's going to be one tough nice to break into.

On the good side this search does have people paying money to Google Adwords for being displayed here.



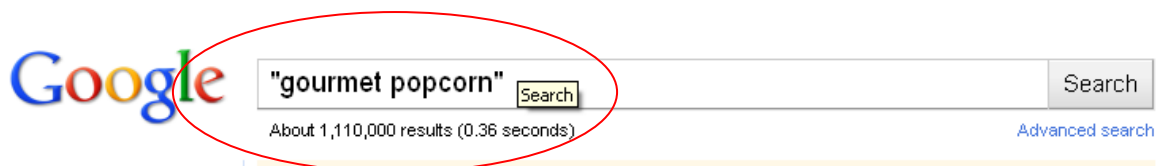
The trick is to find a keyword that is much easier to break into which also has people paying Google for being placed in those ad spots. You do that by looking at the results and choosing a word to the left or right of the word popcorn.



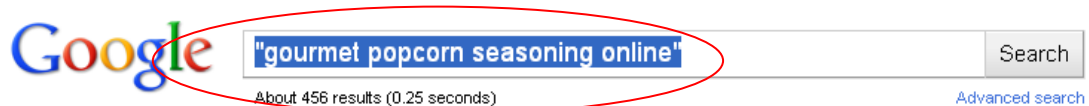
The above search page shows 3 options.

1. Gourmet popcorn
2. Popcorn board
3. Snappy popcorn

For the purposes of our project we will choose gourmet popcorn while adding quotes to the search term like this.



That is still too high a target to compete against, so we keep narrowing it down till we get between 1000 and 5000 competitors. Then we will know that we have a chance of competing.



As you can see, finding the right balance can be a downright challenge, but it is doable. What you don't see is the other part of the equation. Let's say we decided to go with "gourmet popcorn seasoning" as the keyword we were going to target.

What happens when you remove the quotes?



We suddenly find that we are targeting a whole lot more people than we thought we were. Further, because we have niched our content we will stand a much greater chance of being above our competitors.

HOT TIP: If this all seems to daunting a task to undertake then consider the services of companies like <http://eBosses.com> which provide top of the line Web services at extremely affordable costs. If you think the above is a tad challenging try adding in results that include.

- ✓ Local and global searches
- ✓ Strength of competitions Website
- ✓ Power of backlinks your competition has
- ✓ And that is just the start

*** **Crafting Content** ***

Simple SEO tricks everyone can use.

Okay.

By now you've found your home on the Web, defined your niche, researched your best options and are ready to create content.

Remember, content can be found in

- ✓ Audios
- ✓ Videos
- ✓ Articles

Anything you can put on the Web is potential content that will lead people to you.

The easiest of these options is indeed articles.

HOT TIP: If you craft an article and make an audio and video of the information you will have 3 separate pieces of content that can be marketed in different areas very easily. Therefore, even if you don't want to focus on article content write anyway (or have someone write for you) and then build your content from there.

With that said, let's talk about some very easy ideas that you can focus on within SEO.

Yes, we are skipping the more complicated coding issues of "meta tags" and "writing advanced A HREF links." We won't even be talking about how to target H1-H6 headers or ALT tags with your images. It's not that these items aren't important, because we at <http://eBosses.com> understand the power of these concepts and are glad to help our clients succeed with these strategies.

Here is what we will talk about in this section.

- ✓ Titling your article content for optimum power.
- ✓ Placing keywords correctly in your article content.
- ✓ Creating basic hyperlink strategies for success.
- ✓ My secret weapon that everyone can use for free.

In the previous section we determined that "**gourmet popcorn seasoning**" was the keyword that we would be working with. And remember, we arrived there by starting with the word "**popcorn**" first.

HOT TIP: Let me ask you...

If you are trying to write 300 – 500 words around “gourmet popcorn seasoning” verse “popcorn” do you think it will be easier to accomplish?

Titling Your Article Content For Optimum Power

Of course it is. This is one of the beauties of doing keyword research like I described above. Even better, you have the title of your article and the search engines love it when the title is included in the title.

Search engines love it even more when the title is exactly the keyword phrase being targeted.

GOOD:

- ✓ Best **Gourmet Popcorn Seasoning** Recipes
- ✓ 3 **Gourmet Popcorn Seasoning** Tips
- ✓ About **Gourmet Popcorn Seasoning**

GREAT:

- ✓ **Gourmet Popcorn Seasoning**

Placing Keywords Correctly In Your Article Content

Some people get the idea that they need to flood there article with their chosen keyword. In our case that would be “**Gourmet Popcorn Seasoning**”.

Those same people are those that get banned by the major search engines like Google and that certainly isn’t the way to win.

So how do you balance keyword inclusion and search engine approval.

It’s really not that difficult if you keep a couple of things in mind.

First, keep your article between 300 and 500 words in length.

Second, include the exact keyword phrase only twice or at the most three times. Don’t put these keyword phrases just anywhere, but instead. Put the exact keyword phrase within the first 100 characters and within the last 100 characters of your content.

HOT TIP: If you put your targeted keyword phrase in **bold** or *italics* it really helps with the search engines. Just don’t overdo it. The search engines want to appeal to humanity, and as such they go to great lengths to provide content that they would like in forms that they would like it.

HOT TIP: Write your content using

- ✓ Bullets
- ✓ Numbers
- ✓ Short sentences

Gone are the days of long paragraphs. People want to be able to scan your information and move to the next piece quickly. Giving them exactly what they want is the best way to win friends and influence people on the Web.

Creating Basic Hyperlink Strategies For Success

Another way to SEO your content is with hyperlinks.

True, I said I wasn't going to go into advanced processes on this, but there is a very easy trick that you can do with a hyperlink which will produce incredible results.

Simply put, wrap your keyword phrase in the hyperlink instead of words like **"Click Here"** or **"Read More"**.

Search engines look at your hyperlinks.

Therefore, if I wrap the words **"Gourmet Popcorn Seasoning"** in my hyperlink instead of generic words I win points with the search engines.

In review...

BAD:

[Click Here](#)

[Read More](#)

GOOD:

[Gourmet Popcorn Seasoning](#)

NOTE:

In case you are wondering, those are not real hyperlinks above. They are just dressed up to look like hyperlinks for sake of discussion.

My Secret Weapon That Everyone Can Use For Free

Before we conclude this content section, there is one more easy strategy you can use which is largely overlooked today.

It's called using similar phrases within your content.

I used to do this by switching the order of the words within the key phrase and hoping.

OLD WAY:

- ✓ Gourmet Popcorn Seasoning
- ✓ Popcorn Gourmet Seasoning
- ✓ Seasoning Gourmet Popcorn

Google has created a new keyword tool which has made this an entire game changer. It's called the Wonder Wheel.

NEW WAY:

If I put "**Gourmet Popcorn Seasoning**" into a Google search and then select the Wonder Wheel this is the type of information I receive.




Now I have a list of keyword phrases that I can weave into my article instead of attempting to guess what would make sense. This works for any keyword phrase.

You can access Google's Wonder Wheel absolutely free directly from a Google search.



gourmet popcorn seasoning

About 31,500 results (0.41 seconds)

 Everything

 Shopping

 More

All results

Wonder wheel

Fewer shopping sites

[Popcorn Seasoning](#)

www.SnappyPopcorn.com 12 Varieties of Bulk Now.

[Popcorn Seasonings : Popcorn Rec](#)

Try Kernel Season's **Popcorn Seasoning**. 14 Ranch, Butter, Caramel and Kettle Corn.

[Find a store](#) - [Special Web Offers](#) - [Nutritional](#)
www.kernelseasons.com/ - [Cached](#) - [Similar](#)

***** Word Of Web *****

Getting your message out to your target market.

Isn't that what we've been talking about?

Simply do a bit of SEO and the world will beat a path to your door. Right?

YES!

And...

NO!

First, there are some advanced keyword strategies that the professional Internet Marketers are using. This means that you are competing against them with your simple strategies. Not to worry, you can win the search engine game with the strategies above. Just rinse and repeat until you start seeing the success that you are looking for.

Or...

You can render services from companies like <http://eBosses.com> and let their affordably affective power strategies take your projects to the next level and beyond with the search engines.

We also realize that the search engines are not the only game in town today.

Don't look now, but the Web's gone social.

- ✓ Social networks like Facebook, Twitter, LinkedIn
- ✓ Social bookmarks like DIGG, StumbleUpon

Truth is there is more social interaction out on the Web today than you can even imagine. Even more, there are ways to tie social networking (SMO) together with search engine optimization (SEO) for an awesome 1 – 2 punch of excitement to your success on the Web.

It's a matter of finding out the strategies that work and working them.

Or...

Hiring someone else to build Web power for you so that you can focus on what you do best.

***** *Wrapping Up* *****

Closing thoughts about SEO you can do.

The end!

Actually though, it is just the beginning of building your Web empire, and like Robert Frost wrote you have two roads divided and must choose one.

You could...

Do this all yourself and hope for the best. Some will choose this path and find a winning solution. Others won't be so lucky.

You could...

Consider the relevancy of the content you have read in this article and choose to secure the services from people who clearly understand the game and can position you to be a clear winner on the search engines.

There are benefits and draw backs to both options. The second would clearly cost a bit more with upfront finances, but results are much more possible. The first can cost a lot of time which most business professionals equate to money.

The choice is clearly one for you to choose, though we at <http://eBosses.com> would recommend the second option for most people. Whichever one you choose, we wish you much success on the Web.