The How-To Guide For Search Engine Optimization

Pay-per-click (PPC) marketers tend to "settle in" to a pure PPC marketing effort. This is a serious mistake, and here's why:

- Pure PPC marketing prevents the possibility of extra volume
- 65% of searchers never click the PPC ads
- Poor dollar-to-cost averaging

In addition, PPC and Search Engine Optimization (SEO) are slowly but surely merging as the Adwords Quality Score spider becomes more and more sophisticated. Without good positioning and good quality-scores to begin with—PPC sites often find it hard to get the search-engine rankings required to even identify the money keywords they need. That's why we're giving you the lowdown on hard-hitting SEO tactics that'll boost your quality score—giving you maximized marketing muscle-power.

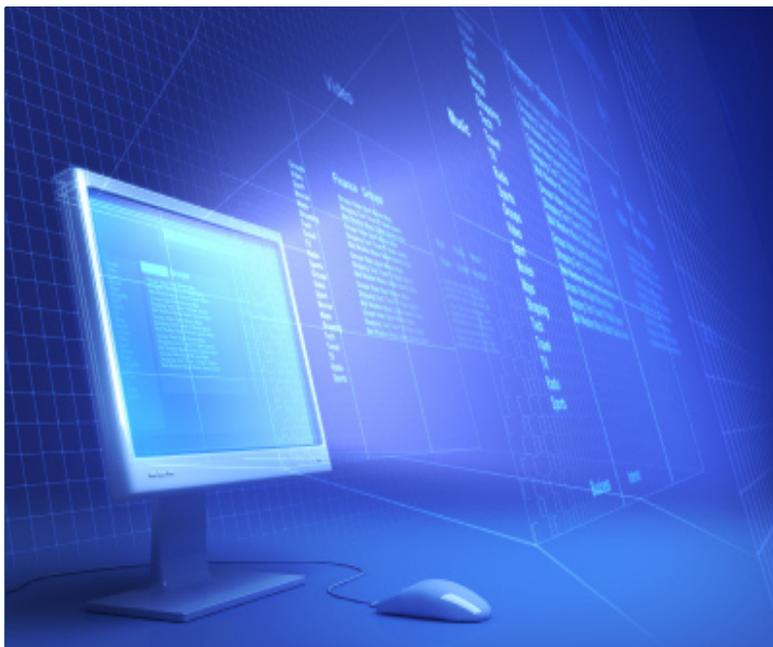## -Top Ways To Maximize Your SEO

Google Analytics

Google Analytics is a staple tool you'll need to have installed on your website. You can download Google Analytics free, and its setup wizard will easily guide you through the setup. Google Analytics will provide you with a wealth of data you can mine from your site including:

- ✔ Bounce Rates
- ✔ Rankings
- ✔ Traffic
- ✔ Traffic types
- ✔ Page Views
- ✔ Content Drill downs

301 Redirects

What this means: A 301 Redirect means that you're redirecting the non-www version of your website to the www version. For example, *www.yoursite.com* and *yoursite.com* are synonymous for people browsing the web; however, when it comes to links and link equity—the two versions are separate.

The Redirect will combine both versions, and list them together. This will greatly improve your link equity because other webmasters can link your website with both *non-www* and *www* versions. So — here's how to do a 301 Redirect:

• **Linux Server**: If you have a Linux server, the 301 Redirect is simply two lines of code that need to be written or copied into the HT Access File on your Linux server. These codes can be easily found in a Google search.

• **Windows Server**: If you have a Windows Server, a 301 Redirect is easy and doesn't include changing anything in the HT Access File. Simply ask your web host to make the redirect for you.

*If you don't know what type of server you're running, contact your web host.

Broken Links

It's not uncommon to have broken links. It happens to all of us as our websites expand and contract. If a picture or preexisting page is modified or moved—it may show up as a *404 Page* or *Page Not Found,* which will affect all previous web pages linking to the 404 page. When browsers like Google spider/index your site, the broken links will act as road blocks—stifling your site's search-engine ranking considerably.

Fixing Broken Links

Fixing links is easy. There are a number of free tools you can download that'll help you fix broken links like **XENU's Link Sleuth**. Whether you choose to fix the links yourself or have your webmaster do it for you— *XENU's Link Sleuth* will generate the broken-link report you need to identify and repair the broken links.

Sitemaps

Like a roadmap of your website, sitemaps are extremely useful in providing search engines like Google with a convenient map of your website. **XML-Sitemaps.com** is a free web tool that generates a sitemap you can upload to your website.

Google Webmaster Tools

Google Webmaster Tools is another free tool offered by Google, and provides you with detailed reports of your website's visibility on Google. Webmaster Tools helps you troubleshoot potential problems, build Google-friendly sites, and monitor how your site is performing in Google search results.

Optimizing Title Tags and Meta Descriptions

Optimizing Title Tags and Meta Descriptions is key. Go to Google and type in *site:*(followed by the name of your website). For example: *site:yoursite.com.* You'll see a listing of your website's pages. Take time and look at these pages, while putting yourself in the web browser's shoes.

Note: You'll want to keep your most relevant key words near the front, and you'll want your title tag and Meta description to have continuity. This is the rule of thumb:

- Your title tag should spread the message
- Your Meta Description should reinforce the title tag message

You can also custom write your website URLs to eliminate long, cluttered URL addresses. By doing this, you'll create maximum website continuity.

Top Site Start-Up Missteps

1. Forget to optimize Meta descriptions and title tags
2. Forget to update sitemaps
3. Forget to install Google Analytics

First Month SEO Tips

Whether you're just applying SEO on your existing website or you're just starting up a new site—here's some first-month start-up tips that'll help your website take flight by establishing authoritativeness, quality, and overall candidacy for future search-engine rank. After your website is up and running, you'll want to:

- Install Google Analytics to track your traffic trends and rankings
- Build adequate content that's authoritative and looks legit enough to list in directories
- If anyone helped you build your site (designer, logo designer, programmer, or usability person), get them to link to your site in their portfolio.
- Get a couple social links from sites like **squidoo.com** and **digg.com**
- Get familiar with feeds and subscribe to some blogs in an RSS reader.
  - ✔ Read: *CopyBlogger's Posts on Magnetic Headlines.*
  - ✔ Participate in community forums and blogs to help cultivate relationships.
- Join local directories, industry trade organizations, or associations that link to members.
- Submit your business to Google Local and Yahoo Local if you have a local business.
- Blog at least 4 days a week after you're up and running.
- Create a few thin blogs to capitalize on other link sources with sites like **wordpress.com, ebay.com** and **fastcompany.com**. *Don't spam these sites with links—just get them seeded with a post or two. If your blogs are on sites with internal tagging that passes PageRank (like wordpress.com), then leverage that by tagging your posts with a few relevant tags.
- Tag your website photos on Flickr when it applies.

To find out more about having Rocket Clicks rcket your business up the organic listings, visit:
www.RocketClicks.com/seomanagement.htm