

The Basics of SEO

INTERESTING FACTS

Organic search is the second highest producing ROI marketing medium.¹

Over 80% of all internet traffic begins at a search engine.²

Only 28% of all searchers move past the first page of search results.³

1) eMarketer 2) Forrester Research 3) IProspect

SEARCH SHARE

Three search engines account for over 90% of all searches performed.

- Google: 62%
- Yahoo: 21%
- MSN: 9%

UNDERSTANDING ALGORITHM

Search engines consider multiple factors when determining organic rankings.

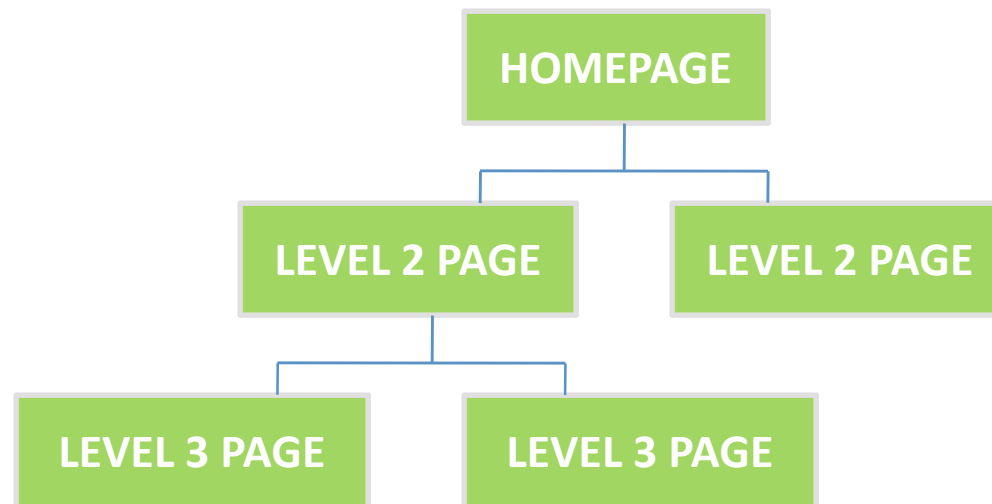
- Set a Solid Foundation
- Build on the Foundation
- Increase Site Popularity

STEP 1

GETTING STARTED

SITE HIERARCHY

A proper site hierarchy defines levels of importance and distinguishes primary pages vs. supporting pages.



SEARCH TERM RESEARCH

Google Keyword Tool

<https://adwords.google.com/select/KeywordToolExternal>

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	Filter my results
	<input type="button" value="Get keyword ideas"/>

CHOOSING SEARCH TERMS

Choose search terms that are going to improve your site's business goals.

- Define Your Audience
- Balance Traffic and Conversion
- Stay Focused on User Behavior

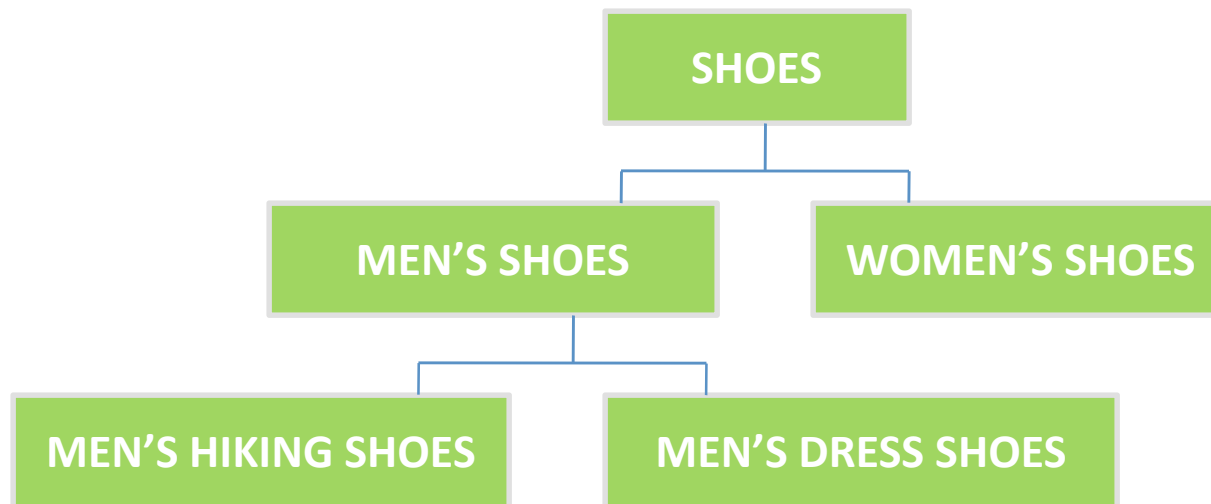
TARGETING PHILOSOPHY

Choose a single unique search term to target for each page.

- Stronger Connection with Users
- Increase Chances for Success
- More Flexibility

SEARCH TERM RELEVANCY

Creating a tight relevancy connection from page-to-page will have a dramatic positive impact.



STEP 2

HEAD SECTION

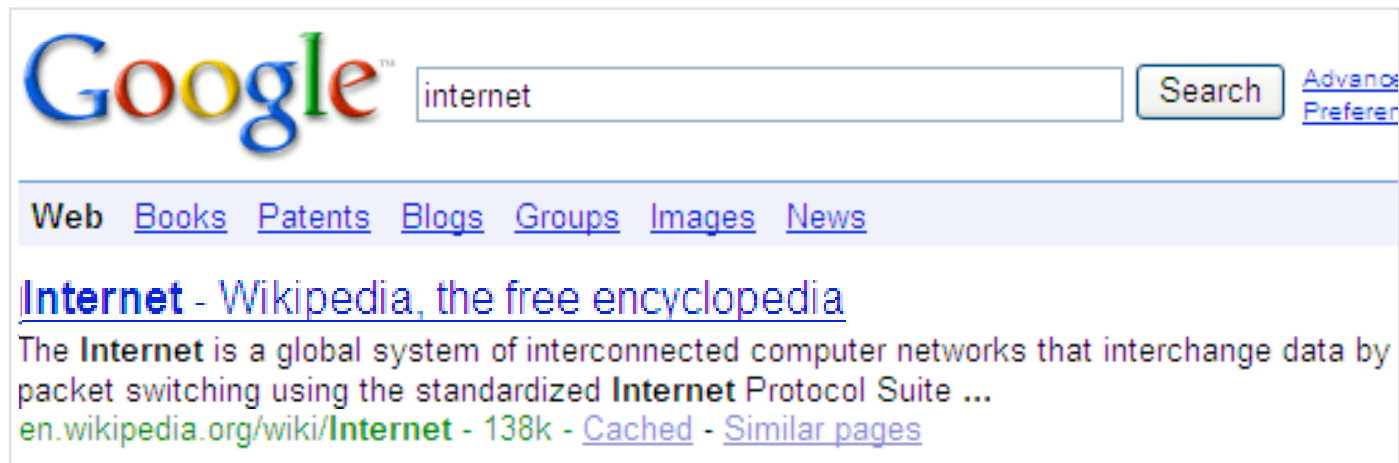
HEAD SECTION

Head sections should include unique Page Titles, Meta Descriptions and Meta Keywords fields.

```
<head>  
  <title>title here</title>  
  <meta name="description" content="description here" />  
  <meta name="keywords" content="keyword here" />  
</head>
```

SEARCH ENGINE APPEARANCE

Page Title and Meta Tags appear in organic search engine results.



PAGE TITLES

[Internet - Wikipedia, the free encyclopedia](#)

The **Internet** is a global system of interconnected computer networks that interchange data by packet switching using the standardized **Internet Protocol Suite** ...

en.wikipedia.org/wiki/Internet - 139k - [Cached](#) - [Similar pages](#)

- Search Term First
- Keep It Short
- Include Branding Element

META DESCRIPTIONS

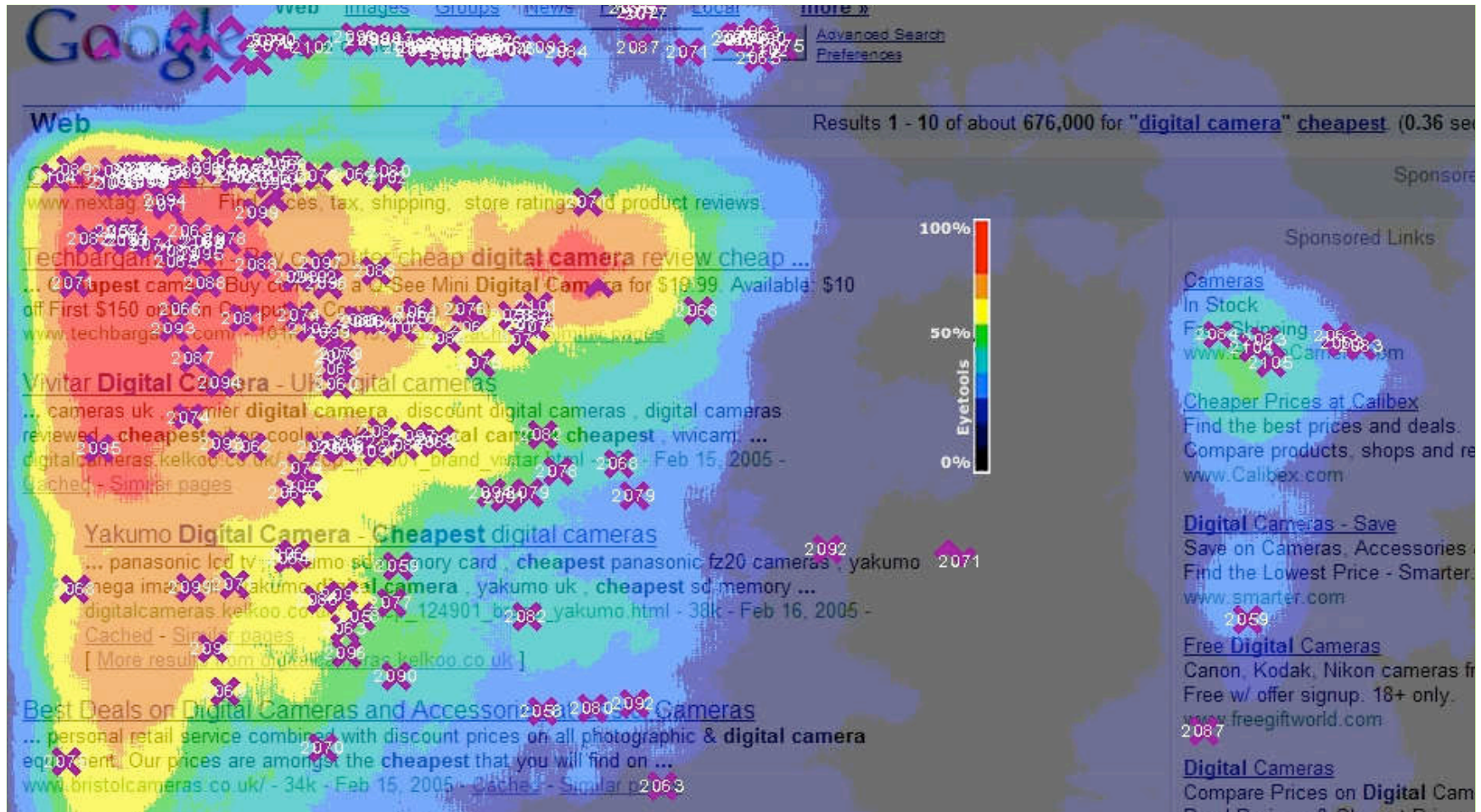
[Internet](#) - Wikipedia, the free encyclopedia

The **Internet** is a global system of interconnected computer networks that interchange data by packet switching using the standardized **Internet Protocol Suite** ...

en.wikipedia.org/wiki/Internet - 139k - [Cached](#) - [Similar pages](#)

- Keep It Under 170 Characters
- Targeted Search Term Towards the Beginning
- Avoid Superlatives
- Match Text On Page

GOOGLE HEAT MAP



META KEYWORDS

Meta Keywords are not visible to users and are not used by most search engines when factoring organic rankings.

- Best Practice To Include
- Populate With Targeted Search Term

STEP 3

PAGE CONTENT

HEADER TAGS

Header tags emphasize a page's topic for site visitors and search engines.

`<H1>Targeted Search Term Here</H1>`

Internet

The **Internet** is a global system of interconnected [computer networks](#) that interchange [data](#) by [packet switching](#) using the standardized [Internet Protocol Suite](#) (TCP/IP). It is a "network of networks" that consists of millions of private and public, academic, business, and government networks of local to global scope that are linked by [copper](#) wires, [fiber-optic](#) cables, [wireless](#) connections, and other technologies.

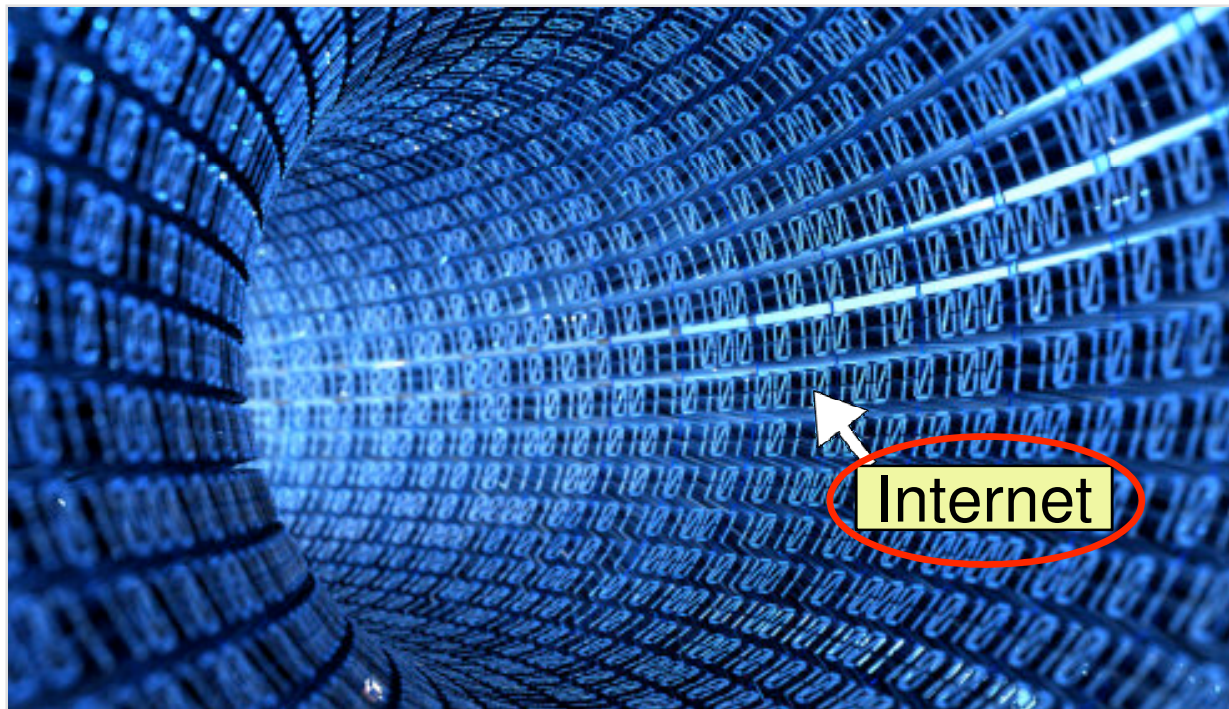
TEXT

Provide high-quality content to users and search term enriched content to search engines.

- Consider Content Length
- Content Placement
- Search Term Placement and Density

IMAGE ALT TAGS

Assign alt tags to all images and include the targeted search term where appropriate.



CONNECT THE DOTS

The targeted search term should appear within each of these elements for high topic relevancy.

PAGE TITLE

META DESCRIPTION

META KEYWORDS

H1

PAGE TEXT

ALT TAG

STEP 2

DEVELOPMENT

NAVIGATION STRUCTURE

A websites navigation should be clear, simple and easy to follow.

- Text Links Only
- Keep Link Text Short
- Include Targeted Search Terms

NAVIGATION TYPE

The most effective navigations mirror a websites hierarchy layout.

[Men's Shoes](#)

[Women's Shoes](#)

[Women's Hiking Shoes](#)

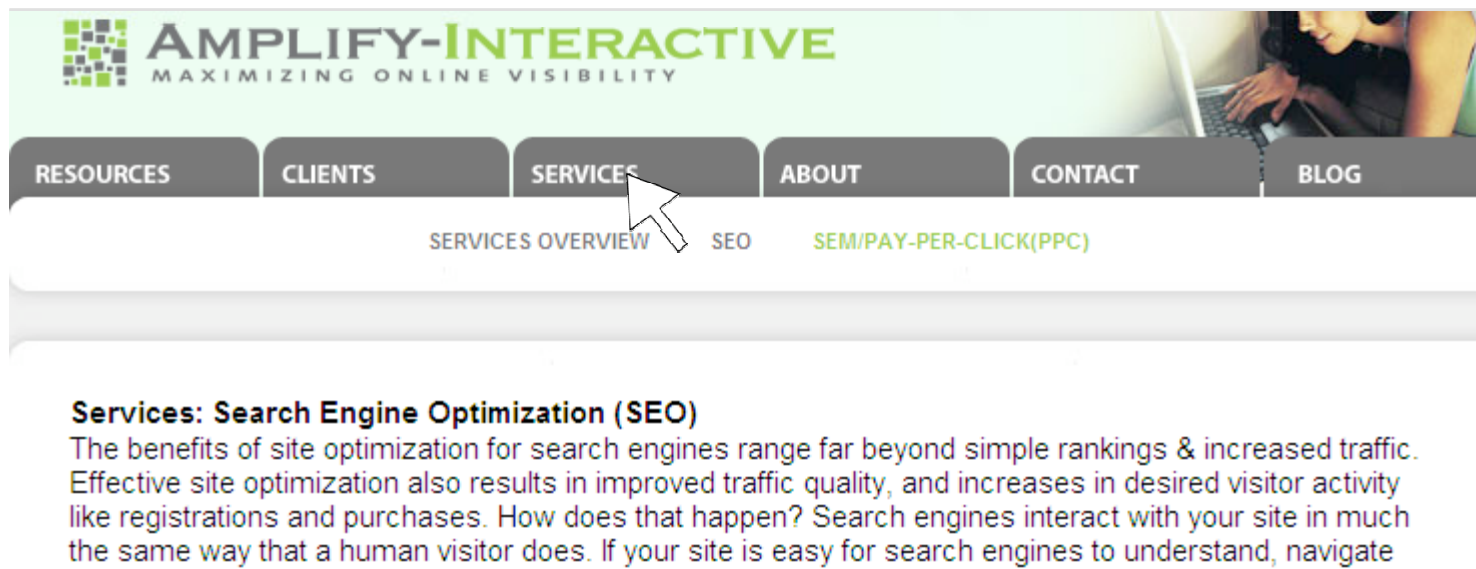
[Women's Dress Shoes](#)

[Kid's Shoes](#)

URL'S

URL's should be simple, logical, intelligible and appealing to users.

<http://www.amplify-interactive.com/services/seo-services>



PROBLEMATIC URL'S

URL's with long id numbers are less appealing to users and can cause problems for crawlers.

http://www.amplify-interactive.com/index.php?id_sezione=360&sid=3a5ebc

SITE MAP

A correctly formatted site map speeds up the search engine indexing process and ensures that every page will be indexed.

- Search Term Enriched Text Links
- 100 Links or Less
- Accessible from Every Page

ROBOTS.TXT

A robots.txt file lets search engines know what they should or shouldn't index.

```
User-agent: *  
Disallow:
```

```
User-agent: *  
Disallow: /
```

```
User-agent: *  
Disallow: /scripts
```

```
User-agent: Email Collector  
Disallow: /
```

```
<head>  
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">  
</head>
```

301 REDIRECTS

301 redirects tell search engines that a page has permanently moved.

- Changing Domains
- Consolidating Multiple Domains
- Outdated URL's

CUSTOM 404

Every website should possess a custom 404 error page.

- Resemble Site Look and Feel
- Encourage Site Visitors to Stay On Site
- Include Links

SITE POPULARITY

OPTIMIZED LINKS

Ensuring links are optimized can make all the difference in the world.

- Text Links Only
- Include Search Term in Anchor Text
- Proper Domain/URL Version
- Avoid Link Schemes

QUALITY NOT QUANTITY

It is not about how many links are pointing to your site so much as it is where they come from.

- Relevant Source
- High Position on Page
- Low Number of Links on Page
- The Source Page Resides High in the Hierarchy

ACQUIRING QUALITY LINKS

Acquiring quality links may be time consuming and challenging but it is worth it.

- Directories/Industry Sites
- Content Syndication (RSS)
 - Articles
 - Press Releases
 - Blogs