

# SEO (Search Engine Optimization) Help & Tips

## HOW DO I GET GOOGLE (and other search engines/databases) TO SEE ME?

### The Bad News First

For your domain, do a search for (www.yoursite.com) and here is what you will find: "Results: 1 - 10 of about (probably several million) for (search word/s)." This is not atypical, though not your ultimate goal!

It takes time time time, and continuing effort to establish a presence online. Currently you have billions of other people with similar business names, keywords and offerings ahead of you in the search engine line.

*(Just for comparison, a Google search for Julia O'Reilly, both my business and professional name, yields: "Results: 1 - 10 of about 2,180,000 for Julia O'Reilly", but I come up on the first search page!*

*I haven't done much promotion for my own site. It's more a matter of longevity, and some small amount of promotional activity on my part. I have had the same domain name for 15 years. But that longevity counts, as does the little SEO and the little marketing I have done for my own site.)*

### The Good News!

Every single time you give out your URL and someone goes there to check it out, it raises your ratings. Further, it develops your niche more deeply and strongly with the client/contact base you already have.

Your goal is to raise your visibility, increase traffic to your site, attract the notice of the web search crawlers, which increases your ranking, which increases your visibility. All this happens over time, but there is much you can do economically to get the ball rolling.

## The SEO Basics List

Some of the items below are things you can do, some are things you can hire out with a minor investment.

### Pages Text

Create 300-600 words of text for main pages. Use keywords a few times on each page.

Keep it fresh. Every time you put new content on a page, it can be an opportunity to make an announcement in your newsletter (see below).

### Header Tags, Alt Text

As we build your site we do this from your lists and descriptions, but keywords/key descriptions need constant vigilance. In a perfect world, check in and refresh key words, and rewrite key descriptions every 3-6 months. Realistically, if you do this annually you will be ahead of the curve.

Each page on your site can eventually have its own set of key words and a key description. But it's just as valid to use one global list and description to begin, then adapt as you learn more about your site's identity and response.

### Google Ads

This can be a very effective investment of your marketing budget.

Inquire for more information.

You can read up here: <https://adwords.google.com/support/bin/answer.py?answer=6296>

## Boost Your SEO With Sound Marketing Actions

Create reasons and opportunities for high-powered links to you. Do you have an article you can publish on a site? A professional affiliation?

### Link Up!

Social Networking is ever gaining momentum as a marketing and networking force. All the web gizmos and newest whizmos in the world are not likely to give you any more boost or lasting communication power than simple human connection and reputation can give to any business. So do good work, and tell people about it with pride.

Think about joining Linked In, Facebook, and/or other social networking entities. Most are free. The more you use them, the more visibility and connection you'll create and the more opportunities you will have to drive traffic to your web site.

### Newsletter

Create a short but helpful newsletter, and e-mail it to your contact base on a routine basis. Keep it regular (monthly, weekly or quarterly) and of course allow people to subscribe/unsubscribe in each e-mail and from your website.

Using a third-party service like Constant Contact is an excellent and cost-effective way to manage newsletters, and grow a database qualified and targeted for your web site. We can help you install Constant Contact (or other

provider of your choice) on your site.

Every time you put new content on a page, it can be an opportunity to make an announcement in your newsletter.

### **Other Ideas**

[www.psychotactics.com](http://www.psychotactics.com)

This is one of the best web marketing advice sites I've seen, or at least my personal fave. I like Sean's world view, ethics and smarts for guerrilla marketing.

### **Publish some articles**

Think about devoting 1/2 to 1 hour a month in research, and the same for writing articles and getting them published with links back to your website.

Keep looking for opportunities and ideas for writing short and interesting articles. Write your passion.

### **Media Page**

Create a page for publicity photos, articles and summaries ready for the press, radio or TV. You don't need to be a celebrity to do this, and it will be very helpful for your media contacts when, for example, you present at an event and want to drop a press release. Here are some examples:

<http://www.raisingflag.com/> (go to Media Kit)

[http://www.brightworkspress.com/html/mediakit\\_rod\\_collins.html](http://www.brightworkspress.com/html/mediakit_rod_collins.html)

<http://www.fbigirl.com/pressroom.htm>

<http://www.susanwerner.com/about/promo.html>

### **Spread the News**

Put your URL everywhere

It's important and basic.

Hand out your business cards every chance you can make.

Put your URL's on every piece of marketing or business material you have.

Stamp it on every package that goes out.

Make it extremely available to people on-goingly.

### **Hire Us For More SEO. And add Google Tracking.**

If you have a bit more in your budget and we are helping you with SEO, we submit your site for tracking with

Google Webmaster Tools. This will confirm that there are no site errors, page errors or other errors reported that could interfere, and will also report traffic data about your site that is useful for your marketing and content strategy.

Note that it will take time for your site to show up on the Google index (30-60 days from launch).

As soon as your web site shows up, we can get some reporting statistics that will give us some good information to work with. You'll know when your site shows up on the index, because a search for your URL will yield the page.

### **In The Meantime**

Give out your URL to anyone and everyone.

Put it on everything you can.

Talk about it. Mention it in every conversation (well, most conversations, anyway).

Trail it over the entire universe.

Write it on table napkins at restaurants.

### **More Ways to Spread the News**

Add a signature to your e-mail that contains your URL as a link to go there.

Use your business cards to remind people to go to your website.

Invent reasons for folks to go there. (They can get your e-mail and phone there, for instance, or download articles you have written, or read the latest post to your blog. Have you added a new page? Tell them about it!)

Create opportunities (and reasons) for people to link their sites to yours. And make sure they have your URL.

### **Reciprocal Linking, Linking Out**

It doesn't do much for your Google ranking for you to link to someone else's site. Reciprocal links are only one step up from this, so avoid them if you can, unless you have a specific reason to use one.

## **Summing Up**

Much of your Google success depends on your ranking.

Your ranking depends on many factors, some of which you can even control! One big thing you can control is driving traffic to your site by word of mouth and pen. It works. Let it work for you.