POWERFUL STRATEGIES
That Get YOU Organic Traffic

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SEO - Powerful Strategies That Get YOU Organic Traffic

Section I: SEO Is Alive And Well

There's been such a tendency to focus on "original, quality content" ever since Google made major changes in May 2007, it's been rumored SEO doesn't matter any more. Everyone's talking about the "Google Slap", Meta tags are going out the window, and it's the fashion to frown on any artificial SEO manipulation. (Even hiring a professional SEO company is no guarantee you won't be penalized – in fact, depending on their methods, **it may actually do more harm than good**.)

This is a perfect case of people not understanding a subject properly, which unfortunately can result in their avoiding involvement in SEO through fear. The sad part is, however – if you're not optimizing your site and your marketing campaigns or products at all… if you're just relying on keyword research alone… you may be leaving **thousands of dollars on the internet table**.

If you're an Internet Marketer, it may not be realistic or the best use of your time to delve deeply into the technical end of Search Engine Optimization – but there are some very basic techniques and tips you can apply which may increase your page rank with spectacular results.

And this is what my Special Report is here to help you out with today.

What Can You Optimize?

The first thing to take note of: <mark>**Your SEO should be planned before you ever write one word of HTML or set up your site**</mark>.

The first thing you need to do, after deciding on your site theme and target subscriber, is find strong keyphrases. **Think of the keyphrases as your bait**: If you were deep water fishing in the Florida Keys, you'd know that sharks like "chum", a bloody, oily mix of fish guts and pieces. It's perfect for the sharks, and attracts them every time – much better than any other bait!

That's perhaps a rather graphic and (if you're not a Fishing Enthusiastic) maybe even slightly uncomplimentary way of putting it – but you probably won't forget that image as easily as if I'd said "your keyphrases have to be highly optimized to attract your niche customer".

So the moral of my little story: **Keyphrases are like chum**. They bring the fish of your choice to **the food it likes the best**. In this case – your website and online material!

Once you've got all your keyphrases and decided on your web site theme and format ("Will it be a static site? Will it be a blog?") you need to build a website that is efficiently designed, with clean, well-validating code.

If you're hiring a web designer to code it for you, make sure you hire one whose other sites you find really appealing: One who believes in **validating code** to World Wide Web consortium standards. **Serious mistakes like not using ALT tags** will adversely affect your site's SEO appeal – and in some cases, may make Search Bots bounce out without indexing it at all. **Any designer who brushes you off on this subject probably doesn't know how to validate** – or has a big ego and enjoys creating 'hacks'. Be wary!

Next, you must make sure each page is optimized as well as it can be, with **unique, interesting content** that always strives to be one step ahead of everyone else's. (Yup, you knew that already, right?)

Finally, do include a **Sitemap** (but don't worry – if that one you **didn't** know, there'll be more on that subject later.)

Even all that isn't enough to bring traffic flocking from the Search Engines. You need to **promote your site**, and **create strong backlinks** (without resorting to buying links, or any other artificial "black hat" SEO techniques.)

SEO is not limited to HTML coding. You can and should also optimize:

- Your **Blog Posts**
- **Articles** You plan to submit to Directories
- Your **Content**
- Your **HTML**
- Everything in between the **<head></head>** Tag (including the Title Tag and meta tags)

- Your **images**
- Your **multimedia**
- Social Media campaigns (they can create valuable buzz and backlinks)

You can also use **local offline campaigns** to add to your SEO presence – for example, submitting a press release to a local paper, with links to your site or blog. And you probably already have your website URL on your business cards and brochures.

There are a few more techniques, however, that you may have forgotten, overlooked or just plain not known about. So let's get started with a quick look at the absolute basics…

Section II: Your SEO Walk In The Park

The Essentials: Keywords, KeyTool & Keyphrases

As an Internet Marketer, you already know how important keyword research is to your business. You know the difference between a broad, single keyword like "lemons" and a long-tailed key phrase like "making lemonade with lemons".

You've learned to use [Google's Keyword Tool](#) to see if there is low but vital Adwords competition but decent search numbers on a keyphrase – and you're using Wordtracker's [freekeywords](#) tool to get ideas on **exactly what people are searching for**.

In fact, you most likely even use paid SEO tools like [Market Samurai](#) or [MicroNicheFinder](#), at this stage of the game. (There is also another tool similar to these powerful SEO aids that you can use entirely for free – [Traffic Travis](#).)

This is all well and great if you know what to do with these KeyTools, and how to analyze the data and results. But step back a second and really think about it – are there gaps leading to missed opportunities? After talking with some Internet Marketers earlier this month, I suspect many newer marketers **"know"** what to do far more they than actually **do** it.

There are many places to naturally place great keyphrases you've found, but do remember this one important fact:

They should be **highly relevant** to your target customer. There is no point getting excited over a keyword that has a fabulous Google competition and Adwords ratio if it's going to bring you dozens of people looking for sites about cars with problems – not ways to make gourmet lemonade. In fact, they're just going to be annoyed with you for "misleading" them – and leave.

Pick at least 10 keyphrases highly specific to your ideal customer, and use them as the backbone of your website. If you are going to market locally or offline, don't forget to include keyphrases with geographic cues in**: E.G.** "Lake Placid fishing resort", if you live near Lake Placid and want to attract that tourist market.

And if brands are a big part of your marketing – say you are selling Kubota lawn tractors – then do remember to include that brand name in some of your keyphrases (but not in domain names! You can get into legal trouble, that way.)

I know including the brand name in your keyphrase sounds really obvious – but it's amazing how many people forget this small but crucial step.

Choosing A Domain Name

Speaking of Domain Names, there are 3 powerful methods of choosing the right one for your website. It's a good idea to really think about **which sort would suit your marketing purposes best**, before you jump to use a great keyphrase you've found.

Here are the 3 methods, laid out. **Pick only one** – the one that works best for your goals.

1) Take your strongest keyphrase, and register it as your domain name, using only .COM, .NET, .ORG or your Country code as your extension.

2) Register your own name as a .COM. Even if you're not planning to use it for a while, you should do this instantly anyway, before another Quinton Tartarus comes along to claim it – you will find a use for your personal domain, quickly enough. Unless you are Angelina Jolie, or really planning to become a celebrity who is more important than the service you're providing, you may be better to start out with your strong keyphrase as a domain name.

3) If you have a product you are going to promote, you are going to want to go for branding. Register your site by the product name. For example, Market Samurai's web address is `www.marketsamurai.com'.

Remember – "www.[NameOfProduct].com" is what 95% of all searchers will "test-input" into their browser, before searching. So wouldn't that be a great way to have them **always remember your web site address,** once they're aware of your product? Particularly since people will usually check out a product several times – before they buy!

When you've decided on a possible domain name, check to see if the .COM extension is taken. Don't run it through Google's search engines, however – there are companies that check search results and snap up good suggestions, so they can resell them at a premium rate. Instead, use a scripted tool like [Clefty's Domain Name Finder](#). This tool guarantees that no one will see your "taken or free domain name" search attempts.

If the .COM is taken, by all means use .NET or .ORG (especially if you're running a blog site - .ORG is a common blog extension nowadays, though it used to be only for non-profits.) **Try not to use vanity extensions** like .INFO or .BIZ – Google isn't partial to them (though if you optimize everything else to the teeth, you may actually achieve good rankings.)

If your name is `Mary Smith', and `www.marysmith.com' went long ago, get creative. Combine your name with a keyphrase (make sure it's **easy to read and say** – and make sure it's memorable!) You could try something like `MarySmith_SpecialtyCoffee.com'.   (The capital letters won't count, but on business cards and in article Resource Boxes, they make the web address much easier to read than `marysmith_specialtycoffee.com' – the actual name.)

Should you use **hyphens, underscores** or **run-on words**, in domain names?

Experts are pretty much unanimous that **underscores are not the way to g**o – but opinions are divided almost equally between run-on words and hyphenation. (Underscores work best when you're deliberately trying to separate 2 phrases – though it's always best to avoid them, whenever possible.)

The bottom line on this decision? **It's up to you**.

Can Your Web Hosting Affect Your SEO?

Many people will tell you that your choice of web host cannot affect your SEO performance – but you don't have to be an SEO expert before your common sense tell you this is – at the very least – sloppy thinking. Just on the most basic level, if you are unlucky enough to pick a web host who has lots of **outages and down time**, Search Engines attempting to access your site won't be able to index your new content – and new content on your web pages helps your rankings climb. It will index your site inside as "not found" – and drop it!

Also, if your web hosting company hosts **trashy or illegal sites** (which you may not know about), that can have a negative effect on your rankings and status. (Think of it as the internet equivalent of `coming from that poor part of town where there are lots of shootings'.) One way to tell? Run a search on them – and be wary of really low offers.

Related to this, make sure that you have **strong anti-virus protection** and a **firewall** enabled – otherwise your site may be afflicted with Malware without you knowing it. Quite apart from the awful effects of Malware, what that means, SEO-wise, is that illegally planted **"junk code" and bogus directories** may be **bouncing Search Bots** right out of your site.

Periodically check your server files through your FTP program, or "View Page Source" on your browser web pages, to make sure there are no **file folders you don't recognize**, or **suspicious scripts** you didn't insert in your web page. Especially if your site has been getting slower and slower lately – often a sign that you've acquired a **Trojan** or **worm**.

If your site is a Wordpress blog – do make sure you're using good plug-ins like All In One SEO and Secure Wordpress . (You don't have to download them from the site – you should be able to install them right from your "dashboard".)

Click here to get the rest of this Breakout SEO Guide

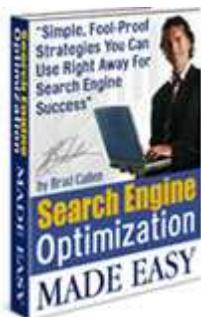Click Here for some free Bonuses Just for viewing this preview.

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