NUCLEAR
SEO

GENERATE EXPLOSIVE TRAFFIC FOR YOUR SITES!

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Introduction

Welcome to this guide on one of the most misunderstood and mysterious topics that exists in the internet marketing world, Search Engine Optimisation.

What is SEO? Wikipedia has it as:

"Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results"

Which means improving the position of your webpages in the search engine results to grab gobfuls of traffic and make money!

Let's face it - the higher you are in the search engine rankings the better, the fabled number 1 spot is where you want to be as some people say you can get as much as 60% of all the traffic by just being in that position. Of course your page description and title tag come into play too, I know I don't always go to the site in first position if the title tag of another site grabs my attention more, or just seems more relevant.

This guide is going to be concentrating mainly on Google SEO, Google is the behemoth of the search engine industry with reportedly about 65% of all searches being performed through them. That leaves Yahoo with roughly 20%, MSN with 10% and all the other ones share part of a 5% pie. So you can see why most people aim to get rankings in the big G, then Yahoo and MSN can be a secondary targets to aim for.

Google uses sophisticated algorithms to rank the search results and they are constantly adapting them to try and weed out any of the attempts to 'game' the system and get inappropriate rankings. No matter how much people claim to know the secret of getting to the front page of Google, the reality is that we are all either guessing or testing and making assumptions, we are all in the dark about what Google really wants, but we can make educated guesses!

So let's get started and I'll see you on the front page of Google!

What Colour Hat Should I Wear?

There are three different 'hats' you can wear when you are doing SEO, black, grey and white. These refer to how 'bad' the techniques you are using for SEO are.

For instance, white hat techniques are those which we believe the search engines like and we would never have to worry about being penalised for. Like growing your site with unique content to try and get more visitors, or adding a blog etc, those kind of things are normal and innocent techniques that can help you to get more traffic.

Grey-hat techniques are those that we are not sure about, now technically speaking then anything you do to deliberately try and enhance your ranking in the search engines for a certain keyword could be considered as grey-hat at minimum. This is because the way Google thinks then it looks like they'd prefer everyone to just leave their websites to rank by themselves, allowing users to give you links etc rather than going out and getting them yourself.

So social bookmarking your own site could be considered grey hat, at the moment there isn't a problem with doing that and it doesn't really do anything wrong, but it can be abused and Google may clamp down on it in future if they can find a way to. Buying links is a good example of Google clamping down on grey hat techniques, it used to be grey hat as it was a standard way of getting revenue for website owners and some link-juice for the purchaser, but now Goolge has said they won't tolerate it and if they suspect you of selling links then your rankings could suffer as a result... (and if they suspect you of buying them then the links probably just won't count so you'll be spending money for nothing).

Now blackhat... these are techniques that are obviously against the wishes of the search engines and/or try to get inappropriate websites ranked for keywords. So using social bookmarking to try and get a porn site ranked for the keyword phrase 'Buy LCD TV' would be blackhat...

Or stuffing keywords into your page the same colour as the background so the visitor can't see it but the spider picks up on it would also be black hat. How about creating networks of your own sites that are built just for the purpose of linking to your main site to increase its ranking? That's be black hat too.

So you have to watch out when someone offers you a miraculous way of ranking highly in the search engines, think to yourself whether that would be white, grey or black hat. Google can and will penalise your site or even drop it from their database altogether if they think you are engaged in black hat activities.

This is the end of the preview – head back to the main site to grab the full version and continue reading!