Advanced SEO Techniques

Turbocharge Your Traffic & Profits on Autopilot!

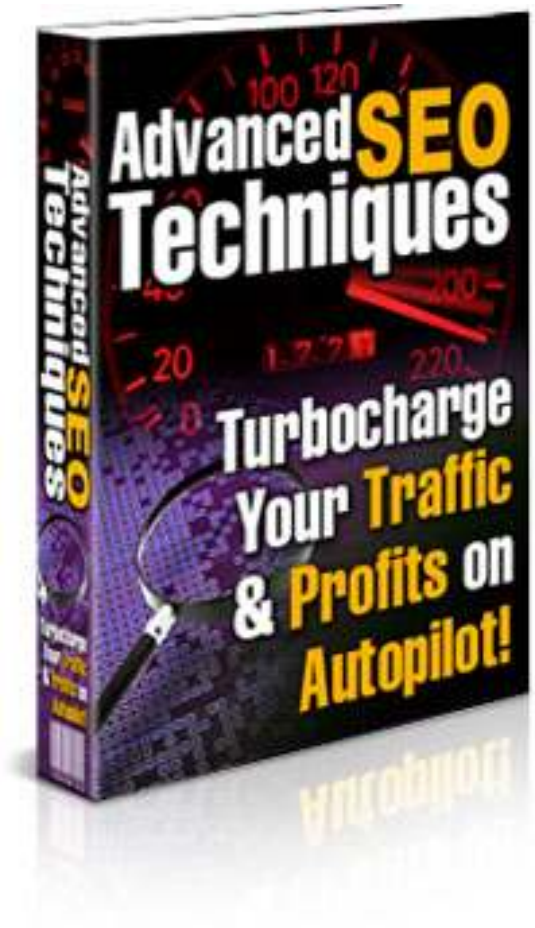


Table of Contents

INTRODUCTION

WHAT ON EARTH IS AN ALGORITHM?

GOOGLE ALGORITHM IS KEY
PAGE RANK BASED ON POPULARITY
BACK LINKS ARE CONSIDERED POPULARITY VOTES
Hypertext-Matching Analysis
DO YOU KNOW THE GOOGLE DANCE?
The Algorithm Shuffle
GOOGLE DANCE TOOL
SUBMITTING YOUR URL TO GOOGLE
CLOAKING
GOOGLE GUIDELINES
DO'S
DON'TS
CRAWLER/SPIDER CONSIDERATIONS
RANKING RULES OF THUMB
Values
Query-Dependent Factors
Blanket Policy On Doorway Pages And Cloaking
Meta Tags (Ask.Com As An Example)
Keywords In The URL And File Names
Keywords In The ALT Tags
Page Length
Frame Support

WHAT YOUR WEBSITE ABSOLUTELY NEEDS

UNDERSTANDING YOUR TARGET CUSTOMER
DOES YOUR WEBSITE GIVE ENOUGH CONTACT INFORMATION?
THE HOME PAGE
THE ACID TEST
STEP BY STEP PAGE OPTIMIZATION
ONE SITE – ONE THEME
AFFILIATE SITES & DYNAMIC URLS
PAGE SIZE CAN BE A FACTOR
HOW MANY PAGES TO SUBMIT?
SHOULD YOU USE FRAMES?
MAKING FRAMES VISIBLE TO SEARCH ENGINES
STOP WORDS
IMAGE ALT TAG DESCRIPTIONS
INVISIBLE & TINY TEXT
KEYWORD STUFFING & SPAMMING
DYNAMIC URLS

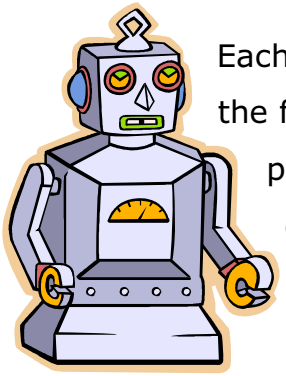
RE-DIRECT PAGES .....
IMAGE MAPS WITHOUT ALT TEXT.....
FRAMES .....
TABLES .....
LINK SPAMMING .....
CONCLUSION .....
WHAT SHOULD YOU DO NOW?.....

Introduction

This ebook is a hard-hitting guide that gives you the information you need to make the adjustments to your site right away to help improve your search rankings and benefit from the increase in organic search traffic. Search Engine Optimization or SEO is simply the act of manipulating the pages of your website to be easily accessible by search engine spiders so they can be easily spidered and indexed. A spider is a robot that search engines use to check millions of web pages very quickly and sort them by relevance. A page is indexed when it is spidered and deemed appropriate content to be placed in the search engines results for people to click on.

The art and science of understanding how search engines identify pages that are relevant to a query made by a visitor and designing marketing strategies based on this is called search engine optimization. Search engines offer the most cost effective mechanism to acquire "real" and "live" business leads. It is found that in most cases, search engine optimization delivers a better ROI than other forms such as online advertisements, e-mail marketing and newsletters, affiliate and pay per click advertising, and digital campaigns and promotions.

What On Earth Is An Algorithm?

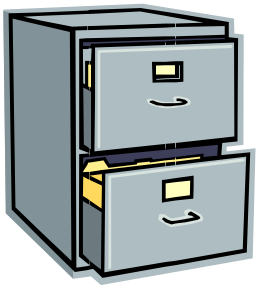


Each search engine has something called an algorithm which is the formula that each search engine uses to evaluate web pages and determine their relevance and value when crawling them for possible inclusion in their search engine. A crawler is the robot that browses all of these pages for the search engine.

GOOGLE Algorithm Is Key

Google has a comprehensive and highly developed technology, a straightforward interface and a wide-ranging array of search tools which enable the users to easily access a variety of information online.

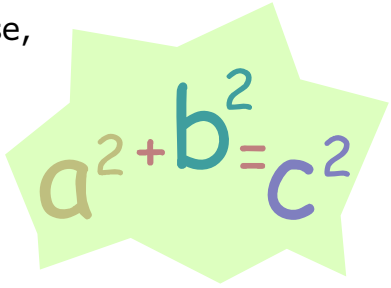
Google users can browse the web and find information in various languages, retrieve maps, stock quotes and read news, search for a long lost friend using the phonebook listings available on Google for all of US cities and basically surf the 3 billion odd web pages on the internet!



Google boasts of having world's largest archive of Usenet messages, dating all the way back to 1981. Google's technology can be accessed from any conventional desktop PC as well as from various wireless platforms such as WAP and i-mode phones, handheld devices and other such Internet equipped gadgets.

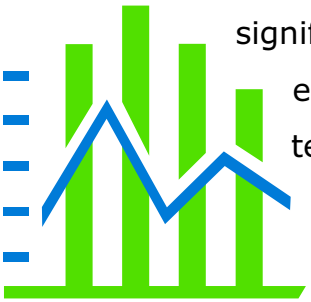
Page Rank Based On Popularity

The web search technology offered by Google is often the technology of choice of the world's leading portals and websites. It has also benefited the advertisers with its unique advertising program that does not hamper the web surfing experience of its users but still brings revenues to the advertisers.

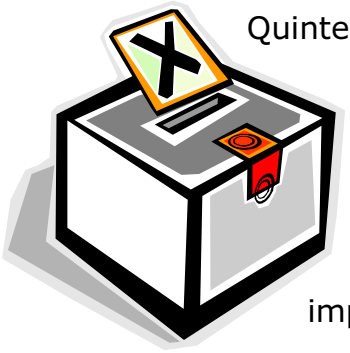


When you search for a particular keyword or a phrase, most of the search engines return a list of page in order of the number of times the keyword or phrase appears on the website. Google web search technology involves the use of its indigenously designed Page Rank Technology and hypertext-matching analysis which makes several instantaneous calculations undertaken without any human intervention. Google's structural design also expands simultaneously as the internet expands.

Page Rank technology involves the use of an equation which comprises of millions of variables and terms and determines a factual measurement of the significance of web pages and is calculated by solving an equation of 500 million variables and more than 3 billion terms. Unlike some other search engines, Google does not calculate links, but utilizes the extensive link structure of the web as an organizational tool. When the link to a Page, let's say Page B is clicked from a Page A, then that click is attributed as a vote towards Page B on behalf of Page A.



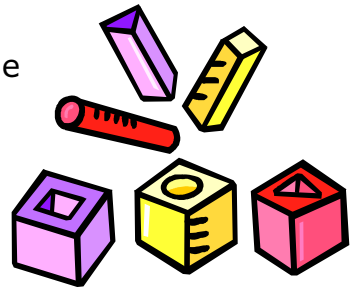
Back Links Are Considered Popularity Votes



Quintessentially, Google calculates the importance of a page by the number of such 'votes' it receives. Not only that, Google also assesses the importance of the pages that are involved in the voting process. Consequently, pages that are themselves ahead in ranking and are important in that way also help to make other pages important. One thing to note here is that Google's technology does not involve human intervention in anyway and uses the inherent intelligence of the internet and its resources to determine the ranking and importance of any page.

Hypertext-Matching Analysis

Unlike its conventional counterparts, Google is a search engine which is hypertext-based. This means that it analyzes all the content on each web page and factors in fonts, subdivisions, and the exact positions of all terms on the page. Not only that, Google also evaluates the content of its nearest web pages. This policy of not disregarding any subject matter pays off in the end and enables Google to return results that are closest to user queries.



Google has a very simple 3-step procedure in handling a query submitted in its search box:

1. When the query is submitted and the enter key is pressed, the web server sends the query to the index servers. Index server is exactly what its

name suggests. It consists of an index much like the index of a book which displays where is the particular page containing the queried term is located in the entire book.

2. After this, the query proceeds to the doc servers, and these servers actually retrieve the stored documents. Page descriptions or "snippets" are then generated to suitably describe each search result.

3. These results are then returned to the user in less than a one second! (Normally.)

Approximately once a month, Google updates their index by recalculating the Page Ranks of each of the web pages that they have crawled. The period during the update is known as the Google dance.

Do You Know The GOOGLE Dance?

The Algorithm Shuffle

Because of the nature of Page Rank, the calculations need to be performed about 40 times and, because the index is so large, the calculations take several days to complete. During this period, the search results fluctuate; sometimes minute-by minute. It is because of these fluctuations that the term, **Google Dance**, was coined. The dance usually takes place sometime during the last third of each month.