

Even with little effort you can make your website much more visible in search engines. To achieve this you have to structure and create the contents of your website in a particular way (On page Optimization) and get external sites to link to you (Off page optimization). In general, you should pay attention to these things:

- ▶ First things first: Optimized pages are for people, and not for search engines.
- ▶ The more valuable and useful the content on a page, the better.
- ▶ It is enough to optimize two to four important keywords on the main page.
- ▶ The sub-pages should concentrate on one and a maximum of three keywords per page.

Search engine market share in the United States:

- ▶ Google 65.5%
- ▶ Yahoo 15.9%
- ▶ Bing 14.1%
- ▶ Ask.com 2.9%
- ▶ AOL 1.5%

(as of: May 2011)

Pretty URLs are indexed better: No URL Parameters ("index.php?1234"). Better to put readable names in the URL: www.domain.com/keyword1/keyword2.aspx

`<title> Keyword </ title>`
Descriptive title for the page content, important key words should appear. Not more than 70 characters.

`<description>Description</description>`
Short description of the contents of the page. Often appears on Google search results page. Maximum 155 characters.

`<h1> Keyword </ h1>`
Headlines (h1-h3) must include the relevant to be optimized Keywords.

`<alt> Keyword </ alt>`
Captions in the tag `<alt>` and `<title>` should describe the image well

YOUR WEBSITE Home | Products | About Us | Contact Us

Headline with a Keyword
Your Contents should include the Keyword several times, however not too often. Ideally, the Keyword should also appear **in bold**. It makes sense to find related phrases with the Google Keyword Tool and add them to the copy.

KEYWORD

Headline **KEYWORD 1**
IMAGE
For internal links you should use Keywords (for which the target page is being optimized for) in the anchor text of the link.

Headline **KEYWORD 2**
IMAGE
For internal links you should use Keywords (for which the target page is being optimized for) in the anchor text of the link.

IMAGE

The Google Adwords Keyword Tool can help to find the right Keywords. Simply enter a relevant Keyword there and Google shows you related terms and how many people search for them.

There you can also see how competitive these terms are. Pay attention to singular and plural variations as these are weighted different by Google.

With the help of the Google Webmaster tools you can see which terms Google sees as relevant on your Website. **Google Analytics** delivers even more detailed analysis.

The internal links should include the relevant words in the anchor text. Example: ` keyword </ a>`. There should be no more than 50 links per page.

Text contents with keywords that should not appear too often (avoid "keyword stuffing"). It is ideal to use as many related terms as possible. This is where the Google Keyword Tool can help.

` Keyword </ strong>`
Occasionally highlight the Keywords in bold.

Backlinks

Backlinks are essentially the backbone of the web: Links from external sites that point to your website. The more relevant external websites that point to your site the better.

- ▶ Encourage other webmasters to link to your page. Create content that other like to link to. For example, unique content or easy to understand instructions.
- ▶ Ideally, other websites should use anchor links that contains the keyword to be optimized.
- ▶ Offer others a link exchange. It's important that both linking sites fit together thematically.
- ▶ Find thematically related blogs and forums where you can post messages. These entries must not pursue the obvious purpose promoting your own website.
- ▶ Entries in web directories such as DMOZ or subject matter portals are helpful.
- ▶ Search the backlinks of your competitors. Potentially they may also post a link to your website.
- ▶ Sometimes paid entries can be useful. But stay away from purchased or rented links.

Local Search Results

Rating websites have an enormous importance for the ranking in the local search results. The number of ratings directly plays a role on your rankings.

Submit your business to the following portals:

Google Places	Yellowpages.com
Yahoo Local	Citysearch.com
Bing Local	Kudzu.com
Yelp.com	Insiderpages.com
Merchantcircle.com	

Social Signals

The popularity of a page on Facebook and Twitter now does play a part in the visibility of your website in the search engines. In addition, opinions, ratings and comments on review websites create relevant high-quality signals for your rankings. Therefore, it should be your goal to get many good reviews on these portals:

Important Review Websites:

Tripadvisor.com
Epinions.com
Consumersearch.com

Helpful Tools

Pages that provide good tools for your rankings:

▶ Free Monitor for Google

Verifies the optimized keywords' current ranking positions.

➔ <http://www.cleverstat.com/en/google-monitor-query.htm>

▶ Google Webmaster Tools

Show in detail the improvements that need to be made as well as statistics. Logging into a Google account is required.

➔ <https://www.google.com/webmasters/tools/home?hl=en>

▶ Yahoo Site Explorer

Displays the backlinks pointing to their own (or any) website.

➔ <http://siteexplorer.search.yahoo.com/>

Do you want to dig deeper into the subject?
Together we can implement an individualized and effective solution.

Let's talk about it: www.connectedmarketer.com