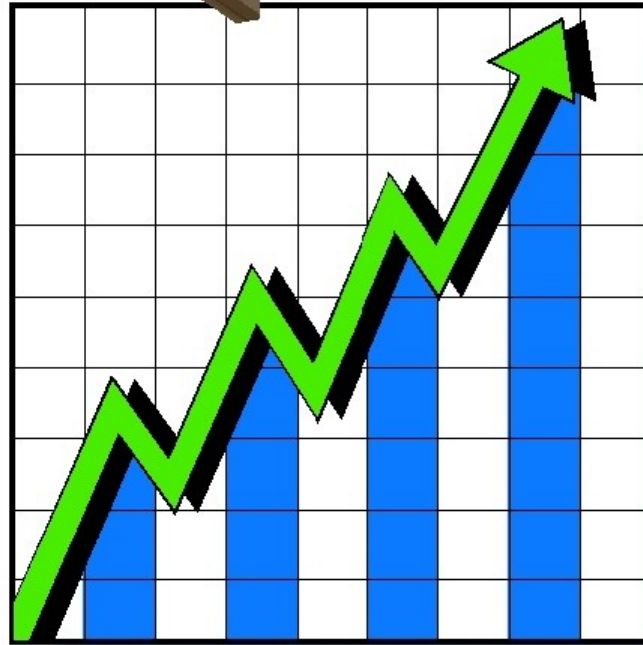


Simplified SEO



Taking the
complexity out of
growing an online
income!

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Simplified SEO

Simplified SEO wants to make building online businesses and sending your sites lots of traffic as easy as it can be. Search Engine Optimization (SEO) is complex and perplexing at times, but we can help with the methodologies, simple steps, and easy to use tools to cut through the complex clutter and start bringing you simple online income. That's what you wanted, and that's what we aim to deliver.

This e-book is a quick overview of the many and complex tasks of SEO. There are a few suggestions that can SIMPLIFY many or all of the task and some that you can outsource. The more that you can automate, simplify, and outsource, the smoother your business will run, and the more dependable your online income will become as well.

Search Engine Optimization in a Nutshell

As a website owner, developer, or promoter, you want lots of FREE web traffic. Traffic is the life-blood of web business, although by itself it may not have the impact that you want. The web traffic has to be targeted, and you have to organize and work to create conversions from that traffic, but keep in mind--the traffic comes first. Without traffic you may have the worlds best web site, but no one will know.

There are a number of paid traffic solutions. With work, trial-and-error, and spending a good deal of money, you may be able to finally come up with some pay-per-click or pay-per-view traffic. But, it isn't easy, and most people spend quite a lot of money on the campaigns before they get ones that actually pay.

Targeting search engine traffic is less expensive, but may take longer, and will require consistent effort. Most people that are weeded out of online commerce, do it because they put in a lot of effort up-front, then stop putting in effort at all. Building and maintaining an online business will require continued effort going forward and/or great automation, organization, and some outsourcing.

What does it take to promote a web page to Google's front page?

Below are the tasks, classes of tasks, and activities that you will need to participate in to get onto the front page of Google, and other search engines.

Market Research

This is where most online marketers go wrong, and where you need to spend some significant time and effort.

Market research is understanding your market, your customers, and your products. If you understand your customers you will know:

1. What they buy
2. Why they buy it.
3. How they use it.
4. Where they buy it.

You will understand their pain-points. Customers buy products because they have a need to fill or a problem to solve. You, as an online merchant, will fill those needs, or solve those problems. When you market to your customers, you will use the phrases that they know and understand, and you will show them how your product will ease their pain, or solve their problem. You will talk to them about the benefits they will receive by using your product, not product features.

You have to know your customer to succeed in this business. Ways to find out about what to sell, and how to sell it is by doing a Google search on related words, then visit the top pages for those words. What are they selling? How do they sell it? These pages are your competition, what do they do that you like? What would you improve?

Now go to Yahoo Answers and find forums about your niche. What do people ask about every day? What problems do they have. Now you are getting acquainted with your customers and their needs.

Once you have a niche, know who your customers are, and what they want, then you have a whole new phase of market research to do.

Keyword Research

Search engines use keywords or phrases to index web pages and serve those pages to people looking for information. You will need to spend time and effort finding the right keywords and phrases to put into your web-page content, articles, headlines, titles, and more to let the search engines know what your site is all about.

There are a few things you need to know about the keywords that you are researching. How often the keyword is searched for everyday, how much competition you have for that keyword, and how difficult it will be to pass up the competition to get to the front page of the search engines.

There are tools that will help you do that. Some of the common ones are:

Free Tools

[Google Keyword Tool](#)

[Wordpot Keyword Tool](#)

[SEOBook Keyword Tool](#)

Paid Tools

[Micro Niche Finder](#)

[Keyword Master](#)

Look for words and phrases that have lots of daily searches, but don't have a lot of competition. These will be the keywords that you will want to target. Make sure that you buy a domain with one of those exact keywords or phrases. Search engines right now give more weight to domains that have the search term in them.

On-Page SEO

The exact search engine algorithms used to index and display web pages in search engine results pages is not published. Search engines take their clues from the content on the pages as to what the content is about and where to place web pages found in the indexes. Much research has been done on the subject, and the following list, though not comprehensive, is a good starting point for what can be done to help support a web page for a particular keyword.

1. Keyword in the URL
2. Keyword in the Title
3. Keyword in an H1 title.
4. Keyword in an H2 subtitle.
5. Keyword in an H3 subtitle.
6. Keyword in the first sentence.
7. Keyword in the last sentence.
8. Keyword bolded, underlined, and in italics.
9. Image on the page with an alt tag that has the Keyword in it.
10. Outgoing link with the keyword in it.
11. Keyword density at 2-4%.
12. Keyword in the meta tag.
13. Keyword in the meta description.

Having the above on-page keyword optimizations will really help in moving your webpage up in the search results. This takes a lot of time and attention to do manually. Simplify the process by automating it. If you are using [Wordpress](#), then you can get the [SEOPressor](#) Wordpress plugin that will automate and simplify the on-page SEO factors. SEOPressor is like having an SEO expert looking over your shoulder as you fix the SEO factors on your page!

Tool
[SEOPressor](#)

Indexing and Backlinking

Links or Backlinks are how one web page references another. Search engines use linking as a way to count, as it were, “votes” for your web page. Every link counts as a vote. Not all links are created equal. Links from high ranking web pages carry more weight than the non-ranked pages, but all links to your webpages are good links.

When it comes to links coming into your webpages, you want a variety of links, you want them from a variety of sources, you want a variety of anchor texts, and you want the volume of new links to go up as time progresses. After on-page factors, backlinks can be the next most important factor in search engine rankings. You need to have an organized backlinking strategy.

First of all you will want to get registered with some search engines. Register with [Google](#), [Yahoo](#), and [Bing](#).

Then you will want backlinks from the following sources:

1. Indexes and directories.
2. Article directories.
3. Blogs and webpages.
4. Social webpages.
5. Video webpages.

6. Blog comments and responses.
7. Yahoo answers and other forums.

You can simplify the backlinking by some automating tools, and by outsourcing. You really don't have time to do all of the backlinking yourself.

Tools

[Social Monkey](#)
[Backlink Ranking](#)

Outsourcing:

[Fiverr](#)
[Odesk](#)
[Green Light Articles](#)

Promoting Your Site

On page SEO and backlinks are two important things to do to get your webpages noticed and rise in the search engine rankings, but there is some promotion to do as well.

You will need to promote your pages through:

1. [eZinearticles](#) and other article directories.
2. [Youtube](#) and video pages.
3. Create landing pages and squeeze pages to sell things.
4. [eMail](#) campaigns.
5. Web 2.0 marketing.
6. Social website marketing.
7. Viral website marketing.

Simplify this part of your business with tools and outsourcing.

Tools

[Super Article Spinner](#)
[Jing](#)
[Marketing Graphics Toolkit](#)

Outsourcing:

[Green Light Articles](#)
[Fiverr](#)
[Odesk](#)

Getting your web page to the front page of Google, Yahoo, and Bing, will bring a flood of well targeted web traffic to your site. But getting there can be difficult. You can shorten the time and effort it will take to get there by automating, using tools, and simplifying the process. This will get you simple results if you are consistent and keep building.

Simply Yours,

The Simple SEO team.