Fast Start Kit - SEO
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Hello and welcome to the SEO (Search Engine Optimization) Fast Start kit. I am Arun Agrawal, the SEOtop10 guy.

SEO is the art and science of getting high rankings in the search engine results when people search for terms related to your products and services. **Art** – because there are no fixed rules and with every web site being different, you have to really think and plan a different strategy matching the site topic and competition. **Science** - because there are some ground rules and if you follow them well, you can get a head start over most of the competition.

So let's begin without any further ado -

1. First and foremost, let me assure you that while trying to game the search engines can get you temporary results, these will be short-lived and you risk getting banned and losing all the search engine traffic for life. The best strategy for long-term success is relevant content - lots of it.

2. It is important to include at least 2-3 paragraphs of text. Search engines mainly index text and use it to identify what your product/service is. The text should contain a description of the benefits that the reader will get when he/she buys your product.

3. You must not have all the content focused on a "trophy phrase" as Matt Cutts, a Google engineer says on his blog. It is much wiser to target the long tail, the terms with 3-4 words that relate to the more specific function of the product or service. Not only these are easier to rank for, the resultant traffic is more targeted and therefore you stand a higher chance of converting them to customers.

4. The title of every page should include the main term being targeted on that page. Once should be fine – twice (but not consecutive) is the maximum. I recommend the first one to be as close to the beginning and then a variation after a few words. Example – "Search engine ranking service – how to rank high on the search engines".

5. Try to locate the related words for these terms with the help of Google (search for ~term), Wordtracker and other keyword-research sites. Collect all the synonyms also. Use these liberally in the text on the page. Don't put the same terms over and over again. Remember humans will read the text that you have written.

   If you write – "We offer search engine ranking service that can get you top search engine ranking on the leading search engines and these rankings will get you lots of new visitors from the search engines…", the reader is definitely going to get very frustrated.

6. Try to link to some other pages on your site, which provide more details on some sub-topics. Include the targeted term in the anchor text and the target URL if possible. See this –

   Read <u>search engine ranking tips</u> or request a <u>search engine ranking proposal</u> for your site.

7. Use 'href' type links from text and images. JavaScript based links as well as links in Flash are mostly invisible to the search engines.

8. Do not target more than 1 main keyword and 2-3 sub-keywords on one page. If you do, the effect will get diluted and will not serve any of them.

9. Have at least 1-3 images on each page with Alt text that includes your keywords. Again, I recommend you to have proper text and not "keyword1, keyword2, keyword3". A good alt-text might be – "search engine ranking results" or "graph showing search engine ranking success".

10. Try to get other sites on similar or complementary topics to link to your home page. Their anchor text should contain all or some words of the keyphrase that you are targeting. It really helps to get at least some incoming links to point to your internal pages directly.

11. Cross-link some of the pages where relevant. Thus a page offering details on your web hosting service can link to your web promotion service in a "see also" or "related services" section.

12. Get your web site listed in some directories related to your industry. Think quality instead of quantity. A few relevant directories can provide much more value than several random directories.

13. Consider regional directories if you offer services in a specific geographical region.

14. Choose a reliable web-hosting provider even if it costs slightly higher. If your site is down when the search engine robots visit it, they may choose to suspend your web site listing or delist you completely if they fail several times.

Remember that these tips are just a great beginning and can get you ahead of a large number of other sites in your niche. Do not expect to rank in the first page for casino, pills, mortgages and other such competitive terms though.

In any case, these will get you started on the right track ☺

Best wishes!
Arun Agrawal
<u>Search Engine Ranking Service – low investment, great results!</u>