ULTIMATE

SEO

SECRETS MADE SIMPLE

★★★★★

A **STEP-BY-STEP** GUIDE
APPROVED FOR ANY WEBSITE

HOW TO OPEN UP THE FLOODGATES TO FREE TRAFFIC
AS MUCH AS YOU CAN POSSIBLY HANDLE

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1

Introduction To SEO

What is SEO?

Search Engine Optimization (SEO) consists of a set of optimization techniques applied to a website or webpage to position it at the top of the search engines results based on a keyword or set of keywords on which that website or webpage has been optimized for.

For easy understanding, the process works like this:

A lady uses a search engine to search for something she is interested in finding information about. In this case, we will use Google.com as our search engine example. All search engines work similarly, like Yahoo and Bing, which are the best after Google.

After she performs her search, the first page of Google displays a set of highly relevant pages or domains right in front of her to get access to any one of them that might give the information she is looking for.

Every one of those websites has been optimized to some degree for the Google Search Engine Bot (Google Algorithm) to consider them exactly what the searcher is looking for and place them right there on the top page and in the top positions of the first page. So search engine ranking is all about a battle where the best-optimized web pages are picked by the search engines to be placed at the top and grab the eyes of all the searchers.

The Beginnings

One of the good things about SEO marketing is its ability to create passive traffic. This means you'll be getting traffic without having to be there actively. This seems like the ultimate choice, especially for marketers who are on a shoestring budget. The essence of SEO marketing is that traffic generation relies on the optimization of web content to draw free traffic through search engines such as the big "G" (Google).

Google is the biggest search engine in the world, with billions of searches going on daily. By tapping into SEO, you will be swimming in loads of traffic. SEO is essentially the art of getting your page on the first page of Google for search terms relevant to your online niche business.

Let's say you are in the dog training niche… Hence, when people search for terms like "dog training tips" or "dog training guide," you want your web page to appear on the first page of the search results – And that is what SEO is all about!

The better you are at SEO, the more traffic and hence, more sales you will get.Of course, if you have a huge marketing budget, you can spend it all on advertising and totally forego SEO, but if you are on a shoestring budget, you can continuously tap into the powers of SEO to get tons of free traffic!

Google ranks how relevant a website is to its searches in terms of Page Rank. By boosting your page rank, you stand a higher chance of getting in front of the search engines. For example, Facebook has a page rank of 3, meaning it is one of the most highly sought after and visited websites on the web. However, when you first start your website, you probably have a page rank of 0. So it will take some time to build your page rank, but with these methods, I'm about to show you below, building page rank will become a walk in the park!

The Importance Of Search Engine Marketing

Many people ask what search engine marketing is and how can it pertain to their business?

Search engine marketing is the promotion of your website through search engines while obtaining more web traffic to your website. This, in turn, generates more leads for potential sales within your business.

A significant part of search engine marketing is pay-per-click advertising.

Pay-per-click advertising brings in internet traffic to your website once your pay-per-click campaign is active. You can actually start receiving targeted visitors to your site within minutes; of course, you have to set up your PPC campaign correctly.

On the other hand, SEO will minimally take hours, days, and in some cases, three to six months before you will see results.

Ensure Your Business Website Is Registered With The Major Search Engines

◈ Within today's world, unbelievably more people spend more time on the internet as compared to those who do not use the internet. Moreover, the younger generation (ages 18 to 35) spends more time on the internet than other market groups.

No matter the market group, which you are targeting, you must ensure your website can be found within the major search engines on the internet. This is because Internet visitors utilize the search engines in searching for products, services and information.

If you do not have your business listed within the major search engines, you will be losing business or even worse, go out of business.

What Can SEO Do For My Business Website?

The most effective method of search engine marketing is search engine optimization. SEO improves the quality as well as increasing the multitude of traffic to your business website through the major search engines.

The more often your business shows up within the major search engines, the more visitors you will receive to your internet site, which will, in return, generate more leads as well as sales for your business.

What is the big deal about rankings with my business website and search engines?

You want your business to rank well within the search engine rankings. Upon achieving good rankings, you will find that your business website will bring people in who are looking for particular services or products. These are commonly titled "potential customers."

SEO Is Not a One-Time Deal

◈ SEO requires a lot of time as well as your efforts in obtaining success. This is not a one-time thing, which you must perform. To be effective, SEO must be updated continually, as well as often.

If you are not confident with your own SEO skills, I would recommend you hire a professional SEO to aid you with your SEO needs. This will allow you to focus on other matters about your business.

How Important Is Search Engine Marketing?

◈ Search engine marketing is essential for your business and should be permanently instituted within your marketing plan for your business.

If you utilize search engine marketing effectively, you will find that your business will experience the success you have worked so hard to achieve.

The Important Aspects Of SEO

SEO which is short for Search Engine Optimization, is basically a type of web design that uses search engines to drive visitors to your website. SEO is one of the most important aspects of web design that a business can do. Without it, the chances of you getting visitors to your site are next to nil.

So you are asking why you should optimize? Search engines are excellent ways to drive traffic to your sites. Without a proper SEO, your site will appear clear at the bottom of the search list. Most businesses have discovered that when they create an SEO-rich website, they have been able to cut down their advertising budget.

If you do not create your website correctly, you will be wasting your time. You need to do a lot of research in order to create an excellent SEO website, but it is well worth it in the end.

After you have learned the importance of why you should optimize, you need to understand the importance of research. Researching before you even start your website is critical. It can make or break your site.

Some of the more critical components in the research stage are planning out your site, making a list of possible keywords, researching your competition and design. All of these are important to the overall success of your site.

Keywords are vitally important because it is what the web crawlers will attach themselves to when they rank you in the search engines. The better the keywords, the higher the rank you will get on your search engine. Therefore, you should begin by making a list of keywords before attempting to add these to your site.

Planning your site is another important aspect of SEO. First, you need to consider your target audience. What type of audience are you looking at attracting?

The more you focus on your audience, the better off you are. Also, it is important to make your site user-friendly. The easier your site is to navigate, the happier your visitors will be.

Next on the importance is checking out your competition. If you fail to do this, they will probably outrank you in the search engine. Check out the keywords that they use. Do not use the same keywords as they do but try to use similar words. This just may raise you above your competition.

The final important component of SEO is Design. Do not overload your webpage with pictures or graphics. Instead, choose a design that will attract your visitors but will not overpower them. Also, watch the visual graphics and use them sparingly. Save the room for the content.

No matter what business you are promoting on your SEO site, if you do not use these essential components, your site will most likely fail.

Why Is SEO Important For Your Business Survival?

As stated before, Search engine traffic is the greatest traffic ever you could wish to get to your website to build a highly successful business over the web that may last years to come.

Let me show you some crazy Eye-Opening Facts about SEO that will help you to understand why SEO is something that can add unlimited value to your business over the web:

◈ Online visitors make frequent use of search engines to find products and content.

◈ Users believe that the website links at the top of a search engine are the most credible or relevant.

◈ Top ranking sites make more profit from increased online traffic.

◈ Less than 25% of users search the second page of search engines.

◈ Over 50% of online buyers purchase products from websites found via search engines.

◈ Over 60% of users search sites on the first page of search engines.

◈ Over 80% of users use search engines to find a website.

◈ Over 70% of users like to use the web to find out about new products.

◈ 70% of the links that search engine users click on are organic.

◈ 80% of users ignore the paid ads, focusing on the organic results.

◈ 75% of users never scroll past the first page of search results.

◈ Companies that blog have 434% more indexed pages, and companies with more indexed pages get far more leads.

◈ 81% of businesses consider their blogs to be an essential asset to their businesses.

◈ A study by Outbrain shows that search is the #1 driver of traffic to content sites, beating social media by more than 300%

◈ SEO leads have a 14.6% close rate, while outbound leads (such as direct mail or print advertising) have a 1.7% close rate.

◈ 79% of search engine users say they frequently click on the natural search results. In contrast, 80% of search engine users occasionally/rarely/never click on the sponsored search results.

When you see data like this, you have to believe that there is a lot of money to be made here. So many people might be talking about it, but very few can really teach how to productively position your business there and make money with it at the same time.

The Basics of SEO You Must Know!

Trying to get the site optimally listed on Google or other engines should be the priority exercise at every juncture. This should be part of the growth strategy of any online endeavor that is seeking ultimate success.

Literally meant to increase the site's ranking of the web search conducted by the interested viewer, SEO is one of the most important ways to generate and direct traffic to a particular site.

The Basics

Monitoring the site's ranking should be a priority to ensure the current efforts put into the content and choice of keywords to encourage the relevant clicks is the best for the site. Using complimenting platforms such as Marketing Vox will allow the individual to keep track of the page ranking with tools like Alexa and Google toolbar. All these will keep a regular check on the ranking and provide the feed necessary to facilitate a re-thinking exercise should there be a need to implement it.

Keywords are like the magnet or the eyes that are going to get the attraction of the SEO, thus creating favorable ranking possibilities. The use of the most appropriate keywords will eventually make or break the success of the site's ranking rate and this is the most important contributing

factor from the viewing visitor's perspective. Inserting the keywords into recognizable spots like the title tag and the page header will help too.

SEO ranking also takes into account the links the site manages to create. The integration of internal links is an easy way to boost traffic to the individual site or page, thus creating an important recognition element.

There are two types of optimization techniques: Onsite optimization and Offsite optimization. Onsite optimization deals with the things you can tweak and modify on your own website to make it more relevant to Google searches.

Offsite optimization deals with interactions with websites outside of your own.This could be in the form of getting backlinks or social interactions, which we will go into more detail later.

SEO trends are constantly evolving. That is because people are constantly finding ways to exploit SEO and make their websites on top of the search ranks. But Google is a smart company, and they have a team who constantly evolves Google's algorithm to make sure that searches remain relevant and not bring spam sites in front.

People who exploit SEO in the wrong way are called "Black hat SEO" artists and their practices should be avoided at all costs. That being said, let's delve deeper into SEO the right way and how we can start applying it to our businesses immediately!

Onsite Optimization

As mentioned earlier, on-site optimization deals with the things you can edit on your own website to make your web content more likable by Google.

Onsite

The first thing you must know is keywords. In short, every page should have about 2-5% keyword density. So sprinkle your keywords where it's due but don't overdo it.

For total optimization, keywords or key phrases should be present in the titles of blog posts, the first sentence of the first paragraph, and also at least once in the body.

Keywords should also be bolded or italicized every now and then. Links should be worded with anchor text links (keywords and phrases).

Also, on-site linkages are highly recommended. Meaning, you should link blog posts and pages together if they are relevant. These small steps contribute to SEO and should be applied when convenient.

One more thing about on-site SEO, people say that images don't contribute to SEO. I beg to differ. Images should be given alternate texts or descriptions. You can also link images to blog posts.
Stick to these good practices, and you'll be on your own to free traffic.

Offsite Optimization

Offsite optimization deals with the stuff outside your website that can contribute to SEO. One of the main components of offsite optimization is getting backlinks.

Backlinks are one of the main components of offsite optimization.

Offsite

A backlink is basically someone else's website linking to you. Obviously, pages with higher page rank that link back to you give more Google Juice. The key is to get as many high page rank, RELEVANT websites linking back to you.

Quality over quantity, Nuff said.

So it would be a good idea to scout around your competitor's websites and request a link exchange.

Another important component is social interactions. As I said, Google's algorithm changes from time to time, and recently they implemented a new ruling that social interactions are important for SEO. This could be things like sharing on Facebook, Twitter, comments, etc.

The world is connected to everywhere now, not a stand alone component.

How to Determine And Monitor Your
Search Standings?

Business growth is always the ultimate goal sought after in any endeavor undertaken, thus the need to consider the elements needed to monitor this growth efficiently successfully.

Check-In To It

The following are some tips on how this may be effectively achieved:

◈ Through the process of monitoring the search standing, the individual needs to be equipped with the proper understanding of how the SEO efforts work.

◈ One of the recommendations would be to use the MarketingVox to help keep tabs on the search standing through the page ranking with tools like Alexa and Google toolbar.

◈ Making it a regular practice to check the referral logs to track the visitor's movements within the site and the search terms that are being popularly used to find the site is encouraged.

◈ Being committed to the process of determining and monitoring the search standings is also something that should be considered in a rather long-term time frame.

◈ This is because most of the results and information gathered can only be useful and effective if done for a reasonable amount of time to ensure the accurate gauging exercise is possible. Understanding that the material gathered is not beneficial is looked upon as a one-time solution or general idea of the overall picture being presented.

◈ Having clearly defined goals will also better facilitate the monitoring exercise as the SEO efforts will be better managed. Using suitable web analytics software would be advised at this stage to create a clearer picture of what is working and what is not.

Monitoring the page yielding traffic is also a metric that determines how well the page at the specific site is able to drive search engine traffic to it. As a web host, it is a pivotal element to the page's success to ensure its visibility to the search engines and draw the new traffic to the site as often as possible.

Research Keywords And Know Where They Go

The harness SEO optimization has nothing worse than using the wrong keywords, keywords that are ambiguous and misleading, and ineffective keywords. The choice of keywords greatly dictates the traffic flow to the site, thus creating the desired SEO ranking.

Research

Keyword research is vital to any search engine optimization campaign, and every exercise targeted at the site should take this into account. Potential viewers may not be able to find the individual's site if the connective keywords are not used.

Also, using keywords that are deemed popular but have no connection to the material featured at the site will also pose problems as the visitors will eventually catch on to the ploy and perhaps take action against the site.

This kind of bad "publicity" is definitely not needed or encouraged. Targeting the wrong keywords would also put at risk the cost invested into the endeavor as it would basically mean that the money being used would not produce the desired traffic interest to the site.

This would then render the whole exercise a waste of valuable time, resources, and energy. Staying competitive through the use of proper keywords that are relative to the material should be the target of the keyword choosing exercise.

Discarding misconceptions would perhaps be the first way to tackle the keyword research exercise. Most web hosts make the mistake of having a preconceived idea of what the popular keywords should be that would draw the traffic to the site. This may not happen as imagined due to the fact that the host is making this assumption or choice based on what he or she perceives the visitor would key into the search. Looking at the keyword search from a wider perspective would be better and more beneficial.

Make It Easy For Your Audience To Stay With Internal Links

Using proper optimization methods for getting traffic to a site should always be extensively explored for obvious or otherwise benefits. Therefore looking into the possibility of using internal links to enhance interest in a site is definitely worth the effort.

Using Links

Most seasoned internet marketers know the benefits of using internal links that link one page to another within their site. This facilitates efficient and quick access to information at the site without too many complicated processes.

Below are some points to consider which may assist in understanding the use of INTERNAL LINKS:

Internal links are considered anchor text that should ideally be created using important keywords. These keywords are what are going to identify as the links between the homepage and the topic page. Thus, the keywords chosen should have a high connective element or value to the site.

If the words in the internal links correspond with those of the home page, then the Google search will place a higher ranking rate, enhancing the search result exercise for the prospects.

Avoid using the term "click here." Although it effectively informs the viewer of where to go for further information, it would be more enticing to use actual keywords that are connective to the material about to be viewed.

This would definitely increase the possibility of the viewer deciding to venture further into the site, especially if the words chosen are attention grabbing.

Most homepages have the highest ranking status of the site; thus, using the links from this area should be wise and careful in order not to overuse or underuse this positive element.

These high-ranking pages should ideally be linked to other money-generating pages such as subscription sign-up pages, email newsletter sign-ups, and others.

Grab Google's Attention With Site Map

Gaining popularity as a convenient navigation method through a website, the site map basically facilitates the list of links to HTML files in the web platform.

There is a visual source safe that includes creating site map commands on the web menu to simplify the site map creation; however, to access this tool, one would need to have the write access to use the command on call.

Map It

Each time the create site map is called upon, a totally new site map file is created, thus there is a need to save the copy of the particular file to another location where it can be retrieved later.
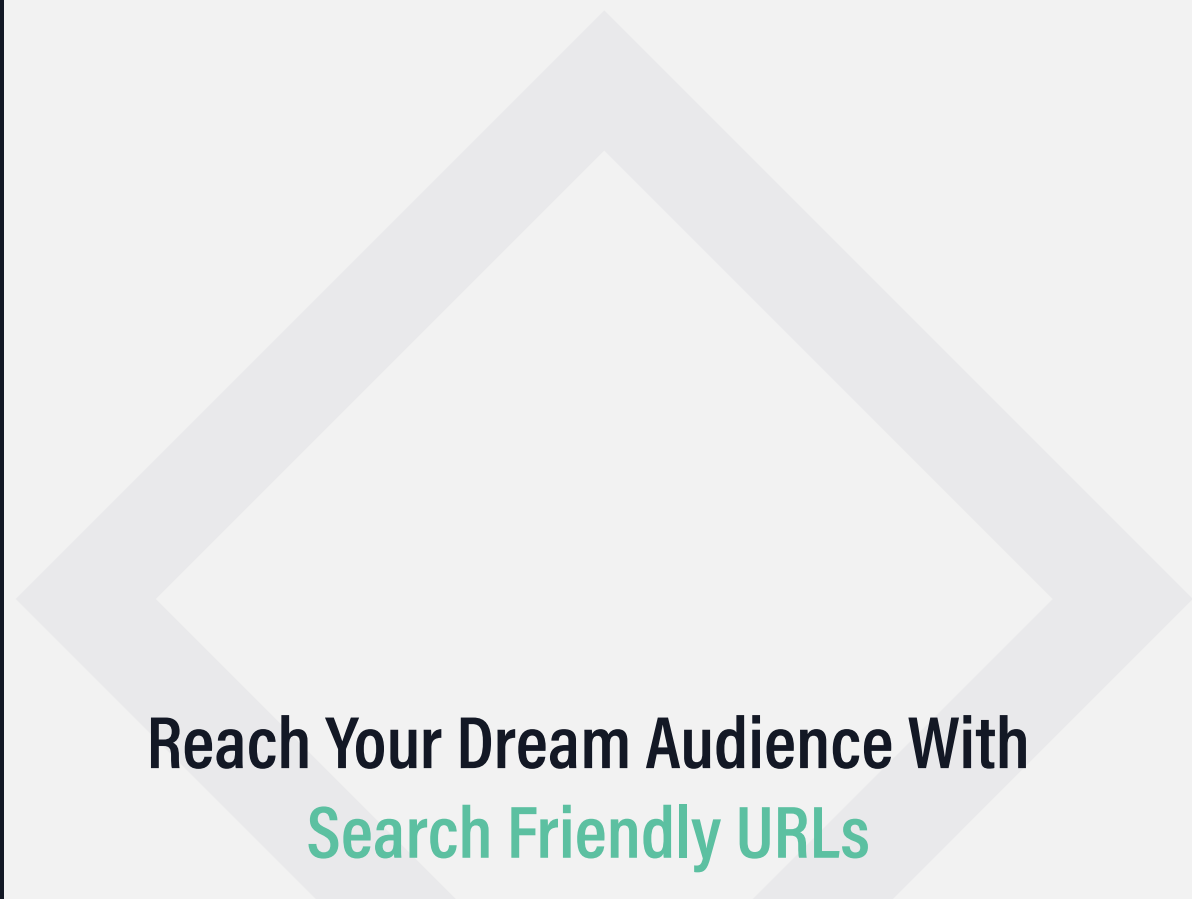
The following are some simple steps to creating a **site map**:

◈ Using the visual safe explorer source, the individual would be able to open a web project to commence the exercise.

◈ When the web menu is clearly visible, the next step would be to click on the create site map icon. In doing so, other follow-up instructions would have to be completed in order to work further on into the exercise.

◈ Here in the create site map for <specified name>dialog box, one would have to use the "To" box to specify the file containing the site map eventually. The other alternative would be to click on the browser to locate the file needed for use.

◈ Then the individual would proceed to select the check in to the visual source safe check box, and when this has been completed, then the ok icon should be clicked upon.

Upon completion of clicking on the ok box, the specified file is created and checked into the database.

For some, there may be a need to navigate the file further and customize it, which can also be done quite easily.
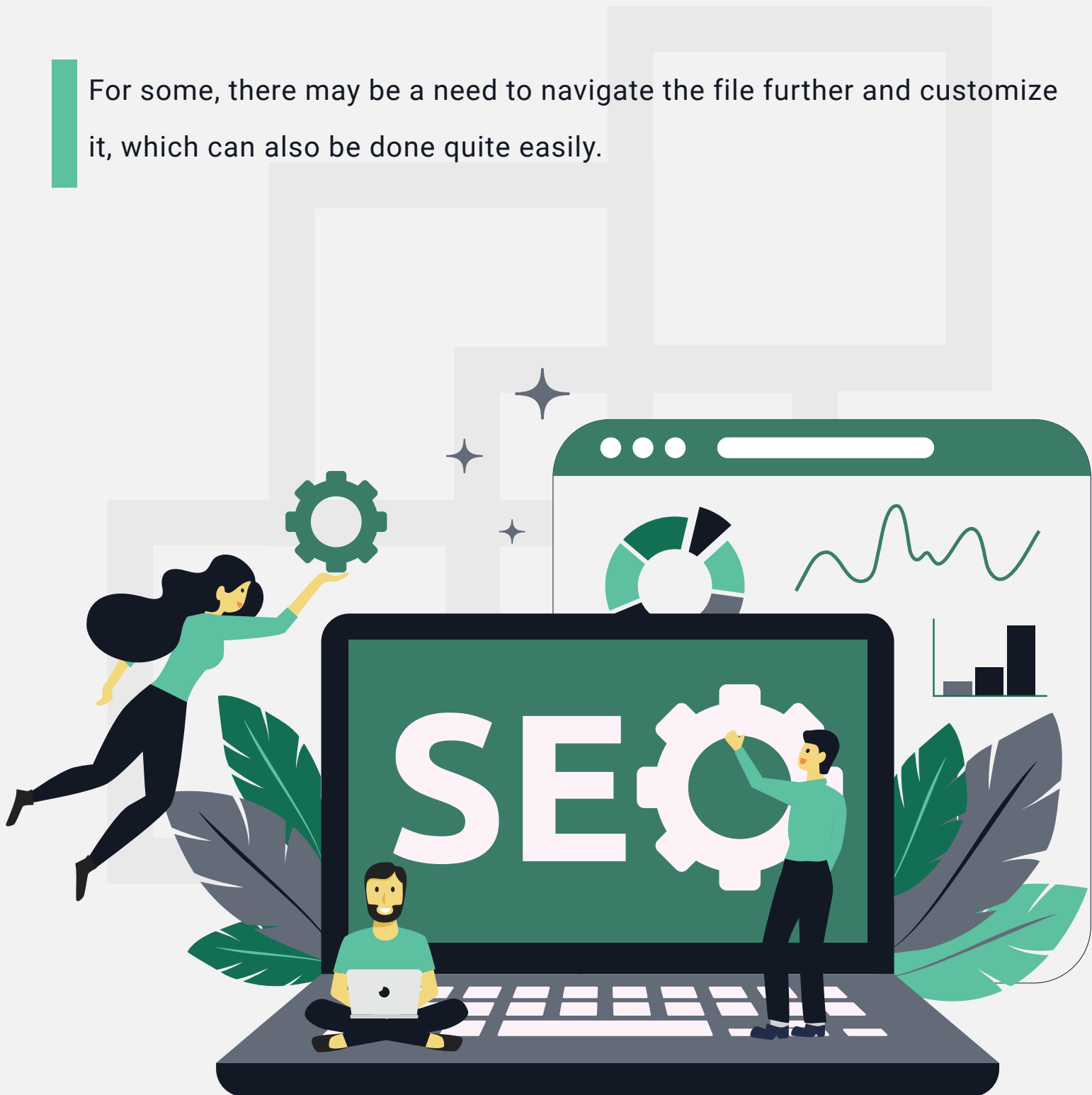
Reach Your Dream Audience With
Search Friendly URLs

Creating search-friendly URLs is important to ensuring the right viewers are directed to a particular site for the information they are seeking. Facilitating this in the simplest way without too many complicated processes is important.

Therefore ensuring the URLs are designed to be user-friendly is important.

URL's

◈ Friendly URLs can be the best and quickest way to improve the usability of search-friendly sites. However, it also entails a lot of fine tuning and corrective exercises to ensure the best results are forthcoming. Ideally, the URLs should contain the relevant connective information concisely while still delivering the gist of the eventual content.

Providing useful information as part of the URL would be an advantage as it would ensure the further exploration of the particular site.

In doing so, it would also mean that the individual would have to design a URL that is informative and very concise, and clearly points to the material content.

Although there are several tools available for this exercise, using the Apache which is acknowledged to be the easiest system for URLs would be the best course of action.

The advantage here is that it comes with its own built-in URL rewriting module, mod_rewriter, enabler, and working mod_rewriter. Thus, it is as simple as uploading the correct formatter and named text files.

◈ Friendly URLs should ideally also work well for search engines to ensure that it is picked up by the various detection tools to be featured accordingly. Besides being easy to detect, it should also be easy to remember as a whole host of people pass this information through a variety of less than audibly and visually acceptable ways.

This will allow the underlying database to display information as and when it is needed.

The Secret Weapon: Image Descriptions

Using images will definitely contribute positively to the traffic movement towards a particular site. Therefore it would be prudent to have some knowledge on how this works and its positive contributing factors that facilitate the ideal traffic flow.

Description

◈ Adding descriptions to any image uploaded would provide the platform for SEO optimization as it will ensure the site is ranked higher in the search results because of the higher interest in the site's content.

Otherwise known as alt tags, the purpose of the image descriptions is to help the search engine understand the contents of the images and their related matter which is designed to contribute in a complimenting capacity to the write-up material.

By providing the explanation platform through the alt tags, the SEO can better adjust the ranking accordingly, thus providing the encouragement to view the site. Therefore the more information that can be provided the better the understanding and eventual placing by the SEO would be.

Through the alt the SEO is also able to direct traffic to a site when they search for images is keyed into the search exercise. The relevant images will then be directed to the ongoing search effectively and immediately the viewer will be privy to such visuals.

A handy tip to remember is if there is a need to add an image to an email from the image library or website, the individual will have the option available to include the image description at any time. Changing the image descriptions is also possible in the email drafts. It would be a less frustrating exercise to make the logos or images into a clickable link to the original website.

In general, there is no real need to be specific about thumbnail size as the user will select one that is most suitable for their preference.

The Secret Power Of Fresh Content

Good and relevant content that is ever-changing to adapt to the current needs of the viewing public is very important to the site staying competitive.

The Material

When the material posted is left undisturbed for long periods of time, the significant drop in interest will be reflected in the site's loss of traffic, thus eventually rendering the site almost redundant.

When this happens, it will probably be an uphill battle to get back to the original position of favorable SEO ranking status. Thus being careful to avoid such a possibility, the individual would need to stay relevant and current with the material posted at the site.

The following are some recommendations to help avoid being stagnant in relation to the site status:

Get into the habit of regularly performing site reviews for all the content posted at the site. Questions such as:

1. Is the relevant material to the current market needs?

2. Are there any industry changes that would cause the current material to be redundant?

3. What is needed by those visiting the site and any others that may require the reassessment of the content material currently featured?

◈ If it is a blogging material being assessed, this should be done without any reservations as blog material when left unchanged will then be categorized as boring and uneventful, thus discouraging further interest in the postings.

◈ Making small changes is not good enough to consider the material fresh from any perspective. Therefore there is a need to revamp the entire content to ensure its freshness. Small changes will not serve to pacify the SEO standards adequately.

2

SEO RANKING RESEARCH TOOLS

Introduction

SEO is a complex topic that requires a lot of research and work. Not only do you have to work hard to get to the top of the SERPs, but you have to work hard to stay there, as well.
But how do you know if your efforts are really working? If you're targeting dozens, even hundreds of keywords or more, how can you possibly keep up with whether or not your rankings are going up, staying the same, or even slipping?

Think about this:

Let's say you're trying to lose weight. You go on a diet and start exercising, but you have no measuring tape and no scale to track your results. You might see occasional signs that you're actually losing weight, like your pants fitting a bit looser, but without actual results staring you in the face, you're likely to lose motivation. You might even give up entirely.

The same thing can happen in SEO. You might see occasional signs that your rankings are improving, such as jumps in traffic, but that could be due to anything from getting a post on social media to some sort of seasonal boost in search traffic. It doesn't necessarily mean your rankings have changed.

You need tools to help you keep track of your rankings. These tools can track your rank over time, showing you whether you are gaining, losing, or retaining rank.Not only that, but these tools can track many different keywords at a time, which would be very difficult and time-consuming to do manually.

So let's take a look at some of the different tools you can use to track your SEO results.

Types of **Rank Trackers**

There are two main types of tools you can use to check your SEO rankings:

Desktop and **Online**. Both types have their advantages and disadvantages, so let's take a look at what makes each type tick.

Desktop Trackers

The main advantage of desktop trackers is that if you're working with a vast number of keywords, they may be the best option because many online trackers limit the number of keywords you can track or charge more for larger numbers of keywords.

The problem is that if you're using a desktop tracker from your own IP address, the search engines may ban your IP address temporarily for doing too many searches in a short timeframe. This necessitates the use of proxies.

Another benefit of desktop trackers is that they often cost a flat, one-time fee, while most online services charge an ongoing monthly fee to pay for the cost of all those searches. That can really add up over time, so running a desktop tracker can be cost-effective. However, once you add in the cost of a proxy service, the cost may not be all that much less than just paying for an online service.

Desktop Tools

We'll look at desktop tools first because those are generally more affordable, and most have the advantage of allowing you to track an unlimited number of keywords.

Rank Tracker(PC,Mac,Linux)

▷ **https://www.link-assistant.com/rank-tracker** ◁

Rank Tracker is a desktop program that is available for all major operating systems, including Windows, OS X, and Linux.

Rank Tracker will keep track of your rankings in over 400 search engines, even in foreign markets, and without any limitations whatsoever. There is no extra cost for more search engines or more keywords. It can even be set to do this on autopilot at whatever frequency you choose.

Not only will it check your ranks, but it will also help you research keywords, build and manage links, research your backlinks and competition, audit your website content, and even manage your social media.

There's a 7-day trial, but the software itself starts at $299 for the Professional version, which is fine for most website owners. It's pricey, but it can save you money over the long run when you factor in many months of service from an online service that has a monthly fee.

EZ Rank Tracker(PC)

https://ezeeranktracker.com

EZ Rank Tracker is for PC only, comes with a wide range of features, and is one of the most affordable solutions out there. You can track your rank in 188 Google domains and have an unlimited number of projects and keywords and track social signals and website stats and more.

Pricing is $19.99 per month or $99.99 for lifetime.

Online Tools

While online tools may end up becoming expensive if you have to track a lot of keywords, you won't risk your own IP address getting banned, and you can track as many keywords as you need to (as long as you're willing to pay the monthly fee.)

Now let's take a look at some of the specific tools you can use to track your rankings.

Another benefit of online tools is that they will work on nearly every computer out there, and many will even work on a tablet because they work in a browser. No specific OS is required.

Online tools will probably cost you more over the years, because all those monthly fees really do add up. However, their services can be absolutely invaluable, so if you can afford them, this is one area where you may want to splurge for your business.

I'm going to rank these according to price, from cheapest to most expensive.Those that cost more are generally richer in features, but if you're just getting started, you may not be able to spend so much for a month.

Keep in mind that the results you get with one system will likely NOT transfer if you move to another system, so if you start with a cheaper one, you may lose a lot of tracking data.

With the paid list, I'm ordering these by their lowest price point. Some of the options with lower entry-level prices have higher upper-level pricing, but I'm ordering them at the lowest possible price you can pay. These prices may change at any time, but they are accurate as of the time of this writing.

Google Webmaster Tools

https://www.google.com/webmasters

FREE

The cheapest online rank tracking tool is, of course, Google Webmaster Tools. Their free Google Search Console will allow you to check basic information about your keyword rankings, but none of it is done automatically, and it won't give you very much information at all. But if you're broke and have no other option, it's better than nothing. You'll just have to keep track of your rankings by checking manually and writing them down at regular intervals. Be sure to date each entry so you can tell how long it's been since your ranking changed.

WhiteSpark

http://www.whitespark.ca
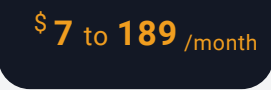
$ **5** to **200** /month

WhiteSpark focuses specifically on location-specific rankings, so you can check how you rank in a specific market. It starts at just $5 per month for 10 keywords, so it's a great value. You can also use unlimited domains and unlimited locations, but you'll be limited to checking your rankings for just 10 keywords. The price of plans rises based on the number of keywords you want to track, but all plans include unlimited locations and domains.

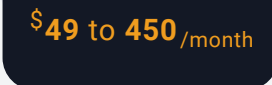# SE Ranking

http://www.seranking.com

$7 to 189 /month

SE Ranking has affordable plans starting at just $7 per month when you pay for a year at a time. That lets you track 50 keywords. You can upgrade to 250, 1,000, or 2,500 keywords at higher price points if you need to track more.

This system also includes backlink monitoring, website auditing, and many other features.

Authority Labs

http://www.authoritylabs.com

$49 to 450 /month

Authority Labs is one of the most trusted names in SEO tracking. Their plans start at a very reasonable $49 per month for 250 keywords and rise to $450 per month or more for 5,000+ keywords.

They have many features like local tracking, mobile tracking, daily updates, and more, so you'll have pretty much everything you need to get a complete picture of your rankings.

SEOprofiler

http://www.seoprofiler.com

$ **69.95** to **999.95** /month

SEOprofiler starts at $69.95 per month with a limit of 500 keywords and goes up to $999.95 per month for 10,000 keywords. This service also includes web page auditing and other features. This service doesn't include as many tools as other services, but they do include more keywords than some of the cheaper options.

Moz

http://www.www.moz.com

$**99** to **599**/month

Moz is considered by many experts to be the ultimate SEO toolset. They're on the pricey end of things, but their features match their prices. Not only do they have the same features most services have, like rank tracking and keyword research, but they also have other features that are extremely useful, such as search visibility score. So if you're looking for the one tool that can pretty much do it all, Moz is considered the one to go to.

SEMrush

http://www.semrush.com/

$ **99.95** to **399.95** /month

SEMrush is a very well-known and highly respected service. They have an enormous number of features, from keyword research to advertising research, and yes, of course, rank checking.

You may not need all these features, but if you do, SEMrush is one of the top tools available.

There are many, many other tools available, but these are some of the most popular. If you can't find what you need in one of these services, there's a good chance it doesn't yet exist.

CONCLUSION

SEO is not going to do you a lot of good if you have no way to track your results. Let's say you make a change to your site that you think will boost your rankings, but it actually hurts them? How will you know if you aren't tracking your results?

Obviously, you could check your rankings manually, but if you are trying to rank for more than a handful of keywords (and you probably are), you're going to spend a crazy amount of time checking this. And you need to check your results frequently, even daily, so you can respond to changes immediately. For example, if your rankings drop drastically, you need to respond as quickly as possible before the traffic you lose rises dramatically.
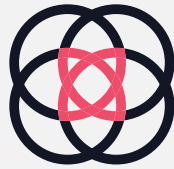
These tools will help you track your rankings regularly on an automated basis, so you don't have to spend all that time doing it manually.

3

THE CRUCIAL DATA DRIVEN AB TESTING FOR SEO RESULTS

Search Engine Optimization is a skill that is constantly changing and evolving. If you work in this profession, then resting on your laurels and sticking with what you know simply isn't an option anymore.

It was only a few years ago that we believed the best way to succeed at SEO was to ﺲstuff a page full of keywords and to pay for links from as many sites as possible. Of course, we know that this will get a site penalized and even de-indexed pretty quickly these days!

Today, Google is an AI-driven company. Google wants to combine its search engine with its smart assistant so that you can simply ask Google who was in X film or how to cook X meal, and it will be able to answer in natural language by pulling from the web.

Future implications of this aside, what it means for web admins right now, is that they need to start being smarter about their use of keywords and the type of content they produce. They need to think about using a markup language, employing latent semantic indexing, and getting links from sites that Google trusts, with plenty of authority. They need to do all this while STILL producing engaging and entertaining content for real, human readers.

This is such a nuanced and complex topic that you'll find you can no longer just 'guess' what will work. And you can no longer make assumptions.

The ONLY way to succeed online is to take a data-driven approach. That means watching your stats and metrics extremely closely, but it also means running split tests, which can help you identify the precise techniques and strategies guaranteed to bring your website success.

In this report, you'll learn why this is no longer optional for SEOs, and why it's crucial for the entire industry that more agencies start using this topic. You'll also see precisely what an AB test is and how you can employ it to amazing effect.

What IS AN AB TEST?

AB Tests, also known as split tests, are tests used in marketing and business in order to ensure that a strategy works before going 'all in.' They do this by testing that strategy in a real-world scenario, using controlled conditions.

Essentially, this works just like experimental design in research. That is to say, you will split your test subjects into two groups: an experimental group and a control group. You'll then attempt to keep as many variables (factors) the same as possible in the two groups, change just one thing, and then compare the outcome to see which worked better.

◎ So, an example of how this might work in the business would be to think about a fast-food chain that currently uses a bold, sans-serif font for its name on the front of the buildings. However, the business owner conducts some market research and learns that customers are not too keen on that logo and would rather a more ornate font to help welcome them into the building.

◎ What does the owner do? One option would be to change the text across all stores and to hope that the market research proves to be accurate.

◎ The business owner did something right here, in that they at least conducted market research first, which helped to motivate a smart change. The worst case scenario is that the business owner would simply decide that they like a more ornate font and change it across all their stores without thinking about the potential implications. They could end up losing a lot of money and never knowing where the 'leak' was.

◎ But the problem is that even with market research, you still can't be certain that you've made the right decision. Market research can be wrong, and it can miss other factors (the visitors may prefer the more ornate font, but they might not see it as easily as the clear, bold font!).

◎ A split test then would involve changing the font on half the buildings. It would then compare the profits of those two groups to see which one performed better and whether or not the change should be employed across the entire chain. If the stores with the new font earned more money, then the same technique could be used globally. If not, it could simply be forgotten. And another new change could be tested.

◎ This way, split testing allows you to be certain that something is the right move before you do it. And the same thing works just like that in SEO. Here, you might test changing keyword densities, or you might test using more headers. Maybe you test using more images, or perhaps you try using an image at the top of the page.

◎ All these things might end up impacting on the performance of your pages in the Search Engine Results Pages (SERPs), and thus help inform your practices in the future. You might also go back through all older pages on the website and make the changes across the board.

◎ How do you run a split test for SEO? One option is to take lots of similar web pages that are all performing equally well and then make changes to half of them.Head into your Google Analytics account, make a projection for how you normally expect them to perform and then compare that projection to how the pages actually perform.

◎ If all the pages with the changes start performing better than projected while the other pages remain the same, then you can take the changes and adopt them permanently on all versions of your site. If they start to fall in the rankings, then you can drop the change and move onto your next strategy.

◎ Another option is to use a redirect to create two versions of the same web page and send half of your visitors to each. This will allow you to conduct a more scientific study, but it will also mean that you can't measure your position in the SERPs (seeing as it's just one page and Google will only rank it once). This can nevertheless be used to see how changes affect things like bounce rates, CTR, conversions, etc., which all are likely to have a knock-on effect on SEO and on your profits. Not sure how to do this? Then you should check out the eBook: Split Testing in SEO for Data-Driven Success, which will explain everything in more detail. This will also show you how to avoid letting split testing hurt your ranking, and how to be as scientific as possible about your results.

DO I REALLY HAVE TO SPLIT TEST?

I know what you might be thinking at this point: do you really need to go through all the trouble of creating two different versions of the same pages? Or split your pages into groups that way?

Couldn't you just introduce the changes to your site and then see how they perform?

Or perhaps just test the changes on one page?

Maybe just read a book??

Well, the problem with the first option – introducing the changes to the site – are several. Firstly, this would take a long time. If you go through all the trouble of introducing changes to all of your pages, only for this to have no beneficial effect, then you're going to have wasted a huge amount of time that could have been spent much better.

Not only that, but if you make all these changes to every page on your site and the changes turn out to be a mistake, then this can seriously hurt your business. Not only can this damage your short-term profits as every page on your site begins to underperform, but it can also seriously hurt your reputation if those changes end up driving away your visitors.

Okay, so making changes across the board isn't an option. But what about introducing changes to just one page and seeing how that works?

Well, the problem, in that case, is that you'll be introducing what is known as 'confounding variables. A confounding variable is anything that could skew your results but that you haven't accounted for. So in this case, if you include your new SEO strategy in just the very next blog post, you might see it thrive and assume that means it was a good move. You'd then make the changes to every post on your page.

But what if the only reason that page did so well is that you happened to write a really good post that your audience loved? Or what if you accidentally stumbled upon some other SEO-secret sauce. Maybe your headers were all the perfect length and it had nothing to do with the resource box at the bottom of the page?

In this case, you could once again go to the effort of changing every single post on your site, only to find that the strategy doesn't work and you just seriously damaged your website ranking and your reputation. Bad news!

Finally, why conduct these experiments at all? Why not just use the knowledge provided by the SEO community – or even other people who conducted those experiments?

WHAT HAS SPLIT TESTING ALREADY TAUGHT US ABOUT SEO?

A great article on MOZ, shared by the creators of Optimization Delivery Network (Distilled), explains this very clearly.

Distilled provides SEO services for clients, and the company recently decided to try using split testing to make better choices (it developed Optimization Delivery Network for this very purpose). The company then began to conduct hundreds of experiments on a vast number of blogs, to collect as much data as possible. So, what did they find and what can we learn?

The first thing they found was that using a more popular search term doesn't always yield better performance in the SERPs.

Let's say that you have a web page that ranks really well for a term like 'how to earn a living online.' You then use your keyword research tool, and you see that "make money online" is actually a more popular search term with a higher volume of searches.

Therefore, your obvious next step might be to start trying to rank for that term instead – and so to swap the search term.

As it turns out though, according to Distilled's research, this doesn't always work.In many cases, choosing the more popular search term actually hurts rankings and results in fewer views. There are many potential reasons for this, and perhaps it results in poorer natural language. Or maybe the use of more ostentatious keywords hurts user engagement.

Whatever the case though, the reality here is very much subverting the expectation. So, it's a good thing they checked!

Another thing the company learned was that 30-40% of ALL the advice typically suggested in an SEO audit has zero effect whatsoever. So, if you were to conduct an SEO audit for a client, make a note of all the things they aren't doing quite right, and then advise them to make a whole bunch of changes… what might happen?

Well, you'll meet resistance. The professionals who work for that organization will carry out all of the changes as instructed, but they'll likely find that it's an arduous task that seems pointless. They'll grumble, but they'll do it. And the company managers might also groan that their staff are spending all of their time on these fiddly tasks.

So now imagine that after all this seemingly pointless work, it turns out that it was pointless! There is no benefit in the SERPs, and the site stays put exactly where it previously was. This could seriously undermine your authority, hurt your reputation in the client's eyes, and possibly result in the company no longer using your services.

In fact, this doesn't only hurt your business – it actually hurts the entire SEO industry. As it is, there is already a fair amount of bad press surrounding SEO.

So, when you carry out that SEO audit, you should also carry out a split test or several. This way, you can then demonstrate to the client precisely why they should be following your advice and what will happen if they do. At the same time, you'll be able to ensure that they see the results they want to see.

DO YOU HAVE TO KEEP DOING IT?

One last question you might have: do you need to keep doing it?

Once you've found out what actually works and what doesn't, can't you just leave it at that? The problem with this idea is that you'll find the best advice changes from website to website and even over time.

For starters, Google is constantly changing its algorithms and updating how it trawls the web and ranks its content. What works right now will not necessarily work in a month's time. At the same time, though, what works for one website won't necessarily work for another. One study found that the same strategy would improve rankings by 6% on one website but would lower them by 3% on another.

This might be due to differences in the niche, how those particular fans reacted, or how that change interacted with countless other changes on the site.

So yes, you really should keep split testing. In fact, any time that you decide to make a big change across multiple pages, you should perform a split test.

The good news is that this doesn't have to be a lengthy process, and with the right tools and techniques, you can actually run tests quickly and efficiently.

4 | CHAPTER

3 Murdering SEO Mistakes No SEO Expert Would Dare Tell you

Black Hat SEO Can Destroy Your Business!!

A black hat SEO is an unethical way for a person to get their website to appear higher on search engines.

These black hat SEO will usually follow the following characteristics.

First of all and most importantly, it breaks the search engine rules and regulations. Second, it will create a bad user experience. Finally, it will unethically present content in both visual and non-visual to the search engine web crawlers.

Black hat SEO's at one time were legal, but after too many people began to overuse it and therefore it became frowned on by Search engines.

Now, if you are caught using Black Hat SEO, it may be a short-term solution to a problem, but it will also get you penalized by the search engine. These penalties for using a black hat SEO can be harsh and include but are not limited to banning from all search engines. However, there are ways to avoid creating a black hat website and if you follow them correctly, it will save you a lot of problems in the future.

1. Do Not Stuff Your Keywords

Using a lot of keywords in your site and nothing else will get you in hot water with the search engines. You need to learn how to place your keywords properly to avoid this.

If you fluff your articles with a lot of keywords, yes, it will increase your chances of ranking higher on the search engine but only temporarily.

2. Don't Use Invisible Text

Invisible text consists of putting keywords into your site in white with a white background. This invisible text is hidden from the customer but will attract the web crawler to rank your search engine higher. This is not a good practice as it results in a black hat SEO and will get you banned from the search engines.

3. Do Not Use Doorway Pages

A doorway page is literally just a fake page that is used to attract the web crawlers. The customers themselves will never see this page. This doorway will trick the web crawler into ranking your business higher, but this will only be temporary.

As you can see, black hat SEO does sound tempting, but a person must know the consequences of using them, which at times can be very harsh. Furthermore, they only help you temporarily but will cause you bigger problems for a long time to come.

They will help you get higher rankings in the search engines, but they are very unethical.

If you wish to run a legitimate business, you need to avoid black hat SEO because it will taint your company in the long run. Run your business right and do not fall into the unethical practice of running a black hat SEO website.

Top 5 Crucial Steps For Creating a Well Ranked SEO Website EXPOSED!!

When you first start out in a business and create your first website, it can be a difficult task, especially if you want your website to be noticed. The key to getting your new website noticed is by making your site SEO-friendly.

SEO simply means Search Engine Optimization and is the way that search engines such as Google look for keywords within your website to produce results.

For your website to be at the top of the search engine list, you need to provide as many keywords as possible that the web crawlers can attach themselves to.

Here are Five simple steps that you can create an SEO to get you great results:

1. Be Creative In Your Keyword Research

This is the number one most important rule in building an SEO Friendly website.Before creating your keywords, search through the search engines and see what words your competition is using.

You will also need to make sure that your keywords are unique to your business.If you are still unsure of what keywords you should use for your business there are sites available to assist you, like Word Tracker for example.

2. Make Your Site Easy To Use

Make sure both people and search engines can use your site easily. The best way to achieve this is to plan your site before you build it. When you do this, be sure you have included plenty of vital sitemaps, which should be in HTML as well as XML format.

3. Be Sure That Your Content For Your Site Is Relevant

The content of your website is the second most important part of creating a successful SEO. Your content should pertain to the title, description, and tags.This will allow you to control where in the list your site will appear. The better your content, the higher you appear.

4. Make Sure You Add Key Rich Keywords and Tags

To ensure that you rank high on the search engine list, you need to make sure your keywords appear in the title pages, description, and keyword tags. In addition, you need to be sure that the content of your body contains keywords.
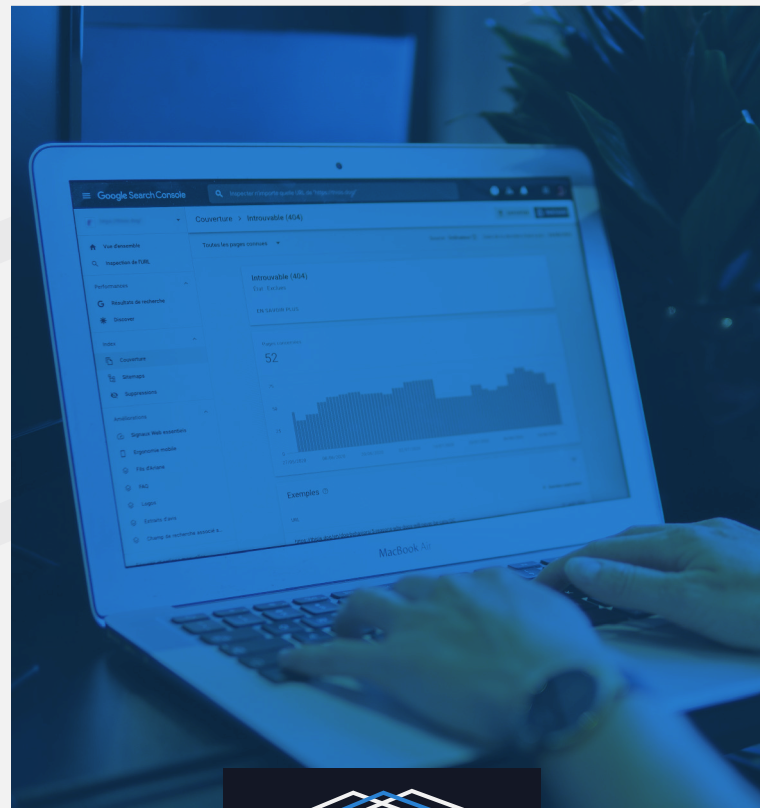
5. Make Sure Each Page Of Your Site Is Unique

It is very important to avoid using duplicate information on all of the pages of your site. Make sure each page has its own title, but also keep your keywords in the title.

Add new pages frequently to target new members. Also, be sure to keep an eye on your competition to keep your pages updated to keep you above them.

Creating an SEO-friendly website can be difficult and confusing. However, if you follow these few simple steps, you will have your website up and SEO-friendly in no time.

Google's AI Future and What It Means for SEO

Every technologist, futurist, or thinker that you can think of agrees: AI is going to be HUGE in the future.

People like Elon Musk warned that AI will bring about the downfall of man.Others point to the ways in which AI is going to revolutionize art, medicine, and science for the betterment of all mankind. Whichever side of the argument they land on, they all agree that AI is going to be a BIG deal.

What's interesting, though, is to think about how AI will affect specific industries and aspects of our lives. In particular, how will AI affect something like digital marketing?

Actually, we already have a lot of insight into that. Because Google, as it just so happens, is all about AI. In fact, the company has built its business around AI – to the point that it now describes itself as an "AI-first business."

This is already impacting the world of digital marketing to a large degree, and the effects are only going to become more far reaching as time goes on.

Understanding what Google means by this and how it affects the very DNA of search is of critical importance for any marketer that wants to perform well now and in the future. Read on and we'll discover just how Google's AI aspirations are transforming the way we promote ourselves online.

WHAT IS AN AI-FIRST COMPANY?

When Google says that it is an AI-first company, it means that all of its products have AI at their core. Specifically, it means that all of its products have Google Assistant at their core!

Google's Sundar Pichai says that he doesn't want Google to simply use AI in its hardware and software, but rather to invent products and services from the ground up that couldn't exist without AI. A perfect example of this is Google Clips – a camera that you wear that takes photos automatically when it thinks something exciting is happening. This is the kind of concept that is only possible thanks to machine learning and computer vision.

Even the Pixel line of phones can be seen primarily as an attempt to put Google Assistant right into people's pockets.

And this is where the real "big idea" makes itself known. Google wants to get to a point where all of us talk to it every single day, using natural language. So Google Assistant has the ability to answer questions about nearly any given topic by understanding what the user is asking, looking for relevant information on the web, and then reading that back in an easy-to-understand manner.

Because if AI really is going to be the next HUGE thing on the web like everyone is saying, then Google wants to make sure that it is the go-to platform that everyone uses. This is Google betting BIG on the future and going all-in on an AI-focused line of products and services.

HOW THIS AFFECTS SEARCH?

⬡ So what does all this have to do with internet marketing?

The thing to recognize here is that Google Assistant works using Google Search – the two products are in fact so closely linked as to be almost the same.However, Google Assistant is ultimately a very fancy form of voice search, and Google Search is essentially an assistant that you talk to by typing.

For a while now, Google has been leaning toward a more natural-language type of search. Back in the old days, Google worked essentially just by looking for matches between search terms and key phrases. If someone searched for a specific phrase, then Google would look for content that used that precise term.But this had problems. For one, it made it extremely easy for marketers to "game the system."

You could manipulate Google's algorithms by inserting keyphrases repeatedly, even if your content wasn't of any interest to the person looking for it.

At the same time, it meant that high-quality content that didn't happen to do keyword research wouldn't get anywhere.

And it meant that Google would often serve up the wrong content. It would look for keyword matches but with no regard to the sentence. If you searched for "decision tree," then it might bring up content about making decisions about trees – rather than the flow-chart meaning that you meant.

Google adapted by introducing RankBrain – an algorithm designed to understand better what the user actually meant rather than what they said.

RankBrain can do a few things. For one, it takes words and segments them: categorizing them into phrases that it thinks might be related to one another. This helps Google better understand what a user wants to learn about, which means that Google can guess what a word it isn't familiar with might mean. Next, those groups of words (word vectors) are categorized using a process known as distributed representation. That means that words that are close together in terms of meaning and context are grouped, thereby helping Google understand more and allowing it to be more flexible in the way that someone searches.

RankBrain will then try to map the query into words to understand and look for related terms and phrases. These will then be used to sift through the huge indices of content that Google has access to and find the most relevant results for the user.

In the past, Google wanted you to search terms like:
"Buy hats online"

But now it wants you to speak naturally using a phrase like:
"Hey Google, where can I get nice hats online?"

Thanks to RankBrain, it will know that in this context, "where can I get" is essentially equivalent to "buy." Thus the user feels they can speak to Google more like a human and that they will get more relevant results than ever before.
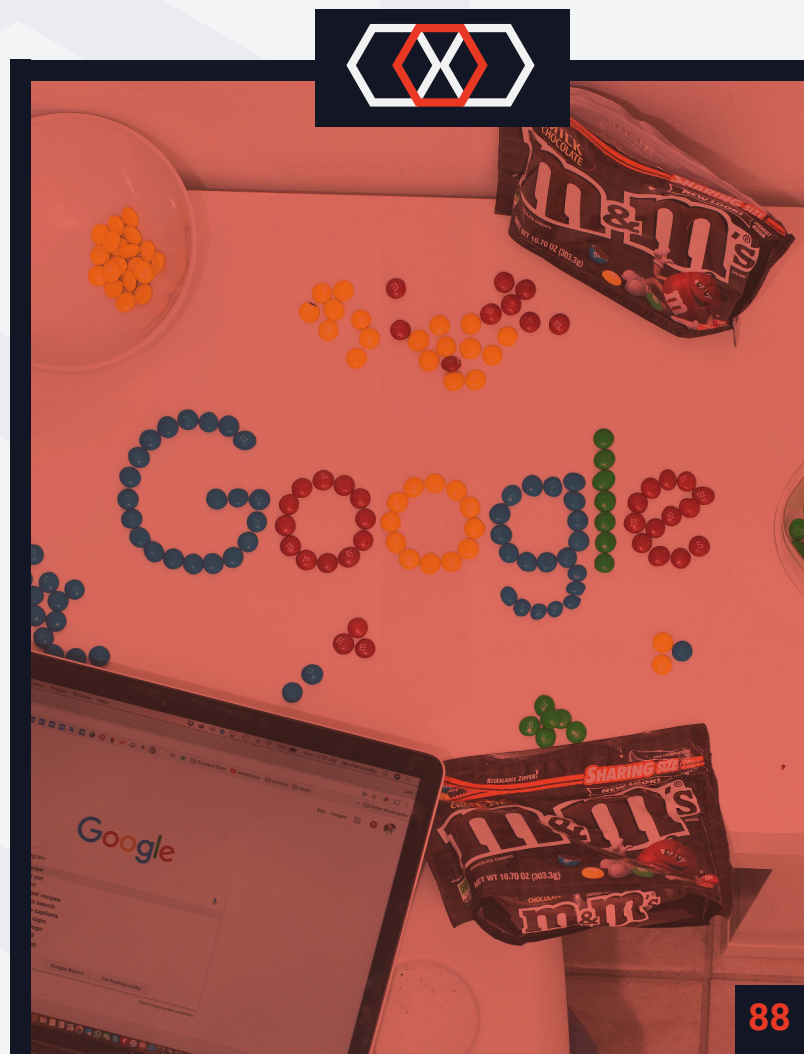
RankBrain can also understand the relationships between words, which includes the role of words like "and" and "or." These can subtly change the meaning of a search term, but Google's algorithm would simply have ignored those joining words in previous versions.

RankBrain also improves on its own results over time. It can use data such as CTRs in order to ascertain whether it provided the correct results and use this information to inform itself for next time. It's constantly improving.

RankBrain is so advanced that it needs specially designed chips called Tensor Processing Units (TPUs) to work. When you search for something on Google, it will actually outsource the question to these TPUs in the cloud and use that to sift through huge amounts of content.

HOW RANKBRAIN CHANGES SEARCH?
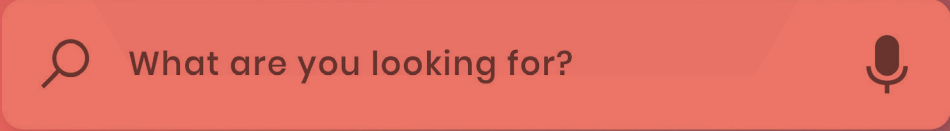
So, now you understand how search has been impacted by Google's decision to become an AI-first company, the next question should be: what can you do about it?

How can you make sure that your site is future proof and able to thrive on RankBrain? One answer is to use something called Latent Semantic Indexing.

Traditional keyword use is not dead, but it certainly isn't the be-all and end-all it once was. After all, if Google wants people to search by speaking to it using natural language, then it can hardly expect to use clean and clear-cut search terms.

If people are indeed looking for hats by saying, "where can I get some nice hats online?" – which is how people speak – then how can this lend itself to a search term? You can hardly place that type of language into your content the way you once did with "buy hats online."

And seeing as different people speak differently, this also means that the search volume for any one given phrase is likely to decrease.

What are you looking for?

This is why it's good news that Google is now able to understand synonyms. The key phrase you target can be "buy hats online," and if someone searches for "where to get hats online," your site might still come up. Because Google understands that given the context, those two phrases mean the same thing. At the same time, though, this means that you're now also competing with all those people who created websites with targeted phrases like "online hat store."

Suddenly, the value of specific key phrases is significantly diminished.

To really see how this works, consider this example. Let's say that you search for:

"What is the first song in Tangled?"

Normally, the old Google would have responded by looking for articles that repeated that question (probably awkwardly). But, today, Google is able to actually bring up the first song from YouTube. That's impressive for a number of reasons.

It means that Google understands that Tangled refers to the film, not just the adjective. It can do this because RankBrain uses word vectors and relationships to see that if you're talking about songs, then you're probably talking about the film.

It's also impressive that it knows the first song. How does it do this? Well, if the video on YouTube is called "Tangled opening song," then RankBrain can help Google to understand that the two phrases mean essentially the same thing and to provide that as a relevant response thereby.

It's impressive stuff, but again, it makes it hard for those of us using traditional forms of SEO!

HOW TO THRIVE IN AN AI-DRIVEN GOOGLE?

So what can you do to ensure that your pages continue to be served by Google in this new era? The rest of this report is going to be dedicated to answering that question. Here are some of the best ways to ensure your site works with this new smarter Google.

Note: With all the following said, it is still important to continue using traditional keywords and search phrases. This will still form the lynchpin of your SEO strategy, it's just that you will now also be using some slightly more subtle techniques as well.

Questions

The first tip is to consider using more questions in your content. This is a smart strategy because of course, people who speak to Google naturally often do so in the form of questions. You don't just say "buy hats online" as we have already established! Unfortunately, questions are harder to naturally include in your content. But if you are creative, then there are plenty of ways to make this work. One of the best and most obvious is just to include questions in your headings.

So you might use a heading that says "Where Can I Buy Great Hats?" and then dedicate the next section of the text to answering that question. Likewise, you can use rhetorical questions within your text. But how do I use rhetorical questions in my text? You ask.

The answer is in that previous sentence, just in case you didn't notice! Throughout any piece of content, try to think of the questions that people might ask in order to get to your content – and then find ways to lace those phrases into your writing.

LSI

⬡ What you might also benefit from paying attention to though, is something called latent semantic indexing, or LSI.

Latent semantic indexing is a term that has recently become popular in SEO circles as the "answer" to Google's new strategies. This basically means that you aren't just using direct keywords and phrases, but that you are instead using them in conjunction with related terms and synonyms. By doing this, you better communicate to Google what your content is all about.

Remember the example earlier with the decision trees? Imagine if someone searched for "best trees for winter" and your post on decision trees came up. That wouldn't be great for Google or for you (that is hardly targeted traffic!).

But if you were to include terms related to your topic – such as flow chart, choices, etc. then Google would know that you're talking about a form to help people make decisions, rather than decisions about trees!

Likewise if you write an article about Apple the electronics manufacturer, how does Google know that you're not talking about apples as in the fruits? The answer again comes down to related terms and context. If you also happen to have mentioned computers, Mackintosh, iOS etc., then this can help Google to know that you're talking about the tech giant and not food.

How to Use LSI in Your Content?

So how do you go about using LSI in your own content?

The surprising answer is that you shouldn't need to think about it at all. That's because good writing should include synonyms and related terms naturally. Google has designed its algorithm to work with the content that is already out there, and it shouldn't require you to do anything different. That's the whole point of Google getting smarter – it should become better at identifying natural content that already exists. If you need to change the way you write to match Google, then it defeats the whole object!

That said, there are one or two things you can do. The first is to make sure that you are using as much relevant language as possible. If you are someone who tends to have a narrow vocabulary, then trying to include more contextual terms and related phrases may help.

Another tip is to consider using contextualizing terms in your keywords. For example if you write about "difficult exercises" then this could refer to physical exercise or it could refer to mental exercises. By adding "for toning" on the end, however, you make it clear that you're talking about physical exercise. You're still also targeting that simpler "difficult exercises" term, but by using "difficult exercises for toning" you are inviting more searches to lead to your page.

Long Tail Keywords

A similar concept is the long tail keyword. Long tail keywords are search terms that people use occasionally to find your content, but that no sane SEO would ever attempt to target.

For instance, someone might search for "what is the average size of a tomato" and find your page. But there likely isn't anywhere near enough search volume for you to want to specifically target that phrase. So what some marketers will focus on, is creating as much content as possible while lacing it with lots of random phrases and terms that people might just so happen to search for.

The more content you add, the more people will find their way to your site through random long-tail searches. The best part is that this makes your business extremely resilient, as you can't see your traffic completely fall off a cliff just because someone supplanted you for a single search term.

But long tail keywords also suit themselves perfectly to a more natural-language oriented Google. Why? Because when you ask Google a question, you won't use the same set phrase as everyone else. Instead, you'll likely ask a question using natural language. Every time someone asks a question, they'll probably use a slight variation on the phrase. Again, the best way to satisfy the spoken word Google is to write broadly on your subject, using as much related language as possible.

Schema Markup Language

The only issue with this approach of using large amounts of related content, is that it can become a little confusing for Google. With so much content to sift through, how does it know what's relevant to the question at hand?

Remember, Google ideally wants to be able to read the answer aloud back to the user without even having to load the website. When you ask what goes into a blog, Google wants to be able to reel ingredients off of a list.

Google therefore needs your help when it comes to identifying key parts of your content, and that's where schema markup comes in.

This is essentially a form of structured data. It means that you're taking your content and then adding in HTML tags that help to identify what specific pieces of text actually are.

Markups can be used to help identify ingredients in a recipe, the date and location of an event, the star rating of a product, or the author of an article. All this allows Google to better pinpoint answers to questions and to help users with their queries.

Using these markups is a simple matter of finding the HTML online and then just pasting it onto your page. Alternatively, there are plenty of tools and plugins that will automate the process for you.

The problem with markups, of course, is that they allow Google to use your information without the user even needing to load your page. That means no ad clicks, no affiliate sales, and no brand awareness. This is something Google has been increasingly guilty of lately, and it's something that may become a big issue in the future.

For now though, it's still worth your while using markups. For one, these are also what Google uses to make its "rich snippets." These are more dynamic and engaging search results which have the effect of jumping out of the page to get considerably higher CTRs.

At the same time, if you don't use markups, then you know that your competition will. For now, it's better to get into Google's good books and hopefully reap the rewards with your position in the SERPs.

Write Great Content

Finally, the last tip is to write great content. Remember: the other reason that Google is getting smarter is so that it can get better at providing users with content that is useful and relevant. Google wants people to keep using its search tool, and as such, it needs to ensure the results are as accurate as possible.

Every time Google gets smarter, it's going to become better at identifying spammy content vs high-quality content. If your site is focused purely on creating the best content possible, then your goals will be aligned with Google. From then on, every change will help to give your site more visibility in the SERPs.

Don't try to "beat" Google. Instead, just focus on creating the best content you can!

⭐ Conclusion

SEO is one of the most important concepts of the internet business today.

A creative and friendly SEO will appeal to your visitors and as a result they will come back again and again. Creating an effective and friendly SEO is by no means an easy task.

It can be both confusing and frustrating. A lot of people outsource their websites as a result. They just do not have the time or energy to create their own website. If they knew of ways to make their SEO both user friendly as well as useful, they may have been able to create their own.

When you are being creative in your website there are several factors you need to consider. Your keywords should be the first step. You need to take careful time and consideration when creating your SEO site. Without your keywords your website will fail because there is nothing for the web crawlers to grab on to.

Also you will need to be creative. The more creative you are the higher on the search engine your site will appear. Make each page unique and different while still maintaining the importance to the site itself.

Add graphics to make your SEO site more attractive to users but do not overdo it. Add an image possibly with your title. Maybe even a few small graphics placed strategically throughout your site.

Also in part of being creative keep your paragraphs short but sweet. Visitors do not want to read a lot of text all they want is their information and leave. Finally in the "be creative" aspect keep your site as short as possible. The longer the site the less chance the visitor will look completely through it.

Make your site user friendly. Avoid if at all possible making links inside of links for one, customers hate this. One link is all you should place on your SEO site. Remember the more user-friendly your site is the more visitors you will attract.

Also keep the maintenance up on your site. Make sure that you do not have any broken links and your content is up to date. Also remove pages as you need to and add more.

The more often you change your site around the happier your visitors will be. I know it sounds strange to place this under the user-friendly category but it entails the user-friendly aspect.

Remember making your SEO creative and user-friendly will attract more visitors to your site. Managing your keywords, graphics and paragraph counts are all important factors of the creation section of creating your SEO site.

Also your SEO site will need to be user-friendly. When your site is user-friendly the more visitors you will attract.