

A Website Owners Guide to Generating More Business On the Internet



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Introduction

This ebook has been created as a compilation of Interleado's most popular blog posts on the subject of Search Engine Optimisation.

The book is intended to be a pocket reference guide for Web Professionals. This is edition 1.0 Future editions will be maintained on the upcoming member download area of the website at www.interleado.com

You can check out the blog at any time – if you like the content why not subscribe.

Developing Your Search Marketing Strategy

In setting out to develop a strategy for your search marketing, you need to start at the beginning and establish answers to a few key questions:

- What is the marketing spend mix between SEO and PPC?
- What does this reflect?
- How can this underpin developing a sensible search marketing strategy

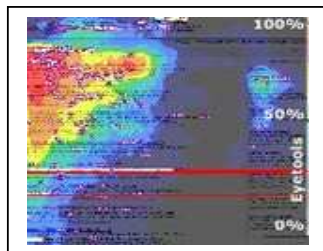
Your Search Marketing Spend and Mix:

Data from [SEMPO](#) indicates that PPC secures 88% of search campaign budgets vs 12% for SEO. Yet despite this less than 25% of all search traffic is generated by PPC. So this raises the question:

If PPC Accounts For By Far The Greater Spend Why Does It Not Attract More Clicks Than SEO?

Firstly lets look at some benchmark study details on the elements of a search results page that are most viewed and are most clicked:

According to an [eyetools study](#) the “Golden Triangle” (Which is the area on your screen where most people look)



includes top sponsored, top organic results and Google’s alternative results, including shopping, news or local suggestions.

The top 5 organic search results items on the page range from 100% to 60% visibility

- Rank 1 – 100%
- Rank 2 – 100%
- Rank 3 – 100%
- Rank 4 – 85%
- Rank 5 – 60%

Whereas the top 5 side bar sponsored results range from 30% to 10% visibility as follows

- 1 – 50%
- 2 – 40%
- 3 – 30%
- 4 – 20%
- 5 – 10%

So Why Does PPC Account For 88% Of Search Marketing Spend?

In my view the answer is mainly because:

- PPC delivers instant results
- The Return on Investment for PPC can more easily be measured
- PPC is actively promoted by Google and Microsoft with powerful software tools to make PPC easy to use

- Many online marketing professionals come from a strong direct marketing background where the ROI for marketing spend needs to be easily and directly measurable.

The allure of PPC is that will give you “quick hits”. You can set up a PPC quickly and start seeing results in 24 hours.

However the overall picture is clear – if you look at SEO over time, it should yield a better ROI than PPC.

Does this mean that you should discard PPC and throw all your investment into SEO? The answer is No – However it does mean that if you are not investing a healthy % of your budget in SEO you are missing out on at least 75% of the traffic generated from organic search.

In addition future predictions indicate that SEO will gain substantial market share from PPC due to the ever increasing cost of PPC.

An increasing number of SEO tools ([Such as the SEO Workbench](#)) are coming to market to simplify the Black Art of SEO and to turn it into a Science that can easily be understood and used by more and more people interested in getting better search results.

So What Strategy Should You Adopt?

There is no single strategy that will suit every website owner?

Factors that will dictate the strategy to suit you will include:

- How important is it to promote your brand?
- How popular are your keywords
- How much do you want global coverage vs country by country visibility
- How important is it to crowd out your competitors for certain keywords
- How well do your keywords rank at present

4 Tips for a Balanced Search Marketing Budget:

As a basic principle I would recommend you adopt a pragmatic approach as follows:

1. For new websites quick-start your traffic with PPC
2. As you gain dominance in certain keyword niches re-evaluate PPC
3. Invest a reasonable % of your budget in optimising for a set of keywords that are popular, not too generic and do not have too much competition.
4. Invest in a Wordpress blog and develop regular quality content – this will get you indexed by the search engines for keywords used in the blog. Be sure to

use the tags and categories in the blog to help the search engines in indexing your content.

How To Do a Website Audit and Benchmark Your Website for SEO?

Have you ever asked the following questions about your website?

- How does it rate with the search engines?
- How does it compare with competitors?
- What tasks need to be done to drive more traffic for given keywords?
- What should I do first to get the fastest results from search engine optimisation?

These were some of the questions that prompted Interleado to tackle the challenge of devising an intelligent SEO software suite to help search professionals and website owners answer these questions. The software is called the “All-in One SEO Workbench”

How Can SEO Software Do This?

From years of practical experience in implementing SEO projects and extensive research into the rules used by the search engines, we devised a scorecard to measure how a website stacks up with the search engines for SEO excellence.

The scorecard is built using a rules based approach that analyses 20 of the most important factors that search engines use to determine the visibility to give to a website for specific keyword search phrases.

What Are The Most Important Factors?

These fall into the following 2 categories:

- Offsite factors related to external links
- Onsite factors related to the site architecture and content

By analysing these factors two key scores are computed based on a set of weightings and rules designed to replicate as closely as possible the actual logic used by the main search engines. These are called the “SEO Score” and the “Visibility SCORE”. The SEO score consists of two sub elements, The Popularity score and the Content score.

What Is The Popularity Score And How Is It Calculated?

Search engines like Google and Yahoo rank websites according to many criteria. One of the main criteria used to rank websites is by how much authority they have.

Authority is calculated by how many websites you have linking into your website and the authority of those websites.

The more links you have from authority websites, the better your chance of getting a good ranking and more traffic.

In all a total of 10 factors are measured to calculate the popularity score.

What Is The Content Score And How Is It Calculated For Your Chosen Keywords?

Your website is scored against an increasing set of key performance indicators. These factors are ranked in order of importance and you'll see the top three (on the dashboard) that are impacting on your 'organic' visibility.

Your content score is influenced by the text on your website as well as your website design and configuration.

In all a total of 11 factors are measured to calculate the content score.

So What Are The Business Benefits Of Benchmarking?

The software will crawl your website and will do a site audit and give you a report to: Identify, the top 3 SEO areas you should be focusing on.

The individual pages with issues and tips on specific content changes that can be made to achieve better SEO results

Quickly recognise which of your top keywords your website is not optimised for. This gives you a step-by-step plan of the most important onsite SEO issues to fix (and it also tells you how to fix them).

It also identifies issues in your external links and enables you to see what external links your competitors have and how good they are.

You can [check out the software](#) free for 30 days

Organic Seo Revealed: A 22 Step Checklist

Let's assume that you pick 25 pages from your website and use them to target your top 50 keywords. Here's a step by step Guide on how to implement a search engine optimisation project on the selected pages:



1. Initial analysis of your existing website to find out what are the chief areas of concern
2. Keyword research and analysis to define top 50 keywords
3. Analysis of competitors for chosen 50 keywords
4. Analysis of traditional competitors
5. Research current visibility for chosen keywords – what is the base line?
6. Back-link Analysis – What keywords are people using to describe your website?
7. Back-link Analysis – Where are you getting links (links – not traffic) from – what countries, what domains?

We are now ready to start making changes on the website – we have all the research complete, know what the base line is and what the campaign goals are.

Clean up code if required, i.e. clean html, CSS, broken links, navigation

Get human readable urls that match chosen keywords (ensure 301 redirects are implemented when changes made to page names)

10. Set-up appropriate robots.txt file
11. Write Meta data for 50 keywords – title tag, description tag, keywords tag, image tags – let's say we target 25 pages for the 50 keywords, 2 keywords per page.
12. Generate or optimise existing site map, plus develop XML site map and upload to Google Webmasters. Set-up the geo-targeting option in Google webmasters.
13. Optimise or generate new content for 25 pages, e.g heading tags, bolded text, paragraphs, appropriate bullets, correct font colours and background, i.e. black against white (accessibility concerns), calls to action..etc.
14. Implement internal and external links that align with keywords.
15. Setup a customised 404 error page.
16. Append a blog to the website, I would recommend [Wordpress](#)

At this stage we have covered a lot of the 'on page' SEO stuff, i.e. the areas we can control. Next is the difficult part, 'off page' optimisation...

17. From my existing links, see are there any that can be leveraged, i.e. one's where I can easily change the link text to better reflect one of my chosen keywords.

18. From the competitor analysis above, start looking at the links my keyword and traditional competitors have. Pick a bunch every week and start emailing them to ask for links.

19. Start writing appropriate blog posts relevant to my industry and keyword rich. Good blog posts act as a magnet for new links.

20. Ensure I'm in the right directories, I'd start with [Dmoz](#), [Yahoo](#) and [Business.com](#). The above 'off page' tasks would/should be an ongoing process.

21. For more advanced link/brand awareness building I'd start to look at online press releases and

22. Social media optimisation techniques.

So, how much would you expect to pay for this work? \$100 per month? \$500 per month, \$1000 per month?

Ultimately the price paid should be based on the expected ROI from the campaign. As a website owner I'd be looking at the expected return in terms of traffic and ultimately new customers from the website. An average price for this type of work would range from around \$1,000 per month for an onshore service provider and \$300 for offshore.

If you decide to select a service provider be very careful to select a good one and allow at least 6 months to measure. This post contains a [checklist of 4 questions](#) to ask any potential seo consultant.

What About You?

How much do you currently pay for your SEO? Have I left out any key activity from the list above?

Are you a web professional looking to expand your customer base to add organic search using SEO and pay per click services?

Are you a website owner seeking to do this work yourself?

In either case you may need to think about how to fast-track your learning curve about search marketing and selecting some [software tools](#) to help.

The Top 5 SEO Mistakes and How to Avoid them

Having analysed many websites we are constantly being asked to identify some of the common SEO mistakes that are made.

This is a collection of the most common pitfalls that we see along with recommendations to avoid them.

The most common by far is:

1: Bad Page Titles

Every html document must have a TITLE Element in the head section. This can be up to 230 characters long.

Page titles or TITLE elements (Also called title tags), are one of the most important factors when developing a search engine friendly web page.

By far the most common problem that we find at Interleado from analysing websites are title tags that are too long or not containing important keywords

The Solution:

- The page title should be no more than 60 characters long
- Make sure your keywords are positioned at the start
- Do not have more than 3 keywords per page title
- Include a reference to the pages main content theme within the first 5 words and if you repeat a keywords, do not do so not more than once later in the title
- The reason for this is that spiders only really consider approximately the first 60 characters of a title. Plus they are programmed to watch out for keyword stuffing.

Here is an example of a title page of the Interleado blog.

```
<title>seo software for professionals from Interleado</title>
```

It's simple. The keywords are contained within the first two words of the title and the company name also appears. The total length is 46 characters.

To illustrate how not to create a page title look at the following example:

```
<title>seo software, intelligent seo software, seo reports, seo tool for web professionals, seo software for website owners</title>
```

The problems with this are as follows:

- The page title is obviously using keyword stuffing – a practice of repeating keywords too many times can result in having a penalty applied by the search engines with a much lower ranking.

- Also the number of characters used is 116. This is a waste of space as the spiders will only read around 60 characters
- The company name is not present which will make it difficult for the site to be found by searching on company name.

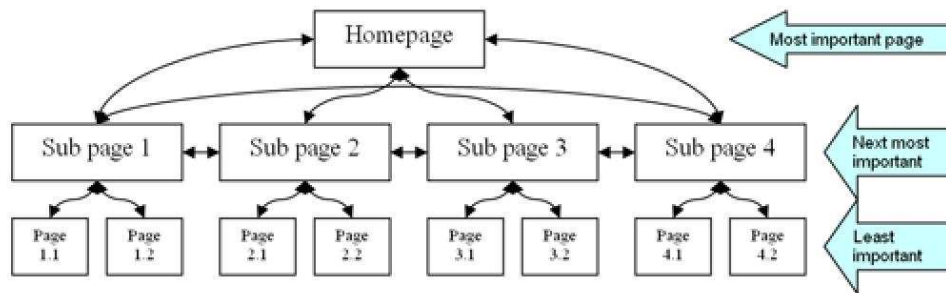
2. Poor Internal Links

The easier you make it for a search engine to see all pages on your website, the easier it is for them to give more authority to all your web pages, not just your home page.

The more difficult you make it to access all your information the harder you make it for the search engines to see you as relevant!

What Can You Do?

Make sure that your home page links to your most important pages and that your most important pages link to each other. For example, the diagram below shows how to get the best visibility for your pages.



Also, when you are linking from page to page, ensure that you use a text link and use your keywords in the link, e.g. Instead of saying, ‘and here you will find our most popular products’ write it like, ‘and the old mahogany chest is among our favourite products’. You can see the difference here, in the first example you are putting more emphasis on the word ‘here’, but in the second you are putting more emphasis on one of your keywords, ‘old mahogany chest’ and because you are using the keyword as the link text, this adds even more value.

3. Poor Keyword Selection

Often due to an understandable eagerness to get started with seo, little or no formal keyword research is done.

This can lead to choosing very popular keywords with tons of competition and little chance of success or keywords that no one is searching on.

The trick is to select keywords that are reasonably popular with searchers but not too difficult to get good ranking for.

How to Do Keyword Research and Testing!



What Are Keywords?

Keywords are the terms that Google researchers type in when looking for information on the internet.

You will want your website to show in the search results for these keywords indicating that someone has an interest in your product or service.

Therefore it's critical that your website is optimised for relevant search terms used when looking for whatever it is that you are promoting on your website.

Why Is Research So Important?

There will be thousands of possible key search phrases that are relevant for your website.

However the question is what are the keywords that you should you optimise each page for.

Choosing the right keywords is critical since if you build your web pages using the wrong keywords there is a real risk that your online business could fail to get off the ground.

How Should You Go About Researching Keywords?

To start with I suggest you use Google followed by a keyword research tool.

For example if you search for “*seo training webinar*” you get the following results.

The screenshot shows a Google search interface. At the top, it says 'Web Show options...' and 'Results 1 - 51 of about 50 for "seo training webinar"'. Below the search bar, it indicates '15 results stored on your computer' and lists 'Keyword Research and Test...' as a search tool. The main results list includes:

- Search Engine Optimization (SEO) Training Webinar** (marked with a green star). Description: 'AddMe and Brick Marketing have joined forces, combining powerful SEO tools and realtime professional services to offer search engine optimization (SEO) ...'. URL: www.addme.com/search-engine-optimization-training.htm. Status: 'Cached - Similar'.
- Internet Archive: Free Download: 09-23-08 Site Design SEO Training ...** (marked with a green star). Description: '23 Sep 2008 ... Ourmedia > 09-23-08 Site Design SEO Training Webinar ... R. Kevin Bowser / Harborview Inc.09-23-08 Site Design SEO Training Webinar ...'. URL: www.archive.org/.../R.KeinBowser_HarborviewInc.09-23-08SiteDesignSEOTrainingWebinar. Status: 'Cached - Similar'.
- Internet Archive: Free Download: 7-22-08 Site Design SEO Training ...** (marked with a green star). Description: 'Ourmedia > 7-22-08 Site Design SEO Training Webinar ... R. Kevin Bowser / Harborview Inc.7-22-08 Site Design SEO Training Webinar (2008) ...'. URL: www.archive.org/.../HarborviewInc.7-22-08SiteDesignSEOTrainingWebinar. Status: 'Cached - Similar'.

On the right side, there are 'Sponsored Links' for:

- Webinars** (marked with a green star): 'High Quality, Reliable Conferenci At Competitive Prices From Arka www.Arkadin.ie'
- SEO Training** (marked with a green star): 'Want More Website Traffic? Get More Leads Online Today RingJohn.com/Training'
- SEO Training Course** (marked with a green star): 'Learn SEO - all you need to know Group or individual SEO training www.FreshWebConsulting.ie'
- Free SEO training** (marked with a green star): 'Why pay the experts? Learn SEI yourself and don't pay a cent! www.searchenginecollege.com'

As you can see there are only around 50 competitors for this search term

However if you search on “*seo training*” you will find over 3m competing search term containing this key phrase that have been indexed by Google

If you use the following Google command you can filter these down to web pages with “SEO Training” in the page title.

allintitle:"SEO training"

This will reduce the competing pages to 89,000.

This is still too large as you should be looking for terms with no more that say 10,000 competitors with reasonable monthly search volumes. Unfortunately the Google search tool does not give an estimated volume but uses a graphic bar symbol to show an approximate monthly search volume.

The snag is that the volume of searches for “*seo training webinar*” is very low. Therefore if you are to attract a reasonable volume of traffic you need to do more research.

I would suggest looking for phrases of 2/4 words and a competition of no more than 10,000 pages with reasonable monthly search volumes

What Tools To Use:

There are no shortage of tools, some free and some paid. The ones I am aware of include:

- Interleado’s [SEO Workbench](#) includes Keyword Discovery
 - Can use free for 1 month
- [Google Keyword Tool](#)
 - Now provides search volume data by country and language

- Only list the most popular terms, not good for medium or lower volume search terms
- [Google's Search-Based Keyword Tool](#).
 - Analyses your website to identify new relevant keywords that are present in your content but are not currently being targeted.
- [Wordtracker](#)
 - Can use free for 1 month
- [Yahoo Search Marketing](#)
 - Free tool, cumbersome process, need to sign in for every use

Local Keywords:

Local keywords are one useful way of filtering broad key phrases and reducing the competition further. In fact as keyword competition increases this is increasingly being used as a means to get a good ranking for your favourite keywords.

For example, the phrase “*seo training boston*” has only 19 competitors. Optimising this phrase for seo will increase the chances that anyone in Boston searching for this will find you. With the proper effort and focus, you should be able to get to one the top 3 positions on page 1 for this phrase.

Testing Your Keywords:

I suggest you use [Google Adwords](#) to test new keywords.

Do not test new keywords without having customised landing pages.

- A landing page is a page that visitors see when they click on the keyword. If you want to achieve successful conversion, you will need content on the landing page that is relevant for the keywords being tested.
- Use clear calls to action such as “Buy Now” or “Subscribe Here”
- Use techniques to reinforce the call to action
 - More benefits
 - Deadlines
 - Etc.

Landing pages have been consistently proven to be more effective than Home pages in converting visitors to customers

I suggest testing each keywords for around one week or a minimum of 30 click thru's.

Keyword Research Checklist:

Here are my suggestions for conducting a keyword research exercise:

- Select an initial set of 10 key phrases
- Focus on small-medium competitive keyword phrases
- Use a keyword research tool to add variations to these
- Use a [software tool](#) to check out what keywords your competitors are using
- Search from the point of view of your potential customers
- Run initial tests using Google Adwords to test:
 - Impressions or the overall volume demand for that phrase
 - ROI

- Then take the most popular keywords
- Select these for your SEO project
- Expand and keep building 10 new keyword test campaigns at a time
 - Click Thru's
 - Click Thru %
 - Conversion rates
- Keep writing quality content that uses these new keywords (I would recommend a blog for this)

Which Meta Tags Are Still Useful for Your SEO Project?



What is the most common seo issue that can be easily fixed?

Which html meta tags tags are more important than others and should be more closely looked at?

Which are of little use for you seo project and can safely be ignored?

This is a brief overview of our experience in using meta tags.

The Title Tag:

The first of these tags is the title tag. We have found that incorrect use of title tags is easily the most common issue that prevents better seo results.

At or near the very top of each page you'll see the title html tag, it'll be something like, <title>Welcome to my company</title>.

Go to any browser, Internet Explorer, Firefox, Safari, Opera – and browse to any website. Now, at the top of the browser, click on View, Source (or Page Source, or View Source), this will show you the html for the web page you are viewing.

The title tag is one of the most important factors in achieving high search engine rankings. At Interleado we find that for 90% of websites we analyse (even those that have been well optimised) the title tag is easily the most common issue to be fixed for a given set of keywords. We have seen time and again that by properly optimising title tags, the keyword ranking will usually improve quickly.

The words that you put in between the title tags are very important and should be filled with your most important keywords. Out of all the tags, this is definitely the most important when used correctly.

So What are some key SEO Tips for Title Tag creation?

Do not exceed 50 characters (including spaces)

Keep your important keywords as far left as possible

Write your Title tag for your audience first and the search engines second

Include your company name

Include keyword phrases

Avoid title tag duplication

Write a title tag as if it is a header for a Google adword

The Description Tag:

The description tag can also be found at or near the top of the page when you view the source. It will look something like, <meta name="Description" content="The description of my web page here">.

You will get the most benefit from this tag if you have a unique description for every page and you keep the description to about 200-250 words. For each unique description, pick 4-5 keywords and work them into the description.

Remember this is the tag that will be displayed with the search engine results returned after a keyword search is done. Therefore use it mainly to persuade visitors to click on the page.

The Keyword Tag:

The keyword tag will look something like this, <meta name="Keywords" content="my keywords here">.

According to Matt Cutts of Google, the Google web search (the well-known search at Google.com that hundreds of millions of people use each day) disregards keyword metatags completely. They simply don't have any effect in Google search ranking at present."

Should you create a keyword tag?

Based on what Matt Cutts says above I would not bother.

The Language Attribute:

This is not regularly used and it does not provide any aid in search engine optimisation. This tag simply helps a search engine understand what language is used in a specific web page.

The Robots Attribute:

This Meta Tag prevents search engines from crawling into your website. For example if you have a recruitment website, you will not want individual CV's to be indexed by the search engines. Another example would be a contact page – you do not need to have this page indexed by Google.

This attribute is useful for identifying the areas of your website not to be crawled by the search engines:

- Buttons
- Shopping cart pages
- Contact us page
- Etc.

Body Text: Where to Use Keywords for Better Search Results?

Where should you place keywords in your body text?



What happens when a search engine indexes your website?

How do search engines know what are your top keywords?

They have to rely on what they find on your web pages. So, let's look at the different elements of your web pages that determine how the search engines rank each page.

How To Place Keywords In Your Website Body Content:

Search engines look for keywords and key phrases in places where you tend to emphasize key points. Consequently keywords used in these locations will get you better organic search results.

Keywords in Prominent Page locations:

Keywords used in Page Titles are of critical importance. If you think about it this is a logical approach since the title defines the page content, those words carry more weight than do words found in the body text.

The next most important keywords placement positions are locations that describe a group of body text sentences. These are keywords that that define entire passages (such as Page Titles, Chapter, And Section Headings).

These locations consist of headings, pictures, tables, frames, and forms and of text paragraphs. Therefore, we can include Keywords and Key phrases within `<p> ... </p>` , ``, `<H1>...</H1>`, `<H2>...</H2>`, `<H3>...</H3>`, `<H4>...</H4>`, `<H5>...</H5>`, `<H6>...</H6>`, etc.

In case of tables, frames and forms you should use Keywords and in the headings.

Keywords in the Main Body Text:

Remember, to include targeted keyword phrases in the first paragraph of the body text since some search engines use the first few lines of web page if there is no content in the description tag. This is very important since it will be displayed to potential visitors in the search result listing.

Starting the body of page with an image is also not a good idea, since most search engines can't read images although some engines can read Alt text of that image. The keyword usage in body text should follow two golden rules – **Keyword Prominence and Keyword Proximity.**

Keyword Prominence:

This refers to how close keywords are to the start of the article. The keywords that are closer to the title are considered more important than those located lower down on the page. If the first paragraph contains relevant keywords then the web page has a better chance to rank well for these search terms.

Keyword Proximity:

Keyword proximity refers to the closeness between your keywords on the page. In general, the keywords that are closer to each other are considered to improve the relevancy of that particular page.

What About Keywords In Your Blog Content?

Remember that keyword rating is heavily geared to identifying the use of similar keyword phrases in the in the site as a whole rather than in an individual blog post. By using an active blog, this should not be an issue as you're going to be writing about the same topic areas over and over again.

In the case of a blog my advice would be:

Use key phrases in the blog title

Keep them as close to the front as possible

Do keyword research to find the best keywords to place at the start of the title

Do not exceed 65 characters including spaces

Use sub headers with embedded keywords

Make sure that keywords in the body text are in the first paragraph

Use your keyword in blog tags

Internal Links – Why Are They Important? 5 Tips For Improvement.

How can you improve your internal link structure?



What does the ideal link look like?

How can you improve page rank through links?

I can think of 4 reasons why you should work to improve the internal link structure of your website.

1. To make it easy for the search engines to identify the most important pages on your website.
2. To build the relevance between your web pages and keyword phrases.
3. To maximise the page rank of the more important internal pages containing these keywords.
4. To enable visitors to find relevant content using these keyword phrases.

How Your Website Page Rank Is Distributed:

Assume that you have 1,000 external links (or back-links) to your website homepage, then you've got a certain amount of power residing on your homepage. The number of links along with the presence of keywords in and around the link will determine the page rank of your home page.

The power of this page rank can be distributed to important internal pages through internal links that are relevant to the content of other important pages.

So for example, if your homepage links out to 100 relevant pages, each of those pages only get around (1/100) of the home page power passed to them.

Maintaining Relevance Between Keywords And Pages

Before you begin with your internal link strategy you must know for what keyword you want to rank a certain page in the search engines. Your main page will always have your main keywords and your internal pages can concentrate on less competitive keywords or long tails.

The key here is a good anchor text ... If you want to refer to a page that is about the "Kitchen furniture" and that is the key phrase you want to be found in Google, then use those keywords in the text that lets you link to that page.

Create a table of keyword phrases that you want high scores for in the search engines and try to give the feeder pages good external links.

Here Are The 5 Tips:

1. Start with the Home Page:

Make sure your important pages have links from the homepage and that you optimise the links with your most important keywords.

2. Use Descriptive Anchor Text:

An example of how not to link is by using the words, ..'click here', or ' read more' or, more information' ...etc – get the idea!

What does the ideal link looks like? Well, if one of my keywords is ' kitchen furniture' then my internal link to a page about Kitchen Furniture, then the link will look like this (in html);

```
<a title="Kitchen Furniture at the best prices" href=www.mycompany.com/kitchen-furniture.html>See our Kitchen Furniture latest deals</a>
```

You can see I have used the keyword in different ways and the search engine is left in no doubt what the link is about.

3. Create New Content Sections

Use [analytic software](#) to identify your most popular pages. Then create a section called "Hot topics" or "Most popular products", "Top ratings" etc. Then create a new page linking to these from the home page. This will cause a flow of link juice or equity to the new pages.

Create new pages linked to from the home page to support high value keywords not adequately covered on lower level pages.

4. Create More Internal Cross Reference Links

If you have a blog add cross reference links to old posts where and when it is relevant. If you have a lot of outward links from a page, make sure you add also numerous relevant internal links on that page

5. Do Some Internal Link Housekeeping

Prevent pages that do not contain important content from getting indexed. For example contact pages, enquiry forms, duplicate content or confidential data. You can use the *nofollow* HTML attribute, robots.txt and meta robots exclusion tags to achieve this.

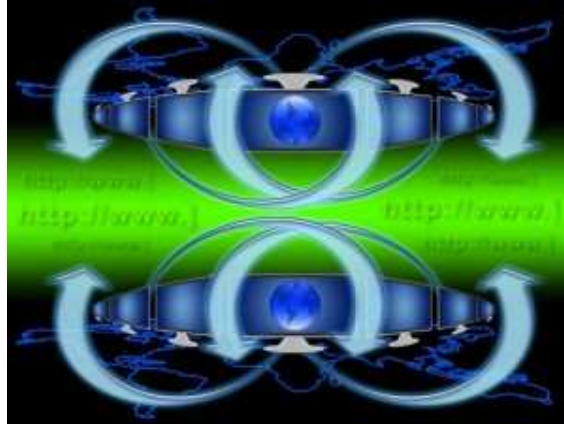
Check your server logs for 404 errors. fix any broken links and redirect old linked to pages to their new locations.

For long pages, display more content on each page rather than using pagination.

You don't have to do all this work manually, You can use [a software tool](#) to speed up this exercise. This can also help implement your external link building plan.

How to Optimise Your Site For Crawling And Indexing

The web is becoming infinite, Google recently hit a milestone of 1 trillion (as in The web is becoming infinite, Google recently hit a milestone of 1 trillion (as in 1,000,000,000,000) unique URLs on the web at once!



[The Internet is a big place](#); Think about the practicality of Google crawling and indexing that?

In fact they don't. If you have a large website the Googlebot may be missing out on large sections of your website designated as "not useful" by Google.

Today, Google downloads the web continuously, collecting updated page information and re-processing the entire web-link graph several times per day. This graph of one trillion URLs is similar to a map made up of one trillion intersections. So multiple times every day, we do the computational equivalent of fully exploring every intersection of every road in the United States. Except it'd be a map about 50,000 times as big as the U.S., with 50,000 times as many roads and intersections.

So if the Googlebot is only able to find and crawl a percentage of that content and of the content crawled, it is only practical to index a portion.

Then the questions arise – how much of my site will be indexed?, How confident can I be that my site will be indexed fully? AND WHAT CAN I DO ABOUT IT?

Google's Webmaster Tools blog has just published a very useful [presentation](#), which provides advice on getting your pages crawled and indexed by the search engine.

The Measures Advised include 6 Key Steps as Summarised Below:

1. Remove User-Specific Details From Urls.

If you have URL parameters that don't change the content of the page-like session IDs or sort order – these can be removed from the URL and put into a cookie.

2. How to Optimise Dynamic URL's

You will recognise Dynamic URLs, from the fact that they contain a question mark.

Search engines have problems creating links to dynamic content. So if you can recognise these problems, you are halfway to getting your dynamic content indexed. Where practical, use static URLs to reference dynamic content. Otherwise, try to ensure your dynamic URL is linked to by content referenced by static URLs. Finally consider using paid-inclusion programs.

[Jill Whalen's blog post goes into more detail on this subject](#)

3. How to Rein In Infinite Spaces

Do you have a calendar that links to an infinite number of past or future dates?

If so, you have an [infinite crawl space](#) on your website, and crawlers could be wasting their (and your!) bandwidth trying to crawl it all.

4. How to Disallow Actions Googlebot Can't Perform

You can disallow crawling of shopping carts, landing pages, contact forms, and other pages containing calls to action that a crawler can't perform.

5. How to Avoid Content Duplication

Google tries hard to index and show pages with distinct information. This filtering means, for instance, that if your site has articles in "regular" and "printer" versions and neither set is blocked in robots.txt or via a noindex meta tag, Google will choose one version to list. If Google perceives that duplicate content may be shown with intent to manipulate rankings and deceive users, they may also make appropriate adjustments in the indexing and ranking of the sites involved.

[Here are some tips from Google on how be pro-active about this.](#)

6. How To Get Your Preferred Urls Indexed

Set your preferred domain in Google's Webmaster Tools (www.example.com vs. example.com)

Put canonical URLs in your Sitemap

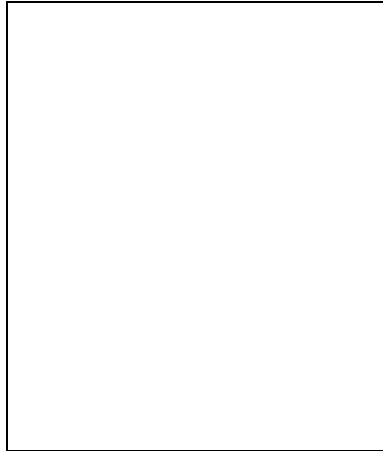
Use the new rel="canonical" on any duplicate URLs

Example: <link rel="canonical" href="http://www.example.com/skates/riedell/">

Is Your Website Copy More Important Than Information Architecture?

“If there is any one secret of success, it lies in the ability to get the other person’s point of view and see things from his angle as well as from your own” – Henry Ford

The ‘other person’s point of view’ . When visitors come to your website, what is their point of view and can you ‘see things from their angle as well as from your own’? It’s not easy...



“The only way on earth to influence the other fellow is to talk about what he wants and show him how to get it” – Dale Carnegie

When visitors come to your website do you **show them** what they want and make it easy for them to get it? It’s not easy...

Most website owners talk about themselves on their homepage – ‘Welcome to our website...’ sound familiar?

One of the key’s to understanding the psychology of online persuasion is know what your target market is looking for and giving it to them.

This sounds easy, but it’s incredibly difficult and explains why a 5% conversion rate on a website is considered good.

If 100 people walked into your shop/hotel/business and asked for some information about your product/service, would you be happy if only 5 of them became a new customer?

What’s meant by online psychology? I think it’s quite different to psychology off-line. For me best practice web design, a hierarchy of web pages that actually makes sense and giving people what they are used to seeing is the starting place for ‘online psychology’. Give them a familiar experience, i.e. give them a feeling of ‘this is the way a website should be’ ...

I've read a lot about online copywriting and using psychology in your copy to impact on conversion, i.e. getting more sales from your website – the question I am left with is that which is more important to getting better than 5% conversion – better copy or better architecture?

I guess it's a combination of both, but a poor website architecture can have a more destructive impact than poor copy.

Let's look at a couple of examples – www.amazon.com and www.netaporter.com – do they put more effort into their architecture or their web copy?

The attention to detail on these two websites is amazing. Look at Amazon – at the top of the page there's a search facility – search for whatever you want!

You can search by department! or have a look at 'Today's Deals' or 'Gifts & Wish Lists' .

They make it incredibly easy to find things on the website.

What about [Net a Porter](http://www.net-a-porter.com)? Again some great architecture.

Again a 'Search' facility at the top of the page. The navigation at the top brings you easily down into more information, e.g. Shoes ->All Shoes ->Flats ->Mid Heals ->High Heels -> Boots.

The URL at this stage is <http://www.net-a-porter.com/Shop/Shoes>

These approaches look very simple to implement, but simple doesn't always mean easy. Take a look at [Nike.com](http://www.nike.com)

This is the URL of the homepage:

http://www.nike.com/nikeos/p/nike/language_select/

Simple, clean, smooth architecture?

Now try and find womens shoes! How many clicks can you do it in? It took me 5 clicks to get to here –

http://store.nike.com/index.jsp?country=IE&lang_locale=en_GB&ref=http://www.nike.com&sitesrc=EMEALP&l=shop,women#l=shop,pwp,c-300/hf-788+791/t-Women's_Footwear

So, on Net a Porter it takes me 1 click, on nike.com it takes me 5 clicks to get to the shoes 'department'

Compare the two URL's above (Nike.com and Netaporter.com) and imagine how much easier it is for the search engines to determine relevancy. I know Nike.com is a huge brand and they are obviously relying on that to get them traffic.

(Funnily enough though, if you search for '[shoes](http://www.google.com)' on [Google.com](http://www.google.com), Nike.com appears before NetaPorter!

In this case I know the brands are strong, but the Nike.com site is incredibly complicated for what's it's actually doing.

The Net a Porter site immediately looks at my IP address, sees where I am and gives me what I want for that country. It takes Nike.com 5 clicks to get me to the right country page!

Remember, this is all before I start looking at the content or images.

Getting the information architecture right, i.e. simple to follow, has a large part to play in getting more conversions.

Thinking too much about the psychology of online selling, whilst ignoring basic navigation is not the way to go.

The use of so much flash on the nike.com website maybe appealing to those higher senses in the human brain, but am I likely to stick around trying to find those pages? What do you think?

Have you seen examples of websites where it's all about image. Who's to blame for websites with no/little information architecture – the website owners? What about B2B sites, are these any different from B2C sites?

Flash and SEO: Getting the Balance Right!



Why Install Flash?

Companies favour using flash on their website for a number of reasons. Flash can offer a dynamic and visually attractive experience for visitors. Flash can be particularly useful in a number of situations including:

- Ecommerce catalogues that show how a product works. For example showing a 3 dimensional view of a catalogue product such a baby's folding push chair with front, back and side views and a demonstration of how to erect and dismantle it.
- Virtual tours
- Music and entertainment content
- Directions or maps

Most brand marketers tend to place the greatest emphasis on shaping and enriching the brand's image. For them, visual appearance is more important than organic search concerns.

From a practical standpoint for many websites, the question is not whether to use Flash or not, but rather how to best use Flash on a website to meet user objectives, and still have that website that works well for SEO.

Not surprisingly, choosing between SEO and Flash can create a tough dilemma for brand marketers.

Why is Flash an issue for SEO?

Flash enabled sites can look very attractive, but Flash presents some challenges for search engines, since most search engines have little or no ability to read and index content within Flash files.

Flash files are not structured to enable the content to be crawled by search engines. The files are basically program code that is executed and displays moving images and sound effects.

What this means is that a site consisting entirely of flash files can be practically invisible to a search engine unless specific techniques are use to get around this.

This Causes Two Main SEO Problems:

With an all Flash website you cannot optimise individual pages for different keywords. In this situation the website is usually seen by search engines as a single page. That means you will not have the benefit of a multiple page website with each page capable of being indexed separately. Thus you will not be able to optimise individual pages for separate keywords.

External links cannot point at interior pages within your site – they are forced to link to the top page. What this means is that you will not be able to take advantage of these deep links that will drive more traffic to your site and improve your search engine ranking. Deep linking is when other websites link to pages within your site other than your home page. For e-commerce websites with an online shopping component, deep linking is much better than home page linking because visitors can be taken to the exact page containing a product they are searching for.

So What Are The Options To Fix This?

Option 1: Use a Mix of HTML and Flash

If you really need Flash in your site you should ensure that the site is not all flash. Consider building a HTML site with Flash movies and interactive content that is placed inside of the HTML documents.

This way the site will not be an entire Flash site and can also contain textual content that can readily be indexed.

Option 2: Have Two Separate Versions

Alternatively you could have a site that consists of two versions – a HTML version and a Flash version. The Home page can have the links for these versions and the visitors can select the version of their preference. But if you go with this option remember to submit only the HTML version to the search engine.

Option 3: Keep The Site As Flash And Optimise It Using Special Tools.

If you use Macromedia, consider Macromedia Flash SDK to analyse the Flash content and help the indexing by the search engines.

If you have more than a few keywords that require optimisation you should consider splitting the site into multiple pages with keywords optimised for each page. Where you do not have content for some pages, then be sure to make use of the appropriate Meta tags.

Accessibility features are aimed at enhancing the visitor experience of disabled web surfers. These can also be used to improve the search engine visibility of your content inside Flash.

Flash accessibility programming is probably one of the best ways to get your Flash content recognized by spiders, Shockwave Object 2.0 (SWF) has become an industry standard and is increasingly used by many web designers.

It allows search engines to see and digest the same important Flash content as users, and as a result, websites may experience increases in search engine visibility on keywords contained in the Flash replacement content.

Flash Replacement Tips:

1. Consider using Flash content that contains keyword-rich messages that can be “replaced” in text form for search engine spiders to crawl.
2. If possible, leave images out of your Flash content and focus on content that can be replaced and recognized by engines. (Images can be optimised separately.)
3. Finally, if possible try and include links in your replacement content.

What’s your experience of using flash? Are you a brand marketer that has struggled to get the right mix between building the brand and getting organic visibility?

Do your clients understand the mix between aesthetics and keyword visibility?

Don't Ignore The Low Hanging SEO Fruit!

Interleado.com runs 1000's of reports each month and for each report our system tells users what the top 3 SEO issues with their website.

You might think that the top 3 issues would differ quite a bit from website to website. After all, there are different sectors, different target countries, domains can be 10 years old or 10 days old.

In my experience of looking at these reports since 2007, when they were in their embryonic stages, the consistency in the top 3 issues never fails to amaze me.

The reaction from new users of the system, when they see the reports for the first time, also never fails to amaze me.

80% of the work done to optimise a website is content related – low hanging fruit. Once you have the right keywords, changing the content on your website is straight forward, either for yourself or your SEO/agency.

The fruit that is not so low hanging and much more labour intensive is building the authority of a website – that takes time and should not be looked at as a once off task, but an ongoing process that is related to the content on your website.

Ok, so granted that the top 3 issues as reported by the [SEO Workbench](#) may be tinged with subjectivity, but when will you ever get 2 people to agree about SEO. One thing is for sure, [Google's Search Engine Optimization](#) guidelines talk a lot about content and adding the right keywords into your site's navigation.

So, what's the first piece of advice from Google in their SEO guideline?

Create unique, accurate page titles

What's consistently the top SEO issue reported in the SEO Workbench?

Insert your keywords in your title tags

Coincidence?

Why is it so difficult to get keywords in the title tag?

Before we get going on what makes a good title tag, let's just be clear about what a title tag is.

The title tag is that name or 'tag' you give to each individual page on your website. It is important for the following reasons:

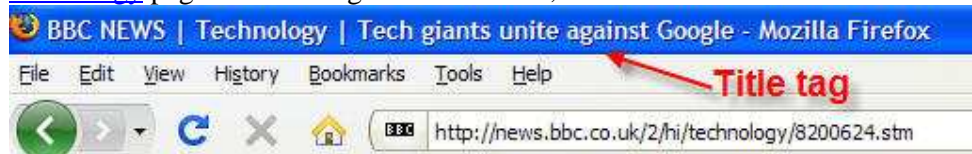
Search Engines use it to help them determine how relevant a web page is for a user search query

Users are influenced by keywords highlighted in the title tag in the search engine results page

Users may also be influenced by well crafted title tags that imply a more relevant and interesting web page

What does a title tag look like?

The title tag is found at the top of your browser, e.g. from [one of the BBC's technology](#) pages the title tag looks as below;



Title Tag example

What does this look like on a search engine results page, let's say we search for 'tech giants unite'



Title tag BBC example

You can see that the title tag listed as number 2 is our BBC example, but you can also see that the keywords I searched for 'tech giants unite' are all highlighted in bold. You now know what a title tag and why it's important – but not all title tags are created equally.

Each page on your website should have a unique title tag. For bigger e-commerce website's, using a Content Management System that makes this easy is essential.

The title tags should include 2-3 of your keywords and should not be much more than 65 characters in length (including spaces). You won't get penalised for having title tags longer than this by the search engines, but you may lose clicks if you have title tags longer than 65 characters and your keywords are at the end of the tag.

Remember Google cuts off title tags on it's results pages at about 65 characters. You can edit your title tag by opening your internet browser and clicking on 'View' – 'Source (or Page Source)'

At the top of the file opened you should look for the title tag , something like this: <title>>/title>. In the middle of these tags you should have your keywords in a sentence format.

The sentence should be compelling as it will need to draw a potential visitor in. When you have changed the text, simply save the file and either send it to your web company and ask for them to upload the new file to your website, or if you have a content management system edit the title tag directly.

If you employ a web design company, you could also just send them an email and simply include your new words for each title tag you want to change. E.g. for my home page I want to change the title tag to ...

(*note – keyword research should be a mandatory task before any title tags are written)

The top issue for a lot of websites is that they refuse to accept that the low hanging fruit is important.

Fix the easy stuff and progress to the more advanced SEO issues.

Back to the question, why do so many websites have difficulty getting the title tags right?

It may be a mix of issues, from getting the initial website live at any cost (the cost is normally the content), or website owners realising there are issues but never quite getting around to fixing them.

What's your experience as an SEO consultant or agency? What are the top issues you find on your clients websites?

SEO Techniques and Tips For Website Images

One of the most overlooked aspects of SEO is images. Most websites and particularly e-commerce sites have lots of images but few actually optimise them for search engine indexing. However the images should also be optimised for human visitors to help drive more sales conversions.

Google not only looks at the text on your blog in order to rate your site, but that Google bot will also take a look at the code you use in your image files.

10 Tips for Image Optimisation:

1. Use Meaningful Image and Folder Names

Many content management systems and ecommerce platforms have a default setting which applies meaningless image names and folder names to pictures that are uploaded.

Keep images on a folder level rather than a subdomain so `sitename.com/images/` is better than `images.sitename.com`

Be sure to change these to natural human readable descriptions – that is a key factor in achieving better image search engine optimisation.

2. Increase Your Image Size And Density:

Many images are too small and poor in quality to persuade shoppers to click on them. It is better to have fewer choices and larger images since too many choices can lead to inactivity and the shopper pressing the back button on that page. This is not relevant for seo but is a practical tip to get more clicks.



For some products, clothes and shoes particularly, you can't expect customers to make a decision to purchase based on one simple photo; they have to be able to see the detail.

So, enlarged images are essential here, as in this example from [Webtogs](#); the enlarged version of the photo allows shoppers to get a good idea of how the jacket looks, the material etc.

3. *Show Your Products In Context:*



In her post on Product Images and Conversion by [Linda Bustos](#) she highlighted the fact that online retailers can go a step further and use photos that show products in use, or “in context.”

The significance of this is quoted by a [Future Now](#) client, who claimed that images can [lift conversion rates by 147%](#) by showing products “in context.”

Showing products in context, as well as giving users an idea of scale, can answer customers’ questions about how a product works, how it will look on them etc. This is one area where video can be very useful.

4. *Use Descriptive Alt Tags:*

The Alt tag or alternate tag is a text alternative to an image. It is the best way to describe an image to those who can’t see the image. The most important job of the alt tag is to explain to a blind user what an image is displayed on the page. Search engine spiders are also blind at images, they can’t read the text or object that is printed in an image. The alt tag deciphers what the image is for or what it is representing.

If you have a blank alt tag on your html it is considered as invalid and it is not following the Google webmaster guidelines. It is recommended to “use text that fulfills the same function as the image”.

See this Electronic Translator example below.



A Convenient Hand Held Electronic Translator

5. *Use Descriptive Anchor Text*
Use relevant text around your images, It is recommended that be descriptive text with your targeted keywords in bold be placed immediately before or after the image itself. Also Use anchor text keywords in links to images pages.
6. *Use Title Case*
This is a tip for increasing sales conversions as opposed to seo. If you think about product descriptions as headlines you will get the idea.
So for this reason, I also recommend using title case for all your product descriptions. (That's where the first letter in each description is capitalised).
7. *Optimise Images for Social Media*
Stick to jpg format and make sure the images can be resized to 160×120 or 160×160 pixels (*Unless you have an image that can be resized that way Digg will not offer the submitter a thumbnail to go with the post*).
8. *Use Video Where Appropriate*
Product videos can capture more angles and have a proven ability to boost product sales by answering customers questions and concerns.
In a [Future Now](#) post by [Jeff Sexton](#) he points out that for some products only video will do. For example, with this baby 'travel system' on Mothercare, the [video](#) can show how it folds up, and the range of different seating positions it can be adjusted to, something that could not be achieved without a lot of product images.
9. *Use Jpeg Image Format*
[David Leggett](#) advises that when possible save the image as jpg format. The .jpg image format is best suited for images that have a wide range of colors where there aren't sharp transitions or fine edges. Because of it's compression algorithm, it works very well for Photographs. It's possible to significantly reduce the file sizes of photographs using JPG while keeping image quality very high.
With jpeg you can make pages load faster, and make the user experience feel much better. Page load time is a huge factor in retaining users. In one [recent online poll](#), 51% indicated that *slow load times* were the number one element that drove them away from a web page.
10. *Use This Free Tool To Identify SEO Image Problems*
[Image Analyzer](#) by Juicy Studio, will highlight images without alt text, long image names and much more. Because image optimisation is essential for successful SEO, image analysers are an absolute must.

Why is a Sitemap Important?

Having a good sitemap on your website is a very good idea for two reasons: Its good for visitors who are lost, if they can find the site easily they can quickly navigate around the website.

The search engines will naturally index your sitemap, so its a great place to put all you important internal links so that they get picked up and indexed appropriately.

Apart from having no sitemap, the biggest mistake that website owners make when it comes to having a useful site map is that they just list the pages on the website.

You've seen it before, its just along list of bullet points with links to some of the pages on the website.

Having a good sitemap can really help with both your 'organic' rankings and your visitor satisfaction.

A good example of how to put a meaningful sitemap together can be found here, <http://www.westportwoodshotel.com/sitemap.html> .

You can see that it has:

- Keywords as part of the page links
- A short relevant paragraph describing the page beside the link
- Keywords embedded in the paragraph text to enhance relevancy for the search engines and visitors alike
- Many links that are in human readable format and are seo friendly format, i.e. <http://www.westportwoodshotel.com/equestrian-holidays-ireland> and not something like <http://www.westportwoodshotel.com/sh1301x6354.html>

Link Building: 4 Tips For Getting Started:



You've done all your business analysis, put in hours of keyword research, written website copy that a best selling author would be proud of, have 'calls to action' all over your web pages, have an 'opt in' and have optimised your website to the hilt. That was the easy part – easy, because you had control over it.

You decided what design went on your website, you decided what keywords you wanted to target, you decided what content you wanted and you decided your goals for the website.

But, what's the one thing that you absolutely need for a successful website and the one thing you have no control over?

What one thing do the search engines (especially Google) prize over everything else? That's right! Links.

Links from other websites to your website or blog.

Ideally links with your prized keywords embedded in the link.

But how to get these links and how do I know how many I have or how many I'm competing against, i.e. my competitors?

OK, lets take a look at how you get an insight into who is linking to your website. Go to [Yahoo](#), and type into the search box:
linkdomain:yourdomain -site:yourdomain

That will show you all the links that Yahoo knows of pointing to your site minus the internal links. Yahoo definitely shows the best results when looking at backlinks. so in this case, lets say we put in:

linkdomain:interleado.com - site:interleado.com

Below is a snippet of what you get back.

1. [SEO software that combines a number of SEO tools to give you ...](#)
All in One SEO Workbench is Interleado's SEO software that uses different SEO ... Save time on SEO projects. • Measure ROI.
...
[www.interleado.com](#) - 15k - [Cached](#)
2. [- SEO Software for Professionals from Interleado](#)
[www.interleado.com/blog](#) - 123k - [Cached](#)
3. [" Start tackling your SEO project with 3 Simple Steps - SEO ...](#)
... [http://www.interleado.com/blog/index.php/2009/03](#) ... **Interleado.Com** short listed for the Irish Web Awards
Any SEO Value? ...
[interleado.com/blog/index.php/2009/03/24/...](#) - 46k - [Cached](#)
4. [" Top 10 Twitter Tips - SEO Software for Professionals from ...](#)
... [http://www.interleado.com/blog/index.php/2008/12](#) ... **Interleado.Com** short listed for the Irish Web Awards
Any SEO Value? ...
[interleado.com/blog/index.php/2008/12/12/...](#) - 46k - [Cached](#)

As you can see, there are around 287 links in total.

This shows you what websites link to your website and what exact page the link is coming from.

This will enable you to find out what links you have, so how do you go about building new links to your website.

1. *Write Articles:*

Start to look at websites that allow you to write about your particular niche and will give you good exposure. For example, [Hubpages](#), [ezinearticles.com](#) and [articlebase.com](#) are all great websites to start building links from. Just signing up and getting a profile will give you a link. Admittedly not one with great value, but its a start.

When you have signed up, the next thing you need to do is to write an article about your favourite topic.

When you write the article be sure to leave a link back to your website or blog. So, that's your linking campaign started.

Be patient with Ezine Articles as they are slow in approving each new article. It gets better after your first 10 articles and you are upgraded to premium status and approval is much faster. Short articles of 250-350 words work best and be sure to place your keywords at the start of the title plus use the tag to specify 3 or 4 keywords used in the first paragraph of the article. This will ensure your article is indexed using your preferred keywords.

2. *Submit to Popular Directories:*

By far the two most influential directories in terms of authority back links to your website are [DMOZ](#) and [Yahoo](#).

It can take months to get into Dmoz, and there's debate as to the usefulness of the entry once it is there. But Google puts a lot of authority and it sometimes takes text from the directory listing and uses it in the Search Engine Results Pages (SERPs).

You can suggest your website to Dmoz [here](#), but very careful follow the submission criteria exactly and make sure you choose the appropriate category, as this can be crucial in getting the listing. By the way, your submission is looked at by human editors, hence the length of time it takes to get in the directory.

Getting into the Yahoo directory is relatively straight forward. You suggest a website [here](#), pay \$299 to get your website reviewed and then pay a recurring fee of \$299 annually to keep the listing.

Note that the first \$299 will only get your website reviewed with 7 days. There is no guarantee that your website will make it into the directory.

3. *Comment On Other Blogs In Your Niche*

Another great way to start getting links is by reading the blogs in your niche area and starting to comment and leave links back to your website/blog.

Some blogs have setup nofollow though, which means the search engine spiders will not follow the links that are left in comments, thus you will get no 'link love', i.e. the search engine will not count the link.

How do you find what blogs are in your niche area? Well, what are your keywords? Search on them and see what blogs come up? Or search for your keyword and add the word blog to the search, e.g. if I put the following into a Google Search, '[Internet Marketing + blog](#)', this is what returned:

So, here you can see several blogs about Internet Marketing where you can start to read and leave comments as appropriate.

4. *Build Link Bait Naturally*

Link bait refers to any content placed on a web site with the purpose of attracting links to it from other web sites.

Of course another way to get links into your website/blog is for people to link to you naturally. Why would anyone link to your website?

Well, maybe you have something interesting to say on your website? Some good articles/posts about your niche area. There are some great tips on writing great copy here at [Copyblogger](#).

So, have a look at the resources listed and start to build your links. In part two we'll move on a bit and talk about professional software packages that can help you build your inbound links.

How do you get back links to your website? Have you tried various methods but are still finding it hard to get good rankings?

In Summary:

Quality links rather than just volume should be your goal – that is the key to building ranking authority with the search engines.

Summed up this amounts to:

Link Popularity + Link Relevance + Link Trust = A Quality Back-Link

How To Find Websites That'll Give You A Link..

Ok, so you want to build more links into your website.

First question, why would you want to do this in the first place? Well, the search engines, especially Google, place a lot of emphasis on websites that have a lot of incoming links. The better quality those links are, the more authority your web pages get and the better rankings you get. Simple.

The best way to get links is to attract them naturally through delivering something that people deem linkable, e.g. great articles, videos, audio.

So, content gets you links. But what if you want to help the process along a little and start to promote your website by asking other websites to link to you or signing up for directory listings?

How do you find these websites to link to?

Well, before we get into looking at software applications out here that can help you, lets look at some short cuts.

You can search Google and the other search engines looks for websites that offer free links.

Simply go to the Google homepage and type in 'intitle:add url' or intitle:submit url'.

Have a look at the websites that are returned and see if any of them fits with what your website is about. If they do, then add/submit your url (website address) and you're done – you have a new link. The quality of these links may not be great, but its a start.

Another way to start building links into your website, or backlinks is to simply ask people for them, a so called reciprocal linking strategy. You ask another website for a link and in return you'll give them a link. The benefits of reciprocal linking are that you can target websites you feel add value to your website and you can target websites that have more authority than you and hence may be in a position to transfer some of their authority to you through a link.

So what other ways are there to attract links?

Ask your current suppliers and customers if they'll link to you. If they agree, make sure you leverage this opportunity to the max. Give them the text for the link, rather than letting them just put in a www.mycompany.com type link.

Search engines look at the words in a link, if you have a keyword in the link, its an extra vote for you and that keyword.

For example, instead of the normal www.mycompany.com type link, ask them to put the following in;

```
<a title="my keyword" href="http://www.mycompany.com">my keywords</a>
```

So, for Interleado, this might look something like this;

```
<a title="Internet Marketing Service" href="www.interleado.com">Organic search  
marketing web professionals</a>
```

In reality the above html looks like this: [Organic search marketing for web professionals](#)

How To Build BackLinks Through Social Media!



I suggest that you start by signing up to various social media sites and setting up your personal profile. This will automatically create a link from your profile to your own web site or blog.

Next, you need to understand a few basic principles about social media.

Why is Social Media a Good Starting Place?

Social media is a good place to implement a link building project for two reasons. When you create a profile or build a link or a tag on a social media site, it enables visitors to view a page on your website or blog. This will drive organic traffic to your site.

These links may be used by the search engines to assign a page rank to your website depending on whether the social media site backlink has an attribute called “NoFollow”.

The result is you obtain two possible benefits from this:

- More visitors
- An increased search engine ranking from these backlinks with a “DoFollow” attribute

What is DoFollow?

It is simply a term given to web pages or sites that are not using “NoFollow”.

[Squidoo](#) has an excellent list of websites that have a “DoFollow” link policy. The type of sites included in this list cover social networking, social bookmarking and article submission.

Because of the double advantage of more traffic improved Page Rank, it would be a good idea to focus initially on building links from DoFollow sites.

Why is Anchor Text Important?

Another benefit of focussing on DoFollow links is that they can help improve the ranking of embedded keywords in the links.

If a website links to you like this:

<http://www.interleado.com/>

That's a good link, but it's much better to have a key phrase embedded in the link like this:

[Drive More Website Traffic](#)

What About "NoFollow"?

A "NoFollow" attribute on a web page will ensure that Google does not follow that link and will ignore the link when calculating the Page Rank or "Link Juice" factor for that web page.

Typically no follow is used for blog comments to prevent spammers from gaining any kind of Link Juice advantage by inserting a link on that page.

As a result of the widespread implementation of "NoFollow" on many social media sites, gaining Page Rank from link building has become much more difficult in recent times.

How to Get Around the "NoFollow" Link Juice Problem?

[Kaz](#) points out that Many Social Media sites will offer you the ability to set up an RSS feed in your account or profile. This normally displays the links you have bookmarked within the RSS feed. There should be no Nofollow tags inside the RSS feed.

Plus when you submit your RSS feeds to the major aggregators you should find that the contents of your feed don't have any NoFollow tags.

You get an additional benefit since the [aggregator sites](#) tend to have high page ranks in Google.

Check out this useful post by Rok Hrastnik on [Getting the most from your RSS feed](#).