

Free methods to get better search results for your website.

If your business serves a local community, city, or town this report will show you how to improve your website search engine rankings.

This e-book is dedicated to all the people with ambition, motivation, and desire.

I wish you success in your journey through an abundant lifestyle.

Introduction.

This e-book will show you many different ways to make your web site as search engine friendly as possible for your local target market.

When you enter a search term into a search engine like yahoo! or Google, you end up with two kinds of search engine results. **Sponsored results and organic results.**

Sponsored search results are links paid for by the advertiser and can cost a lot of money to be in the top position of a search engine listing result.

Organic search results are natural. The advertiser didn't pay to get top search engine results, but used some *key* words and phrases, plus other elements of SEO which you are about to learn. This will cost you nothing, but you do need your own website and a few other skills, or get someone else to do it for you. (Out-sourcing)

Search Engine Optimization, named SEO, is a process that requires a little knowledge of HTML, and some patience.

You may find yourself learning new skills or outsourcing the work to somebody else. It depends on you. You'll need to know a little HTML for sure.

There are several ways to implement SEO and we will go through all the basic elements starting from getting your own website and hosting. Use both SEO and free advertising to help boost your rankings.

This will not work for affiliate websites that are duplicated and produced by

somebody else. You need full access and control of your website from start to finish.

You'll want to know what keywords and search phrases will be good content for your website.

If you don't already have a domain name yet, now is a good time to start thinking of one. Take your time if you don't have one yet, you want your domain name to be short, easy to say and remember (if possible).

The key to good SEO is research. Once you have a good detailed list of keywords and search terms you will be able to incorporate them into your web content.

Just don't overload your web pages with keywords and make sure the sentence structure has a nice flow to it. You want it to read easy for your viewers.

If you need a domain and or hosting you can get it through [GoDaddy](#) as they are very inexpensive and reliable.

SEO is not something you do once and forget about. It's a continual process that never ends. Once you set it up the basics like we will do here, you'll need to monitor your results and adjust adjust some keywords.

Ok, so the first thing we need to do is key word researching. We are going to cover that in chapter one next.

See you there!

Chapter One

Keyword research your local market.

The first step to good SEO is keyword research.

This is important because you want to know what people are looking for. And you'll also see who else is advertising the same product or services as you.

You will need to make a list of words and search phrases as you go through this process. Get a pen and paper or your favorite text editor. (I like paper because it doesn't crash!)

You are going to write down and list your research findings. These will be your keyword research results.

If you already have a website, this is a good way to test how your site is working for you. If you don't have a website yet, this is good because you'll see who out there is advertising similar things as you.

How to research.

Start by writing down words and phrases that describe your product or service. This gives you good base to work with. Think of as many keywords and search terms as you can and write them down.

Try to think of words that a person might use that is searching for what you have to offer. Include your local area (city or town) to the end of your search term and then try the same search without your city or town, and notice the difference.

There may be less advertiser competition and this is where you can boost your rankings for local searches. If your businesses serves the local area, this will work well for you. I typically get first page rankings for my local businesses on yahoo and Google.

When researching don't use your company name because most people don't know who a company is until they find what they're looking for so they won't be typing in *your* company name or website.

Use Google, Yahoo, and Bing for your research because they are the three main search engines right now. Start using one search engine then test and compare results using the exact search terms in different search engines.

This will give you a good idea of they types of keywords you want to use in your

web pages.

You can include some search terms as part of a sentence within the content of your site. As long as your text makes sense to the reader.

Type in a keyword or search term and see the results. You'll see the advertiser competition and how many people are searching that term. Plus you'll see related terms that you may have never thought of and should write down for possible use later.

Look for low competition and high search volume. Those are the words that you may want to include on your list for your website content.

Take some time with this exercise to see your competition for your local market, it's a good way to start by knowing what you're up against.

You may find that in some search terms there is not much advertiser competition, while other keywords and search terms produce lots of advertiser competition.

The relevant keywords with little or no competition are the ones to take note of. The search terms may be less popular but very targeted to your audience because of less advertiser competition. But even if both advertiser competition is low and search volume is low, you can still dominate the first page of a search term.

You'll need to test your results when your site is finished using a free on line tool that I'll show you later.

The second step to good keyword research.

Here is where you can find out what people are thinking when looking for your product or service! You will actually see what people have typed into the Google search engine for certain keywords. It's a great little research tool and it's free!

All you need to do is go to the [Google Adwords Keyword Tool](#).

Now start typing in keyword terms into the window and you'll see results of the previous months searches similar to the search term you entered. Very cool.

Notice the advertiser competition against searches? Don't forget to include your local region in your searches. Test with and with out your area attached to your search and see the differences are.

Not every keyword needs your location at the end of it. Just try different

combinations and record and rank your results to your keyword list that you will use for your website.

There are of course options for you to use Google Adwords but I don't recommend you do that here as it goes beyond the scope of this E-book.

Chapter two

Choosing a domain name for your business

Refer to your keyword list and make another list for possible domain names. Brainstorm a bunch of domain name ideas onto your *new list* by getting ideas from your first list that you made for your keyword content. You can also get ideas by using the [Google Adwords Keyword Tool](#)

If you don't already have a domain name be sure to do a keyword research *first* before you purchase your domain name. You'll also be able to find out if a domain is available at the [GoDaddy Website](#).

Using a good keyword, search term, or phrase for your domain name works best, if possible.

Try to make your domain name a word that a lot of people might use as part of their search term, or that has something to do with your product or service. Keep your domain name short and sweet if you can and easy to remember.

There are no set rules but you don't want silly names. You can use something generic if you like that allows you to venture into other areas with out being tied down by a domain name that is product or service specific.

You'll think of names for your website when you're not expecting it, so carry a little notepad, voice recorder, or enter them into your electronic device so you can refer to it later. Take a few days, a week, or two to come up with some really good ideas for your domain name if you have to.

After researching your keywords and phrases from your keywords list and have come up with a second list for domain names, you'll want to check and see if your *best domain name ideas are available*, and then register with [GoDaddy](#) or some other domain name place.

A lot of .coms are already taken, but there are plenty of other top level domains still **available - .ws .net .biz .ca and lots more!**

You'll need to set up an account for your domain name and hosting or have someone do it for you.

Once you have secured a domain name and hosting, you need to start thinking about the contents of your website.

Chapter three

Good website content & organization.

This is where you will refer to your list of keywords and search terms during the first step.

In website rankings, content is king. Keep your web page simple and easy to navigate.

Organize your information for your web page on a piece of paper and think about how your page might look.

You'll want to write a few paragraphs about your business, products or service, and include a picture if you can.

This is where you should incorporate your keywords and search term phrases into your web page using the list you made during your market research.

If you are going to have multiple pages, don't write about everything on your first page, but link to the various subjects instead. These links are called Anchor Text.

Anchor Text should be keywords that you used to name your web page. So if you have a link that points to a web page, make sure the text in the link matches the file name of that web page. This is how search engines help determine relative content.

Example: If you have a web page with a file name of “redroses”, use “red roses as your link text that points to that page. Use the heading tag element on your “red roses” web page for the main heading. Red Roses should have the Heading tag element attached to it.

Each anchor text link should correspond with a matching web page file name. The main heading of each of your web pages should match the link text (anchor text), and the file name of that web page.

Here is an on line example of Heading Tags and Anchor Text

Make sure your text is easy to read, and keep it simple to navigate.

Be sure that you have the *right* to use any pictures on your web page.

If you already have a web page and plan to make some changes, make a back up *first* before you start messing with it. That way if you mess it up completely you have no worries!

Whenever I make changes to my content of whatever I'm producing I press the save button. Whether I make a little change or a big change, I press save to give me piece of mind. That way if the computer crashes in the next second I'm covered!

Chapter 4

Adding SEO elements to your web page.

I have provided the main code for your web pages. You need to adjust them accordingly.

This is not a lesson in HTML so if you are really unsure of what you are doing, call me or contact someone you know that can help you. I do suggest that you become familiar with HTML so that you can do this yourself for future reference.

Below is an HTML script that you should insert into your source code. Only change the content inside the *high lighted* area and stay inside the quotation marks.

This code should be pasted right under the <HTML> tag in your web document.

Notice the first line and the last line? Your web document may already have these tags in the source code, if so, just copy from line two until the second last line of code. Make sure there are **not two** <title> tags in your source code after you paste it in.

```
<HEAD>
<TITLE>Use key words and phrases in your title</TITLE>
<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=ISO-8859-1">
<META HTTP-EQUIV="Pragma" CONTENT="no-cache">
<META NAME="ROBOTS" CONTENT="INDEX,FOLLOW">
<META HTTP-EQUIV="Content-Language" CONTENT="en">
<META NAME="description" CONTENT="Describe your business best in a short sentence
using some of your keywords include your city name">
<META NAME="keywords" CONTENT="keyword1,keyword2,keyword3,keyword4">
<META NAME="author" CONTENT="Mark Austin">
<META NAME="copyright" CONTENT="2010">
<META NAME="rating" CONTENT="General">
<META NAME="audience" CONTENT="Everything">
<META NAME="page-type" CONTENT="Report">
<META NAME="page-topic" CONTENT="Service">
<META HTTP-EQUIV="Reply-to" CONTENT="you@email.com">
<META NAME="creation_Date" CONTENT="01/30/2009">
<META NAME="revisit-after" CONTENT="3 days">
<META NAME="doc-rights" CONTENT="Public">
<META NAME="doc-class" CONTENT="">
<META NAME="MSSmartTagsPreventParsing" CONTENT="true">
</HEAD>
```

Copy the above script into a basic text editor like notepad or whatever you like.

Once you have this script edited, paste it into your web page source code, and save it.

Now you can start placing relevant content inside your web document using your web editor using your research list of key words.

Here is a list of items to consider when optimizing your site for the best organic search results.

If your business serves your local market, be sure to include your City or region name in your web page or pages.

Title tag:

It looks like this in your source code: `<TITLE>Your title here.</TITLE>`

Be sure to use good keywords and phrases in your title. Try to keep it reader friendly.

The title of your web page is viewable at the very top line of your web browser. It is usually a blue line with white text if you are using the default settings on your computer for Microsoft. Don't make your title text too long because it won't all fit in to the readable area.

Heading tag:

The Heading tag is the second most important element in your web page after the Title Tag.

Heading Tags are used on websites within the content to give more weight to important keywords by using them in headings and making them stand out on the page. The search engines look for relevant content in the heading tags to match search queries.

There are six kinds of heading tags that can be used, starting from `<H1>` tag to `<H6>`, `<H1>` being the most important.

This is the HTML sample of how to use a heading tag below.

`<H1>The heading text is here.</H1>`

Your web editor will most likely have this option available to you. Increasing the font size and *bolding* the text is not the same as using the H1 tag.

- Use the H1 heading tag as the first headline in the content of your web page.
- Use `<H2>` and `<H3>` as sub headings below the main heading if needed.

- Use only the most important keywords in your <H1> tag.
- Use the <H1> tag as your first headline in the content of your page.
- Use less important keywords with the <H2> or <H3> for your sub-headings
- Only use three or four words in your heading tags.
- Describe your heading with a few lines of text under your heading tags.
- Don't overuse these tags. *Only one* <H1> should be used per page.

Images

If you are going to use images, there are a couple of simple things that you can do. First, name your image a keyword. Instead of using a filename like pic1, or flower1.gif, use a keyword. If you sell flowers on line, name your image a certain type of flower, the area you provide service in, or any other keyword from your list.

If you use the same image in more than one area of your website, you can re-name the image to a different keyword from your list.

Here is the sample website. [Sample website](#)

Example: If you use the same image in three different locations throughout your website, you should have three separate file names for the same image. Be sure to upload all your image files to your host server or they won't show up on line. Each file name for your image should be a keyword pertaining to the page it is on.

Alt Tags

Originally, ALT tags were used to describe a picture. This was done because back when computers were slow and Internet access was on dial up, it would take a long time to load a picture, even at poor quality. There was an option to turn off images when loading up web pages so that the web page would load faster.

The ALT text just explained what the picture was. Times have changed, but the ALT tag still has its place.

Adding ALT text to your images is another way for you to include keywords into your web content.

Web editing software will usually provide a method to include ALT text. ALT text shows up when you place your mouse cursor over the picture without clicking it.

I've read conflicting reports on whether or not ALT text is effective, so I go with including it anyway just in case. My view is, every little bit helps. Plus you have a chance to show your viewer some extra information that might help them make a

purchasing decision. The alt text will show up when you rest your mouse over an image and it was originally intended to describe images that were not present.

Meta tags

This is where you can place single keywords or search phrases. Each keyword should be separated by a comma, not a space. You are only allowed a certain amount of character space within the Meta Tags and each space counts as a character. Meta tags are not part of your viewers readable content.

Description tag

The information placed in this tag is what shows up when your site is listed in a search result. You have a limited amount of space, about ten words depending on the search engine you're using. Other text from your web document can also show up in a search result, so using the best keywords possible is very important. Include your region and what your product or service is in this tag.

Anchor text

Anchor text are links on your web page that are keywords. The key word or words used as your link should be pointing to a web page that contains information about that link.

If your main web page or index page has multiple categories, all your links should be keywords that point to a web page that contain those same keywords. The Anchor Text should be the same words that appear as the heading on your page the the link leads to.

Use the <H2> heading tag as a category or sub heading on your main page and put your list of links underneath the your sub heading. Look at the [Heading Tags and Anchor Text](#)

Robots .txt file

This is a little different. This requires that you upload a file to you web host server root directory. This is a simple little file that is easy to make. You can use an on line program to make it for you, make your own, or use the default generic robot .txt file that is provided below.

Copy the exact code below into your text editor and save it as “robots.txt”

```
User-agent: *  
Disallow:  
Disallow: /cgi-bin/
```

Once the file is saved as “robots.txt”, you need to upload it to your host server. If the thought of that freaks you out, email me and ask me for help or ask someone you know.

Use your FTP program to upload it to the same directory as your web pages.

Chapter 5

External and one way linking.

In order for you to get even better search results you need to have your link on other websites.

One of the best ways to do this is to use free advertising!

There is a ton of free advertising sites that you can use. Not all of them allow you to post your link for free, but some do.

Use as many free classified sites as possible. Include your product or service and the city that your service is available in.

After several of these free classified sites have your information, your rankings will start to appear higher in the search results.

Be sure to read the policies and rules of the free classifieds sites so you don't get busted for Spam.

Here is a list of free classified sites that you can use. Some are pay per use sites, but many are still free. Put your information in as many of these places as possible. <http://homeforwork.ws/freeclassifieds.html>

Your ad should include some of the same keywords that you used in making your website. This helps the web crawlers and robots determine relative content.

The more links you have pointing to your site from external sources, the better your rankings will be.

You should also submit your website to site submission services after your website is complete. There are many free site submit services that will work fine for you. <http://homeforwork.ws/submit.html>

Submit to as many free sites as you can. After all, this report is how to get top search results for free!

You should also submit your site to Google maps. Google has many tools for web authors and will be too technical for the average user.

Testing your site.

Analyze your Meta Tags with a free analyzer- view the simple report and make changes. You will see your results on a percent basis so you can make improvements. Only make one change at a time so you know what keywords are effective. <http://www.submitexpress.com/analyzer/>

The report will tell you if your title is too long and rate it. Make changes if needed.

The report will tell you if your description tag is optimized and rate it on a percent basis.

The report will also tell you how your meta tags are doing and rate it accordingly. This can be time consuming, but it is worth the effort!

The information you just read is basic only and can give your web site pretty good results.

There are many more SEO elements that can be learned, and it seems endless.

Thank you for reading this free report. I hope this information has been helpful to you. I wish you the best in your journey!

Mark Austin

About me: I have been in the direct selling and network marketing industry for several years and have learned a lot. I feel that it is my duty to pass on what I've learned to you.

My main business is in telecommunications.

My blog is at <http://homeforwork.wordpress.com>

<http://homeforwork.ws>