



SEARCH ENGINE OPTIMIZATION

By
Amshuhu iTech Solution Pvt. Ltd.



Basic Concept:

Do it simple and keep it simple. Now days search engines started marking too excess key words as and SEO as spam

1. Prep work and begin building content. Long before the domain name is settled on, start putting together notes to build at least a 100 page site. That's just for openers. That's 100 pages of *real content*, as opposed to link pages, resource pages, about/copyright/tos...etc eg: fluff pages.

2. Domain name:

If part of domain name matches to your key word it will get high ranking.

3. Site Design:

The simpler the better.

Rule of thumb: text content should out weight the html content. The pages should validate and be usable in everything from Lynx to leading edge browsers. Stay away from heavy: flash, dom, java, java script. Go external with scripting languages if you must have them - there is little reason to have them that I can see - they will rarely help a site and stand to hurt it greatly due to many factors most people don't appreciate (search engines distaste for js is just one of them).

Arrange the site in a logical manner with directory names hitting the top keywords you wish to hit.

Keep it clean and professional to the best of your ability.

4) Speed

Speed isn't everything, it's almost the only thing. Your site should respond almost instantly to a request. If you get into even 3-4 seconds delay until "something happens" in the browser, you are in long term trouble.

The pages:

5) Page Size:

The smaller the better.

6) Content:

Build one page of content and put online per day at 200-500 words. If you aren't sure what you need for content, start with the Overture keyword suggester and find the core set of keywords for your topic area. Those are your subject starters.



7) Density, position, yada...

Simple old fashioned seo from the ground up.

Use the keyword once in title, once in description tag, once in a heading, once in the url, once in bold, once in italic, once high on the page, and hit the density between 5 and 20%.

8) Outbound Links:

From every page, link to one or two high ranking sites under that particular keyword. Use your keyword in the link text (this is ultra important for the future).

9) Cross links within site.

Link to on topic quality content across your site. If a page is about food, then make sure it links it to the apples and veggies page.

10) Hosting

Don't go with virtual hosting - go with a stand alone ip.

Make sure the site is "crawlable" by a spider. All pages should be linked to more than one other page on your site, and not more than 2 levels deep from root. Link the topic vertically as much as possible back to root. A menu that is present on every page should link to your sites main "topic index" pages (the doorways and logical navigation system down into real content).

11) Submit

Submit the root to: Google, Fast, Altavista, WiseNut, (write Teoma), DirectHit, and Hotbot. Now comes the hard part - forget about submissions for the next six months. That's right - submit and forget.

12) Logging and Tracking:

Get a quality logger/tracker that can do justice to inbound referrals based on log files.

13) Spider Crawl:

Watch for spiders from se's. Make sure those that are crawling the full site, can do so easily. If not, double check your linking system (use standard hrefs) to make sure the spider found it's way throughout the site.

14) Topic directories.

Almost every keyword sector has an authority hub on it's topic. Go submit within the guidelines.

15) Content.

Add new content everyday. Have latest news or link to latest files in top level of and modify time stamp. So SE will ready that file frequently. It gives site is very active.

One page of quality content per day. Timely, topical articles are always the best. Try to stay away from too much "blogging" type personal stuff and look more for "article" topics that a general audience will like.

Lots of text breaks - short sentences - lots of dashes - something that reads quickly.

Use headers, and bold standout text liberally on your pages as logical separators. I call them **scanner stoppers** where the eye will logically come to rest on the page.



16) Link backs

When YOU receive requests for links, check the site out before linking back with them. Check them through Google and their pr value. Look for directory listings.

17) Rounding out the offerings:

Use options such as Email-a-friend, forums, and mailing lists to round out your sites offerings. Hit the top forums in your market and read, read, read until your eyes hurt you read so much.

18) Build one page of content per day

Head back to the Overture suggestion tool to get ideas for fresh pages.

19) Study logs

After 30-60 days you will start to see a few referrals from places you've gotten listed. Look for the keywords people are using. See any bizarre combinations? Why are people using those to find your site? If there is something you have over looked, then build a page around that topic. Retro engineer your site to feed the search engine what it wants. If your site is about "oranges", but your referrals are all about "orange citrus fruit", then you can get busy building articles around "citrus" and "fruit" instead of the generic "oranges". The search engines will tell you exactly what they want to be fed - listen closely, *there is gold in referral logs*, it's just a matter of panning for it.

20) Timely Topics

Nothing breeds success like success. Stay abreast of developments in your keyword sector. If big site "Z" is coming out with product "A" at the end of the year, then build a page and have it ready in October so that search engines get it by December. eg: go look at all the Xbox and XP sites in Google right now - those are sites that were on the ball last summer.

21) Friends and Family

Networking is critical to the success of a site. This is where all that time you spend in forums will pay off.

23) Submission check at 1 months

Walk back through your submissions and see if you got listed in all the search engines you submitted to after six months. If not, then resubmit and forget again. Try those freebie directories again too.

Advance Concept:

1. Build Sitemap
2. Make sure you don't have any broken link in the site
3. Use Alternate text for images with proper keyword
4. Use proper name for files and directory
5. Use proper names for links



6. Link Building

Link Building

When it comes to SEO, getting other websites to link to your website is the most important factor in achieving top search engine rankings. Here is a list of 10 link building strategies which you should be implementing for top search engine rankings (in no particular order):

1. Write quality articles – write quality articles that other websites will want to post on their websites and link to. The higher the quality of the article, the more one-way links you'll get. The best articles to write are 'how-to' and informational articles. Stay away from self-promotion.

2. Start a Wordpress blog – setup a [Wordpress blog](#) on your website and post articles to it once per week. It's a great way to build the size of your website, keep your website content fresh and get incoming links. Plus Google loves Wordpress!

3. Syndicate your articles online – take the articles that you've posted to your blog and syndicate them on article directories such as [Ezine Articles](#) and [Go Articles](#), so that other website owners can post them on their websites.

4. Submit your website to online directories – submit your website to free [SEO friendly website directories](#) for a quick way to start building one-way links to your website.

5. Submit your blog to blog directories – use [RSS Submit](#) software to submit your blog to blog directories. Use both the automatic and manual submission tools.

6. Exchange links with relevant websites – exchange links with high quality, relevant websites in your field. This can be extremely powerful, as long as you are very selective with whom you exchange links with.

7. Use social bookmarking – submit your blog posts and other high value content to social bookmarking sites such as [Digg](#), [Reddit](#) and [StumbleUpon](#). Aside from the one-way link you'll get and the (short-term) top Google ranking, you can hit the 'jackpot' by getting to the first page of digg.com, where you'll receive thousands of one-way links.

8. Syndicate press releases online – write newsworthy press releases and syndicate them online at press release syndication sites such as [PRWeb](#). If the release is good enough, you can get a lot of one-way links to your site.



9. Post comments on industry blogs – post high value comments on other blogs in your industry to spark discussion. Even if the comments are ‘nofollowed’, you can still get links to your site from other bloggers that refer to your posts.

10. Link between your web pages – use contextual links in your website copy to link to other pages within your websites.

Do's

Body Key Words

Title Key Words

Meta-tag key words

Anchor tag Key Word

Image Key Words

Links creation

Don't

Don't clutter and don't spam your site with frivolous links like "best viewed" or other *counter like* junk.

Don't put it online before you have a quality site to put online. It's worse to put a "nothing" site online, than no site at all. You want it flushed out from the start.

Don't fret if it takes two spiderings to get your whole site done by Google or Fast. Other se's are pot luck and doubtful that you will be added at all if not within 6 months.

Don't freak if you can't get people to swap links - move on. Try to swap links with one fresh site a day. A simple personal email is enough. Stay low key about it and don't worry if site Z won't link with you - they will - eventually they will.

Stay far away from any "fades of the day" or anything that appears spammy, unethical, or tricky. Plant yourself firmly on the high ground in the middle of the road.

Don't link back to junk just because they asked. Make sure it is a site similar to yours and on topic. Stay away from "affiliate fades" that insert content on to your site.



If you have an ecom site or online version of bricks and mortar, be careful not to turn your site into a brochure. These don't work at all. Think about what people want. They aren't coming to your site to view "your content", they are coming to your site looking for "**their content**". Talk as little about your products and yourself as possible in articles (raise eyebrows...yes, I know).

Our Services

We are providing Manual Directory Submission Service, Original Article writing and submission, contextual link building, complete link building service and other SEO solution.

- Manual Directory Submission.
- Original professionally written Article
- Professionally written Press Release.
- All Submission are manual and with due care.
- Word handles by trained Professional.
- Quality service at affordable price.