



Module 2: SEO Advanced Training

Understanding SEO: Google doesn't give EXACT rules on how to show up better in their search results. They give some recommendations. The thing is, some of the recommendations help Google more than they help you.

SEO is NOT an exact science. Every SEO professional has different ideas about how to get better ranking. I'll show you what I've spent thousands of dollars learning, hundreds of hours studying, and dozens of websites testing. It's what has worked for local searches for carpet cleaning businesses.

DON'T BE AFRAID: While it is possible to mess this up, it's nothing to avoid. Play around with your keywords. If you do mess things up, you can easily get another domain name.

You can't change your keywords today and expect results tomorrow. Realize it will take a few weeks before you see results. Be patient. Remember, Google is under no obligation to rank you better just because you change your keywords.

Two things Google looks at:

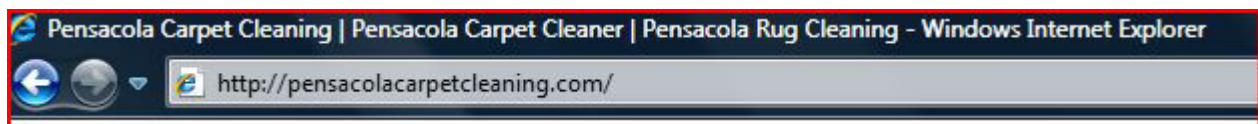
1. The keywords in your website (tells Google what your site is about)
2. Incoming links (tells Google if your site has any value)

How to set your keywords:

Use no more than THREE keyword phrases on each webpage. Some of the best phrases for carpet cleaning are, "carpet cleaning yourcityname", "carpet cleaners yourcityname", and "carpet cleaning yourcityname stateabbrev (ie. "carpet cleaning pensacola fl")".

Put commas between your keyword phrases (ie. "carpet cleaning Miami, carpet cleaners Miami").

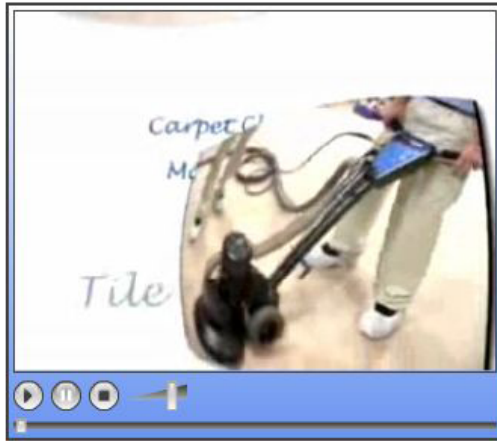
Put a hash mark "#" between phrases (use the shift key and "/" mark).



Example of hash marks in the title tag at the top of Internet Explorer.

Put your keywords in your Title tag, description tag, H1 tag, H2 tag, H3 tag, and throughout body copy.

"If You Want the Cleanest Carpet In Pensacola, This is the Place..."



Join our Email Newsletter and get **\$25 Off** your next cleaning.

Get Your FREE Cleaning Newsletter

Email:

Privacy by  SafeSubscribeSM
For Email Marketing you can trust

Example of a H1 or Header tag with the keywords in place. The tag here is at the top of the page, which is the best location.

Alternate how the keywords appear. (ie. Use "carpet Houston", "cleaners Houston", and "cleaning carpet in Houston.")

Use the keyword phrases naturally in sentences. (ie. "If you're looking for quality carpet cleaners in the Houston area, you've found the right place.")

Use your keywords in blog title posts (more on blogging later).

Use your keywords as links on your webpage. Use text based links and not graphics.

Pick a domain name that includes your keywords (ie. www.CarpetsCleanersMiami.com)

NOTE: Don't overdue the keywords on a page. Google doesn't like this. Also, place your keywords as close to the top of the webpage as possible.

Some Don'ts.....

Don't overstuff keywords. For instance, if your page title tag, H1 header, and most of your links pointing that page say the same keyword phrase, it looks suspicious to Google. The search engines will take points away from your site.

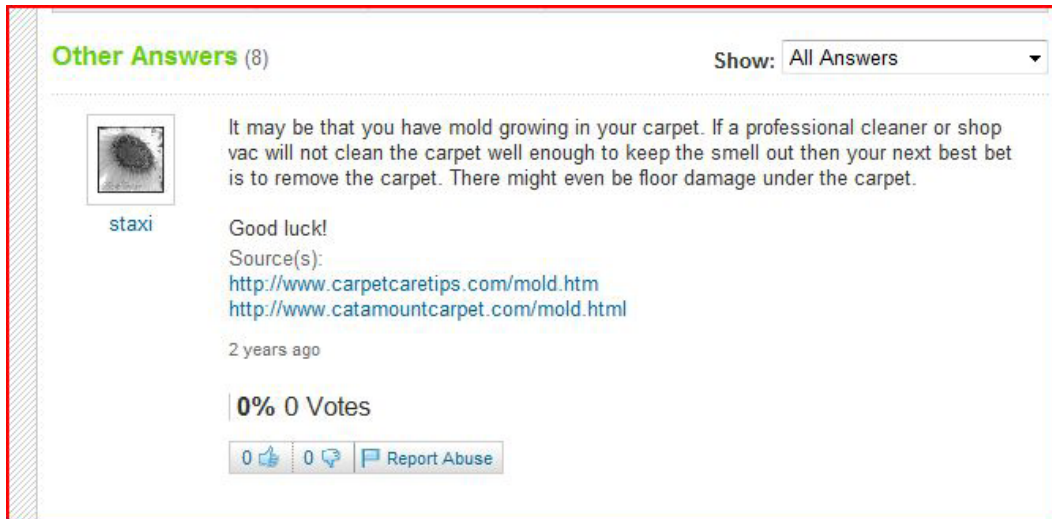
Don't use poison words such as "link exchange", "link partners", or "add URL". Search engines may think you're running a link scheme. Instead, appear natural. Call it, "Other sites you may enjoy."

How to get the BEST links:

Get one way links by setting up arrangements with site owners you know. (Don't overdo this).

Get links exchanges. As local websites and cleaning related sites to trade links.

Produce info other people WANT to link to (ie. Reports, interesting articles, pics, etc)



A webpage on my website is mentioned in a forum about home repair.

Submit your site to directories. Below are some of the best.

www.joeant.com/suggest.html (\$39.99)

www.illumirate.com (FREE) Submit to: Home/Shopping & Services/Home & Family/Home Maintenance/General

www.01webdirectory.com (FREE or \$49 option) Submit to: Online Shopping Service--Home and Garden

www.sitesnoop.com (\$12 fee)

www.linkopedia.com (\$9.99 fee)

<https://secure.business.com/crm/signup/Standard1.do> (\$299 per year)

www.dmoz.org (not sure if FREE is still available or \$49 option)

www.webworldindex.com (FREE or \$25 option)

www.gimpsy.com (\$49)

www.Kellysearch.com (FREE)

*Some of the directories are free, but the free ones may take a long time to get listed. I recommend

submitting to at least TWO of the \$10-40 range directories.

Write Articles. Write a 350-450 word article and submit it to an article directory. At the bottom give your web link. The subject can be about carpet, cleaning, your city, or a combination of the three.

www.ezinearticles.com (one of the best)

www.ideamarketers.com

www.buzzle.com

www.searchwarp.com

www.associatedcontent.com

www.yahooarticle.com

Want to grow your ranking QUICK? Consider Unique Article Wizard for \$67 per month.

<http://www.uniquearticlewizard.com/amember/go.php?r=7974&i=10>

Don't want to write your own articles? Do a Google search for "article writing" and find several places that will do it for \$10 per article. Make sure they have some sort of money back guarantee on article quality and uniqueness. You don't want an already published article.

Check your incoming links. Google "link: www.yourwebsite.com" It's necessary to put a space after the colon.

Check page ranks. Keep in mind, pagerank isn't the end all to SEO. It's something to go by when considering exchanging links with a site. Go to www.toolbar.google.com

When possible, have your hyperlink show up as your keyword. In other words, when you click on a text link that is called "carpet cleaning Pensacola", it goes directly to my website.

Action Item: Write an article (or have one written by searching Google for "Article Writing") and submit it to three directories. Exchange links with at least one website.