

# **SEO MADE SIMPLE**

**Strategies for Dominating the World's  
Largest Search Engine**

by

**Michael H. Fleischner**

# **SEO Made Simple**

2008

## **Published by**

Lightning Source

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Cover design by Greg Wuttke

Library of Congress Cataloging in Publication Data is on  
file with the publisher

ISBN13: 978-0-615-17863-9

Printed in the United States of America

*To Jamie, Samantha and Alex-  
My inspiration and joy*

*To my father, brother, and extended family*

*In memory of my mother*



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# SEO Made Simple

## Introduction

If you want to rank on top for Google, Yahoo!, and other major search engines, you'll need more than just plain luck—you'll need the exact road map used by those who have already achieved the top positions for their website(s). That's the purpose of *SEO Made Simple*—to provide you with a simple, easy-to-follow road map for achieving top search engine placements for your very own website.

When I started out in Internet marketing, no one was able to show me how to achieve the results I was looking for. New to Internet marketing, the prospect of reaching the #1 position on Google, or any other search engine for that matter, seemed next to impossible. Of course there were marketing gurus and tons of Internet marketing products that offered “amazing results,” and I tried lots of them. In the end many of these online products didn't live up to expectations. While trying to implement the advice given, I spent thousands of dollars creating and redesigning websites only to find that there was no single solution for getting top placements.

Although discouraged I never gave up. I knew that in order to be successful online, I'd have to increase the natural search

engine placements for my website. Through a good deal of hard work and persistence, I discovered the search engine optimization secrets I'm going share with you in this book. Now that I've achieved total search engine optimization success through years of trial and error and learning what truly works, I've decided to provide this information to as many individuals as possible seeking online success.

Despite popular belief, you won't need an advanced degree in search engine optimization or years of experience in website development to improve your search engine rankings. All you'll need is a desire to have your website ranked #1 on Google and a willingness to follow these simple yet highly effective techniques.



## How This Book Is Organized

In thinking about all of this information and how to present it, I've decided to organize this book into two main sections: *On-Page Optimization* and *Off-Page Optimization*. Each section is designed to help you understand and implement the same techniques I've used to achieve top search engine placements.

### Section 1: On-Page Optimization

The first section is your introduction to fundamental search engine optimization (SEO) techniques. On-page optimization covers everything you should do when developing your website and web pages. Don't worry if you've already spent money on designing your website or have limited knowledge of HTML or even website development itself. Once you know these techniques and understand how to use them, they can be applied in just a matter of minutes to any new or existing website.

Surprisingly many of these techniques are overlooked by 98% of all Internet marketers and those who are attempting to improve their search engine result placements (SERPs). Search engine result placements refer to the position of your website's link on the search results page of Google and other major search engines.

At the end of this section I'll provide a summary of the most important points covered in regard to on-page optimization. You can use the summary page for quick review or as an ongoing reference.

## **Section 2: Off-Page Optimization**

The second section focuses on external factors that impact your Google ranking. These techniques are the most powerful, most effective techniques for improving your search engine results. In this section we'll discuss off-page optimization and I'll reveal the very techniques I use on a daily basis to increase website popularity, a key factor in Google optimization. After applying these techniques in combination with section one, your website ranking will literally begin to skyrocket toward the top of Google and other major search engines.

It's important to note that I cover off-page optimization in the second section of this book because without on-page optimization factors being implemented correctly, your website can never achieve top placement (okay, *never* is an exaggeration, but it would take much longer and require greater effort).

At the end of this section I'll provide a summary of the most important points for quick reference.

## **Section 3: Appendix**

The final section of this book contains some general information to keep in mind when embarking upon your SEO efforts and some helpful resources including an SEO glossary and checklist.

*SEO Made Simple* provides exactly what you need to begin your climb to the #1 position on Google, just like I have for many of my websites. As each page unfolds you will learn the most powerful techniques for search engine optimization.

## The Beginning

When I started learning about SEO I really didn't know where to begin. And like most stories of challenge, I was at my ropes end—I had tried everything. After many sleepless nights, nearly \$20,000 wasted on website development, and a lack of results, I was tired, frustrated, and broke.

In an effort to move forward, I began spending many hours researching and learning some of the techniques that #1 ranked websites were using. I began experimenting with these techniques, applying them to my own website. I was truly amazed when I reached the top of Google for specific keyword phrases in such a short period of time. These findings resulted in what I am now calling the *SEO Made Simple* method. My focus was—and still is—Google because it garners more search traffic than any other search engine.

Shortly after I began applying these techniques to my own website, I quickly went from being on page 10 in Google for key search terms to the top of the search engine results placements (SERPs). Although search engine results vary from time to time, all of my keyword searches show my website on the first page of Google, and many of them are in the #1 or #2 position.

### Did you know?

**According to recent studies, the top three natural search results on Google garner more than 60% of all search engine clicks!**

After spending many late nights applying the SEO techniques I learned, I found faster, more efficient ways of getting results. These optimization techniques saved me valuable time and money, making the process much easier and faster to implement. I'll be sharing all of these techniques with you in the pages that follow so you can avoid wasting endless hours on manual processes that can easily be automated.

As a quick aside, let me show you the results I've been able to achieve with the SEO Made Simple techniques I'll be teaching you. Search engine optimization is all about optimizing your site for a given keyword. Keywords are simply the search terms you enter into Google or another search engine when looking for something on the Internet.

Some of the keywords that I've optimized one of my websites (MarketingScoop.com) for include: *free marketing articles*, *marketing blog directory*, and *marketing expert*. Even though these keywords are considered highly competitive, I've been able to achieve top placements using the techniques I'll be revealing in the first two sections of this book.

See my results below. They are unaltered screenshots from Google. Alternatively, you can simply visit Google and type in the keywords I've mentioned. Please note that Google SERPs can change on a regular basis.

**Keyword:** *free marketing articles*

That's my website,  
ranked #1 on  
Google

Google   [Advanced Search](#) [Preferences](#) [New!](#) [View and manage](#)

Web Results 1 - 10 of about 205,000,000 for [free marketing articles](#)

**Free Marketing Articles | Marketing Articles**  
Free marketing articles provided by MarketingScoop. Our free marketing articles are written by marketing experts.  
[www.marketingscoop.com/articles.htm](http://www.marketingscoop.com/articles.htm) - 44k - [Cached](#) - [Similar pages](#)

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Thousands of people are searching the Internet each and every day for marketing related articles. Not only do I rank in the #1 position on Google for “free marketing articles”, but also find myself in the top three positions for the term “marketing articles.” So whether you’re looking for free marketing articles or marketing articles, you’ll find my website MarketingScoop.com.

## Keyword: marketing blog directory

Google   [Advanced Search](#) [Preferences](#) [New!](#) [View and manage y](#)

Web Results 1 - 10 of about 67,100,000 for [marketing blog directory](#). (

Tip: Save time by hitting the return key instead of clicking on "search"

[Marketing Blog Directory | Marketing Blogs](#)  
The [marketing blog directory](#) is the largest source of [marketing](#) blogs. Search our [directory of marketing](#) blogs. Add your [marketing blog](#) for FREE.  
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## Keyword: marketing expert

Google   [Advanced Search](#) [Preferences](#) [Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [Desktop](#) [more =](#)

Web Results 1 - 10 of about 72,500,000 for [marketing expert](#) (0.13 s

[Internet Marketing Expert | Marketing Secrets](#)  
A collection of internet [marketing](#) content and secrets, tools, and resources submitted and reviewed by [marketing experts](#).  
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Mike is the Editor of Mike's [Marketing Tools](#), the leading review site for the very best internet [marketing tools](#).  
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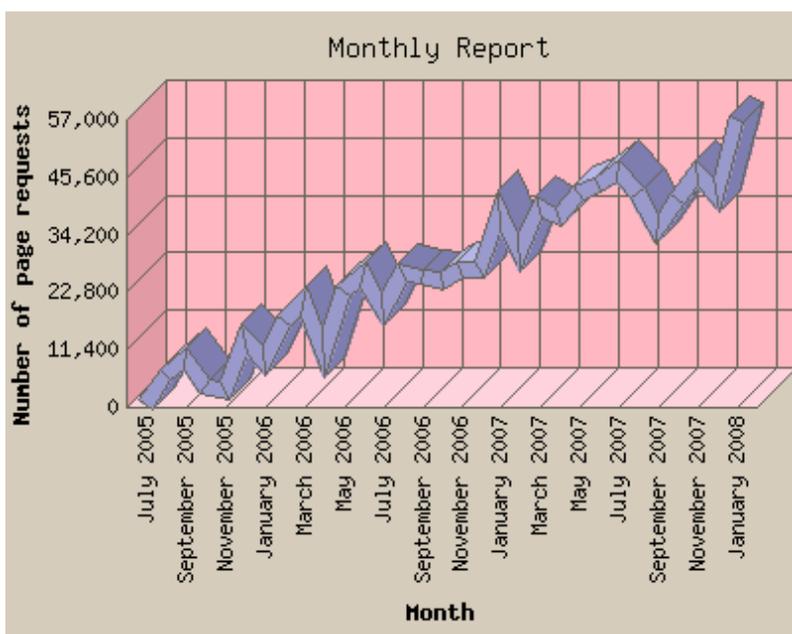
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The best part of SEO is that I don't spend a single penny on Google Adwords or any other type of online advertising. Why would I? I'm getting all the traffic I can handle from the #1 placement on the largest search engine in the world—Google! Other keywords I've focused on include *marketing articles*, *marketing service providers*, and *who's who in marketing*. Feel free to check out my rankings on all of these keyword phrases.

Here are just some of my traffic statistics, a direct result of being ranked first on a variety of search engines. The best part about organic search results is that once you're in the top three placements on Google, the traffic just rolls in.



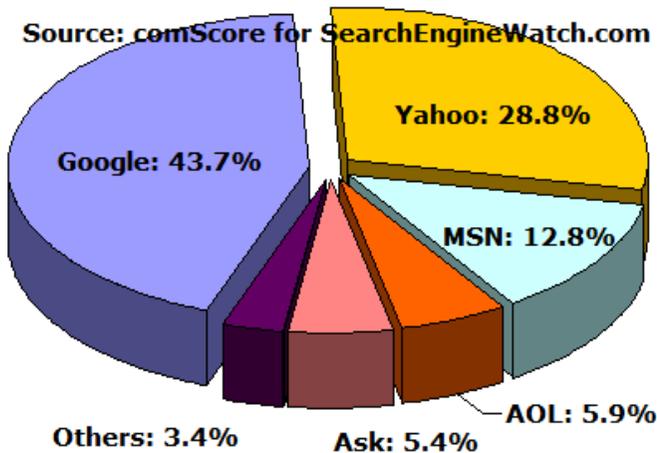
I've reached top placements on Google with a basic understanding of SEO and SEO-related tools that give me an unbelievable edge over the competition who are trying to optimize for the same keywords and, in most cases, paying for their results.

Before we cover on-page optimization let's begin with a brief overview of the Google search engine.

## What You Need to Know About Google

Google is the biggest search engine—make no mistake about it. Global Internet information provider comScore, Inc. provides information on Internet traffic. According to comScore Media Metrix, using their qSearch service, which measures search-specific traffic on the Internet, Google sees more search activity than Yahoo! (#2) and MSN (#3) combined.

Below are figures about searching from comScore that were released to the public in the first half of 2007. The pie chart below shows the percentage of searches done by U.S. web surfers at home, work, and universities that were performed at a particular website or a network of websites.



These figures are search-specific but not necessarily web search-specific. For example, a search performed at Yahoo! Sports would count toward Yahoo!'s overall total. Also note that some companies own more than one website. This means searches at different sites may be combined into one overall figure for the company's entire network. Here's some additional information:

- **Google:** Shows searches at any Google-owned website such as Google.com or Google Image Search.
- **Yahoo:** Shows searches at any Yahoo!-owned website including AltaVista, AlltheWeb, and Overture. May show searches at some Google partners that show Google's domain in the URLs of their search results, such as Go.com.
- **MSN:** Shows searches at any MSN-operated website such as MSN Search.
- **AOL:** Shows searches at any Time Warner-owned website, including AOL Search and Netscape Search.
- **Ask:** Shows searches at Ask and any site within the Ask-owned Excite network, including Excite, iWon, MyWay, and MyWebSearch.
- **Other:** Shows searches that occur at other search sites.

## Google PageRank Algorithm

What makes Google unique compared to other search engines is its unique website ranking algorithm, also known as Google PageRank or Google PR. Named after one of Google's

founders, Larry Page, Google PR is symbolic of the SEO industry.

Google PageRank defines the weight, or level of importance, that Google places on a given web page. I've heard many people try to describe Google PR in various ways, but I think the simplest way is in the form of a voting system of sorts. What's different about Google is that the search engine is based on a huge voting system where websites vote for one another. How do they do this? Each link one website places to another website serves as a single "vote." Seems pretty simple, right? The more votes, the more important the website and the higher it appears in the search results. Well...sort of, but not exactly.

You see, in this election, not all votes are created equal—some votes hold more weight than others. For example, if a website with a Google PageRank of 7 (PR7) places a vote for a new website, that vote theoretically counts more than a vote from a website with a Google PageRank of 6 (PR6) or lower. So votes from different voters are weighted differently.

Said another way, it's not just the vote you're looking for—you're also looking for a vote from the "right" person. In this instance, the "right" person is the website with the greatest influence (identified by a web page's Google PR). As a result, you're sometimes better off generating fewer links from sites that have a higher Google PR than many sites that have a low PR or PR of zero. You can determine your own website's Google PR by downloading the Google toolbar at <http://toolbar.google.com> and selecting the *Display Google PR* option.

Once you load the Google toolbar, you'll be able to view the PR of any site you visit. The Google PR indicator can be seen on the right-hand side of the following graphic.

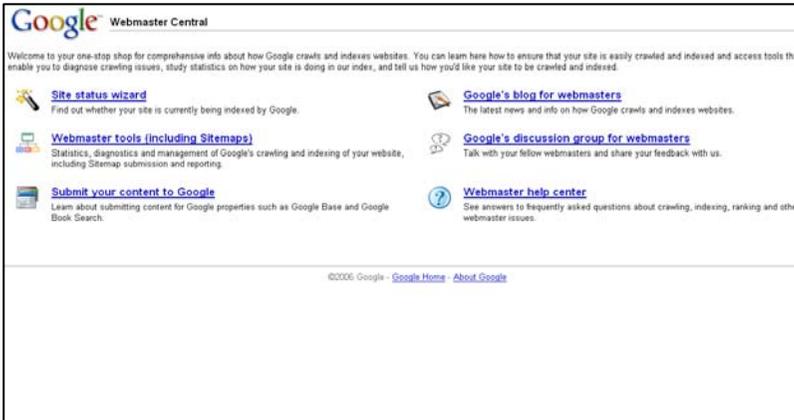


In addition to the Google PR indicator, when moving your mouse over the graphic, text will appear that says, "PageRank is Google's view of importance of this page (8/10)." You would then refer to the webpage as having a "Google PR of 8".

## **Google Webmaster Tools Available**

Google is one of the most innovative companies on the planet. They actually want you to succeed. Why? Because they exist to improve search. To support this mission, Google has developed a number of tools you can use to "improve" your online search experience and website.

I use the term "improve" lightly because the tools do a lot from a diagnostic perspective but don't do a whole lot when it comes to increasing your SERPs. Visit <http://www.google.com/webmasters/> to view these tools. The Webmaster's area on Google is referred to as "Webmaster Central" and is displayed on the following page.



If your website is new, I would advise registering at Google and using the Site Status Wizard tool and even submitting your content to Google via *Google's Webmaster Tools* to begin collecting valuable information about your website.

Once you've accessed Webmaster Central, you'll be able to:

- **Get Google's view of your website and diagnose potential problems.** See how Google crawls and indexes your site and learn about specific problems that Google is trying to access.
- **See how your site is performing.** Learn which queries drive traffic to your site, and see exactly how users arrive there.
- **Share information with Google to help them crawl your site more effectively.** Tell Google about your pages: which ones are most important to you and how often they change. You can also let them know how you would like the URLs they index to appear.

Now that you know about the world's largest search engine and the tools they offer, it's time to start improving your website's Google ranking. These techniques can also help you improve your search engine rankings on Yahoo! and MSN. However, after applying the techniques revealed in *SEO Made Simple*, you will see the most dramatic improvements on Google.

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