

# SEO MADE SIMPLE®

**5th Edition**

Insider Secrets For Driving More Traffic To  
Your Website Instantly

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by

**Michael H. Fleischner**

**SEO Made Simple®**  
(Fifth Edition)

Search Engine Optimization  
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*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 5<sup>th</sup> Edition**

## Foreword

It's amazing how the art and science of search engine optimization (SEO) continues to evolve, and this past year was no exception. In addition to the standard, yet significant updates as of late – everything from hummingbirds, to penguins and pandas, social influence, and content, Google is continually expanding search. The goal of this book is to make the idea of top rankings simple for you. SEO can be complex but the core philosophy of *SEO Made Simple*® has not changed, it has simply evolved. What you'll find in this 5<sup>th</sup> edition is more than just tactical updates on search engine optimization; you'll find a shift away from some of the more traditional aspects of SEO towards factors influencing rankings today: engaging content, community, mobile search, local search, and social media. In my opinion, this evolution affecting search engine optimization doesn't have to make it more complex. In fact, it simply reinforces what Google has been talking about all along, improving the user experience for those seeking information online.

According to Internet Live Stats, Google now processes over 40,000 search queries every second on average (visualize them here), which translates to over 3.5 billion searches per day and 1.2 trillion searches per year worldwide. Add the number of interactions with social media, emerging websites, mobile applications and ranking well on the web can be overwhelming. The good news is that search engines are still the dominant resource for finding and cultivating information on the web, so focusing your efforts on organic search can pay huge dividends for websites and blogs.

Whether you're new to SEO or simply looking for the most effective strategies to dominate Google, having an understanding of basic search engine optimization techniques, supplemented with knowledge of the latest algorithm changes, puts you ahead of 95% of those trying to "optimize" their website. I've updated this guide to include the latest information, tools, and resources you can begin using immediately to command top organic placements for your website, blog, and other digital assets. I have no doubt that further changes to the Google algorithm are soon to come. As such, I encourage you to participate in our exclusive **SEO Made Simple** community to take advantage of the free tools, information, and resources as referenced throughout this book.

The most important thing to keep in mind as you embark on your journey of optimization is that your success is directly correlated to the understanding and implementation of these SEO techniques. If

all you do is read this book, but fail to put into practice the simple techniques you're about to learn, your results won't be any better than they are today. I encourage you to read and do. Keep the long-term goal in mind as you start your journey and you will get there no matter what Google throws your way.

## **Search Engine Optimization is Still the Holy Grail**

The reason search engine optimization has become so important is because the data on search marketing and buying behavior has proven time and again that organic search results drive significant amounts of qualified traffic to websites, blogs, and affiliate marketing pages. In fact, it's been reported that 84% of clicks on page one of search results are for organic results, not paid. Organic results aren't only clicked on more often, they are also more trusted.

In the last few years, social media, local search, mobile optimization, and personalized browsing experiences that integrate multiple forms of media into a single user session have become commonplace. The culmination of all these factors has resulted in a growing demand for top search engine rankings and a better strategy for achieving number one results.

Many of the individuals and companies I work with through my business, Big Fin Solutions, are not only interested in achieving top rankings for their websites, they're also concerned with managing online reputation, gaining a presence through social media, and generating multiple listings on page one. This gives them more real estate on the first page of Google to promote their brands and build brand equity.

This type of need has taken SEO to a completely new level. It used to be that success came from optimizing a single web property but now SEO is really about the optimization of multiple assets (websites, micro-sites, blogs, forums, social media, videos, press releases, review sites, and so on). That's why I felt so compelled to update this top-selling book on a regular basis.

Achieving your online goals requires proactive management of online presence in every sense of the word. Knowing the importance of doing so is the first step towards achieving top rankings. With a thorough understanding of search engines, consumer behavior, and the importance of organic search, you're ready to learn SEO techniques that drive.

I'm often asked whether or not the search engine optimization techniques I first introduced a number of years ago are still valid for optimizing websites and other online assets today. My response to the question is still emphatically "Yes." Not only are the basic techniques effective, they've grown in importance as search engine optimization has evolved over time. And of course, they've been updated to reflect the latest changes in the Google algorithm including Hummingbird, Panda, Penguin, Exact Match Domains, Natural link profiles, and much more.

In this updated edition, I have refined existing techniques and added new ones that make the most of local search, mobile optimization, social media, content development, and other recent changes in search. However, the fundamental principals have not changed. Search engines such as Google are still focused on one thing— a positive user experience.

Fast loading websites, valuable content, meaningful interactions, and brand authority, continue to drive search engine results. Sure, the Google algorithm is complicated in some ways, but I'm here to help you with all the particulars. If you start with an understanding that Google values a positive user experience, you're further ahead than most of the so-called SEO experts! Now let's get started...

**Special Note:** Please share your feedback— good, bad, or indifferent on Amazon.com after reading this book. I'm always looking to improve the quality of information I provide to those interested in SEO (see additional details on page 134).

## 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 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 results for your very own website, blog, or digital asset.

I've personally read dozens of SEO books that left me without any practical advice or the guidance required to improve my website rankings. That was the motivation for this book. You won't find page after page of useless theory here. I wanted to create a helpful guide that would give you enough information to expand your understanding of SEO concepts and ideas, but place more of an emphasis on what to do and how to do it for immediate results that improve your search engine rankings and traffic!

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 number one 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 rankings on major search engines.

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 and through a good deal of hard work and persistence, I discovered and refined 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, 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 number one on Google and a willingness to follow these simple, yet highly effective techniques that have been proven effective again and again.

**This is especially important given the continual evolution of Google's algorithm. Today, focusing on things like: content quality, direct and indirect social influence, usage data/traffic and click-through-rate, topical authority, trust and spam metrics, personalization, and user experience (speed and ease) are much more important than ever before SEO is a constantly evolving discipline that is based on a number of core, evergreen principals.**

## **How This Book Is Organized**

In thinking about all of this information on SEO and how to present it, I 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 for my own sites and the websites of hundreds of clients.

### **Section 1: On-Page Optimization**

The first section is an introduction to search engines and 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 effective 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 95 percent of all Internet marketers and those who are attempting to improve their search engine result placements (SERPs). How do I know? Because when my company reviews websites for clients, many of them aren't applying these powerful SEO techniques.

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

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

The second section focuses on external factors that affect your Google ranking. With recent changes to the Google algorithm the focus has evolved to balance the importance of both on-page and off-

page factors. You still need to start with and rely on onsite optimization but also need to focus on applying off-page optimization techniques. These are largely focused on attracting quality inbound links to your website. Off page techniques are among the most powerful and effective for improving your search engine results. In this section, I'll discuss off-page optimization and reveal the same strategies I use on a daily basis to increase website rankings. After applying these techniques in combination with on-page optimization, your website ranking will literally begin to skyrocket toward the top of Google and other major search engines.

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

Again, at the end of this section I'll provide a summary of its most important points for quick reference.

### **Section 3: Research to Practice**

In this section I'm going to show you how to manage your website optimization efforts on a daily and weekly basis. This simple process keeps your website moving higher in search results and ensures that it stays there! Applying these techniques is the key to achieving results and protecting your top search positions.

### **Section 4: SEO Glossary**

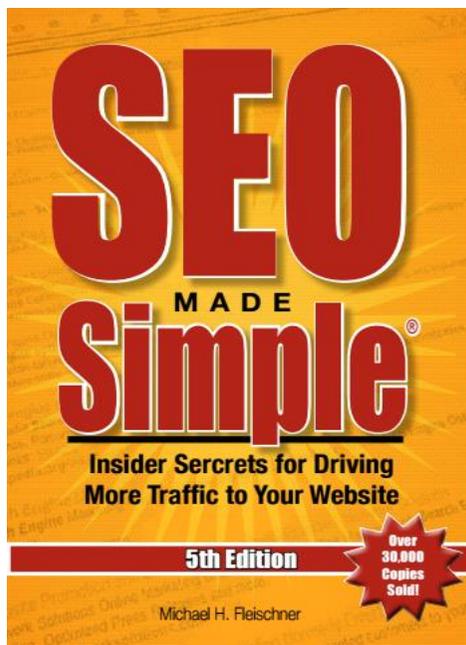
The final section of this book contains an updated SEO glossary that can serve as a helpful reference along your search engine optimization journey. By understanding key phrases and SEO language, you're sure to reach your final destination.

*SEO Made Simple* provides exactly what you need to begin your climb to the number one search position on Google, just as I have for many of my websites and blogs, and the websites I've developed and optimized for a long list of high-profile customers. As each page unfolds, and you learn the most powerful techniques for search engine optimization, you will achieve search engine success!

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