

30 Plus Things *Anyone* Can Do To Improve Their Organic Search Ranking!



30+ Tips to Help ANYONE Improve Their Website's Organic Search Rankings

It's All About Search

The first thing to remember is that Google and other search engines have a need and desire to please their customers--the searchers. That means Google must deliver high quality search results that bring the searcher directly to the results they want, while avoiding scammers and spammers. The second thing to keep in mind is that the user's goals are to find the results that they are searching for. That means they are very focussed and determined to find what they want. They do that by using keywords. Your goal is to figure out ahead of time what those keywords are and build them into your website. Done properly, the searchers will find you and your products in their search process. But, the search engines demand that your pages are relevant. This is not about simply creating a page packed with keywords. It is up to you to demonstrate your relevance to the search engines. That's what search engine optimization (SEO) is all about.

Your General Strategy Should Be:

- 1) Build good content around keywords
- 2) Develop Internal and External Links
- 3) Work at optimizing your site over time. Remember it is a process.

One Caveat

If anyone promises they can get you to the number one slot, they are either exaggerating, lying or simply don't know what they are talking about. So, keep your expectations reasonable. If you move from page 30 to page 6 or 8 in the search results that's progress. And if you begin landing on page one or two, then you can begin to celebrate on further progress. There are no shortcuts, but there are a lot of things that you can do right that many ignore. This document captures the highlights where you can easily begin.

Content Tips

- 1) Content is still king. The key is to make your site content unique while still being relevant.
- 2) Search engines look at words, not images, and not flash. Keep images and flash to a minimum. JavaScripts are also a hindrance. Try to keep the scripts near the end of the body.
- 3) Build your word content around your keywords and keep the content relevant throughout the text. Try to keep your keywords in the body area near the top of the content. But don't stack them on top of each other.
- 4) Write for people and their comprehension, not search engines.
- 5) Keep adding new content on a regular basis...the search engines like to see new stuff.
- 6) Add a blog and post regularly to it.
- 7) Add a resource section on your site as a reason to add external links.

Keyword Tips

- 1) Place your primary keywords in your <title> tag.
- 2) Place primary keywords in your URL.
- 3) Increase the keyword density in your document text, but not too much... greater than 5% but less than 10%.
- 4) Place secondary keywords in your headings h1, h2, h3, etc.
- 5) Occasionally bold or highlight keywords to make them stand out.

Link Tips

- 1) Use primary keywords in the anchor text of your links (ie. instead of "click here") Search Engines use the anchor text to determine the theme of the page it links to. Add outbound links to your site--like links to your suppliers, partners, members, constituents.)
- 2) Inbound links--get others to link to you. But, they need to come from reputable sites, to keep good PR with Google. So, don't buy links.
- 3) You want those inbound links to use the same keywords that are on your site. Try to work with your link partners to help them write those links on their sites. (Yes, this may be tough! But nothing worthwhile is easy. Right?)
- 4) Links from .edu and .gov are golden. These give you more credibility with Google.
- 5) Anchor text on internal links also helps slightly.
- 6) Add relevant text before and after anchor text...new stuff is favored over old stuff .

Metatag Tips

- 1) Metatags aren't as important as they used to be. The ones that are important now: description & keywords.
- 2) Keep your metatag descriptions short. Don't put all of your keywords on every single page. Instead put a few of your keywords on each page. A good length for a description and keywords tag is 150 characters. Anything longer than that will not get read anyway by the search engines.

URL Tips

- 1) Structure your URLs for both search and user-friendliness...So, the user can figure out quickly the probable content.
- 2) Use hyphens between words in the URL's of your pages, (easier to read for search engines.)
- 3) Use keywords in your URL's, especially your primary keywords. Use both primary and secondary keywords in the URL's of specific landing pages.
- 4) Keep your links operable. Search engines will penalize you for bad links.
- 5) If you move a page or your site...be sure to use re-directs. Otherwise search engines will penalize you.
- 6) Have a site map with clickable links...make sure all the links work.
- 7) Try to keep your URL's to 10 words or less...more starts to look like spam.

Other Tips

- 1) The age of your site gets you points. In other words an older site is more valuable. The search engines assume that if you've been around a long time, you have more credibility.
- 2) Add the surrounding cities where you do business in the footer of every page on your site. Then create additional pages that are specific to those cities with internal links to those

pages. This is an easy way to add to the size of your site while building internal links. This is huge for local businesses, and easy to do.

- 3) The larger your site the better as long as it's user-friendly. (Search engines like big sites.)
- 4) There's no such thing as a home page any more. Every page should be a "landing page" that helps users navigate to where they want to go fast...otherwise they leave (this is called a "bounce").
- 5) Optimizing never ends, it is a continuous process.

Final Thoughts

Remember, it's a process that never ends. One thing about the web is that it's very visible and public. That means all of your competitors can see what you are doing and vice versa. So, you will continue to jockey for position among them while Google changes the rules on a regular basis. This means in order to be at or near the top of search from week to week you have to monitor and make changes on a regular basis.

Those who commit the time and the resources to the process will always outpace those who don't.

The HelpDesk LLC can provide the resources to assist you in the process. They can be reached at 855-336-7435.