



## Search Engine Optimization – Lesson 2

### Getting targeted traffic

The only thing you care about as a website owner is getting targeted traffic. In other words, the only people you want visiting your website are people who are searching for your product or service.

Once upon a time, people were focused on just getting as many eyeballs to their site as possible in hopes that some of them would be interested in their product or service. That was a hangover from the off-line advertising thinking. Using a shotgun approach in hopes something would hit.

Web marketing has gotten a lot smarter. Today, the thinking is I'd rather get five visits a day from people who really want my product or service than a hundred visits a day from people who are "just browsing".

### Targeted traffic starts with the right keywords

Unfortunately, you aren't the only person on the web trying to sell your product or service. If you have no competitors, then you have no use for this course. However, I have yet to meet anyone who has no competition.

Before you do anything, you need to sit down and think about what people would type into a search engine to find your product or service. Trying to think of these words on your own is a recipe for failure. While you know your clients or customers better than anyone, how you think about your business actually gets in the way of thinking like your web searchers.

Contact any customers you have good relations with. Contact friends. Ask them what words they would type into their search engine to find your product or service if they didn't know the name of your company. The words and phrases they give you are a good starting off place.

### Check the competition

You know who your competition is. The next place to check is the websites of your main competitors. But don't just type in the name of their firm, or their URL. Search for them like you were a customer and see how you do and what keywords actually bring them up. Finding their keywords on their site is easy.



If their website can't be viewed this way, chances are the site is built in Flash. In that case, you don't have to worry about their website. Search engine "spiders" can't read Flash sites so they get ignored.

*[Definition: "Spider" or "robot" or "Googlebot" are all terms for programs that "crawl" the Internet exploring every website and "indexing" the content so the search engines can rank the websites.]*

Click here for a [Glossary of Search Engine Optimization terms](#)

Use this method to collect keywords from all of your competitors' sites. Once you've assembled a good collection of keywords, it's time to start narrowing them down to the ones you will use.

*[Note: The process we are using here is applicable to all pages. However, right now, we are talking about your Home page. Each page **must** be SEO'd separately.]*

*Ex: If you own a video security firm, your Home page will probably be a general page about products and services. Deeper into your site, you will have pages specific to a product or service and those pages must be individually SEO'd for that particular page theme. Remember, no two pages are the same so no two pages should have the same title, description or keywords.]*

## **How to test keywords**

There are several ways to test your keywords you've collected.

1. Using the keyword evaluator in a software package such as [WebCEO™](#) or [WebPosition™](#)
2. Using Overture, which offers a free service for do-it-yourselfers who are only doing their own site.
3. Running a Pay-Per-Click campaign to see which keywords really pay off.
4. Use Google's Adwords Keyword Suggestion Tool

## **Using Google's Keyword Suggestion Tool plus more keyword tips...**

I often use [Google's Adwords Keyword Tool](#). This keyword suggestion tool is a great secondary or even primary (I often use it myself) tool to help you choose of the right keywords for your website. You can type in keywords and it will show you which keyword combinations are more popular and also give you ideas for more keyword combinations.

Choosing the right keywords is critical to the success of your website. Target the wrong keywords and you've wasted time and money. When you target the right keywords and you do your SEO like I'll teach you in these lessons, you'll dominate your segment of the web. Here are some more keyword suggestion tips:

### **Keyword suggestion tips:**

- Start your research with more general terms. Let's say your website is about widgets. Type "widgets" into Google's keyword suggestion box and study the results. Write down all results that are somehow relevant for your website.
- Dig for more specific keywords. Based on the list you have just created, do a search for every keyword combination (let's say "red widget", "discount widget" and so on) and write down the new keyword combinations. It makes no sense to search for those new terms as you would not get anything new.
- Now think about synonyms that people might search for like "buy widgets" and "purchase widgets". Do a search for them too.

Now you should have a decent list of relevant keywords. Narrow them down to two or three keyword phrases per page and then pick the strongest one of those two or three as your primary keyword phrase for that page. If you still have some strong keyword phrases left over, save them. As your web site grows, create new pages optimized for the leftover keyword phrases and link to them from your existing pages.

### **WebCEO™ vs. WebPosition™**

Between [WebCEO™](#) and [WebPosition™](#), I recommend [WebCEO™](#) because it's free. And it really is impressive software for managing an SEO campaign. You must have one of these software packages because SEO is not a one shot deal.

You must regularly monitor your site, evaluating your position and your situation, and modifying it as needed. The only way to stay on top of this is to run monthly reports on one of these two software packages. Again, I prefer the free one since it is almost as powerful as the other and the price is right.

However, some people prefer [WebPosition™](#) because it can be upgraded and offers a lot of high-grade evaluations you don't get with [WebCEO™](#). Your choice. Either one will require downloading the manual and learning how to run the keyword analysis and evaluation reports. This you must do on your own but you will need one or the other so you can continually improve your search engine standings.

By the way, you can also get [WebCEO™](#) to analyze your website for various SEO factors and it will advise you how to improve your website to better impress the search engines. And you'd be surprised at the small changes it will suggest that can have a big impact on your standings.

### **Overture™**

To be honest, I don't see much point in using Overture™ since you will have to get either [WebCEO™](#) or [WebPosition™](#) and they both have top quality keyword analyzers. But if you are in a hurry, Overture™ will get you started.

### **Pay-Per-Click campaign**

Running a pay-per-click (PPC) campaign can be very expensive if you don't know what you are doing. And I mean *very expensive*. However, done correctly, a pay-per-click campaign can show you exactly which keywords are paying off for other people. And for some businesses, it is a great marketing tool.

If you want to try using a PPC campaign to establish your keywords, I highly recommend you get Perry Marshall's [Definitive Guide to Google AdWords](#). If you want an expert to run an Adwords campaign for you, I suggest contacting, [DLC & A Internet Marketing](#).

However, for now, let's focus on either using Overture™ or [WebCEO™](#) to evaluate your keywords. By the way, Overture™ has information on the website to help you figure out which words will be better for you to use. [WebCEO™](#) has an explanation in the manual.

### **Quick and dirty explanation**

You will need to have [Mozilla Firefox](#) for a browser because it gives you web stats on your pages. And you will need to have the [Google Toolbar](#) to speed up the process. These are both free so please get them installed now.

While we are on the subject of FireFox, don't forget to check out some of the nifty add-ons available for FireFox. They can make it an amazing tool for SEO and a whole lot more.

Use **Wordtracker** in [WebCEO™](#) to find keywords for testing. You only need the first ten that Wordtracker provides. Singular keywords work better than plural. Click on the keyword you want and another screen opens with a breakdown of keywords.

To start testing for effectiveness, type the keywords into Google in Internet Explorer to see if it brings up your competitors. If not, that keyword isn't good. After checking your keywords in Google, switch to Firefox. Type into Google and see what results Firefox says.

Eventually, you want to narrow your keywords or keyword phrases down to two or three and definitely no more than four maximum. A primary keyword or keyword phrase and the secondary phrase or phrases. However, you will only optimize the page for your primary keyword phrase. Remember that because it's extremely important.

### **Keyword phrase choice examples**

Let me show you a few examples of successful websites who, after we search engine optimized them, landed first page on Google.

First, let's look at GlueitGreen.com. This was a brand new website for a client who markets adhesives and glues for various industries. He noticed that while there were plenty of manufacturers who sold "green" glues, there really wasn't a one stop shop for "green" or ecologically friendly glues.

So he contracted with DLCA Internet Marketing to create the web site and WordsmithBob.com did the search engine optimization. Here are the title, keywords and description for the "green" adhesives page:

```
<title>Environmentally Safe Adhesives | Green Adhesive&nbsp;-&nbsp;American  
Chemical</title>
```

```
<meta name="description" content="Environmentally Safe Adhesives are Green.  
Eco Friendly Adhesives are building a worldwide movement to promote the use  
of environmentally friendly products and practices in de-construction,  
construction, remodeling, and repair." />
```

```
<meta name="keywords" content="Environmentally Safe Adhesives, Green  
Adhesive, Eco Friendly Adhesives, Eco Friendly Glues" />
```

At the time of this writing (two months after the launch of the GlueitGreen web site), when we type *green adhesives* into Google, you can see the results on the following page:

The screenshot shows a Google search results page for the query "green adhesives". The search bar at the top contains the text "green adhesives" and a "Search" button. Below the search bar, the results are displayed in a list format. The first result is a sponsored link for "Get Cheapest Green glue™" from www.Soundproofing.org. Other results include "Buy Green Glue Now" from www.SoundProofingAmerica.com, "Green Glue Soundproofing" from www.GreenGlueSoundproofing.com, "Non-Toxic Green Building Adhesives (AFM Safecoat, Marmoleum Mastic...)", "GreenHomeGuide | Green Adhesives Recommendations and Reviews", "Henkel OSI® GreenSeries™ Home", "Titebond Goes Green", and "Eco-safe Green Adhesives from Glueitgreen.com - American Chemical". On the right side of the page, there are additional sponsored links for "Green Glue Soundproofing", "Naked Painters - Eco Paint", "Green Building Materials", "Solar Cell Phone Charger", "Airtechgreen.com", "White Lightning Adhesives", "Green Home", and "Adhesive Agents Supplier".

Another good example is Roelofs Remodeling. Roelofs contracted with Design Tech Consulting to create a new web site for them. I was brought in to do the SEO.

Roelofs worked primarily in five communities. So we optimized a page of the web site for each community rather than SEOing each page for a different set of keywords like we do for most national web sites.

For instance, we optimized his Home page for Minnetonka remodeling. Minnetonka is one of the high-end communities Roelofs specializes in. Here are the title, keywords and description for the Home page:

<title>Minnetonka Remodeling | Home Renovation Minnetonka</title>

<meta name="description" content="Minnetonka Remodeling and Home Renovation. Minnetonka and around Lake Minnetonka Remodeling and Renovation by Roelofs Remodeling and Renovation for over 40 years.">

<meta name="keywords" content="Minnetonka Remodeling, Minnetonka Home Renovation, Lake Minnetonka Remodeling, Lake Minnetonka Home Renovation">

At the time of this writing (two months after the launch of the Roelofs Remodeling web site), when we type *Minnetonka remodeling* into Google, you can see the results below:

The screenshot shows a Google search for "Minnetonka remodeling". At the top, there are navigation links for "Web", "Images", "Maps", "News", "Shopping", "Gmail", and "more", along with a "Sign in" link. The Google logo is on the left, and the search bar contains "Minnetonka remodeling". Below the search bar, it says "Results 1 - 10 of about 101,000 for Minnetonka remodeling. (0.22 seconds)".

There are three "Sponsored Links" at the top. The first is "Burnsville Remodeling" from www.MeanyConstruction.com. The second is "Minnetonka Remodeling" from www.ForcierBuilders.net. The third is "Minnetonka Remodeling" from www.MidwestBestRemodeling.com.

Below the sponsored links is a "Local business results for remodeling near Minnetonka, MN" section. It includes a map of the Minnetonka area with several red location pins. To the right of the map is a list of 10 businesses, each with a name, website, phone number, and a "more" link.

Below the local results is a "Minnetonka Remodeling | Home Renovation Minnetonka" section. It includes a description of the business and a link to "Meet Us - Minnetonka Remodeling | Home Renovation Minnetonka".

On the right side of the page, there are several more "Sponsored Links" for "Minnetonka Remodeling" from various companies like GmhiHome.com, EagleSiding.com, PricedRightConstructionMN.com, NealConstruction.net, BuildersPointeConstruction.com, and LiquidNails.com.

**One major consideration.** If you are a small business who only needs to compete in a local area such as in the example of Roelofs Remodeling above, make certain the name of the community is in your keywords. If you look at the Roelofs Remodeling website, you'll see that every page we optimized (5 of them) was optimized for a different community.

I SEO'd a website for a photographer in a northern suburb of Minneapolis. I made certain that he used the name of his town in his keywords, his <title>, his "description", and his copy. None of his local competitors used the name of the city in their meta tags and only one had the name of the city in their "on page" address.

I'm sure you are aware that when someone is looking for a photographer, they don't just type "photographer" into the search engine. They type in "photographer Blaine Minnesota" or "graduation photos Brooklyn Center Minnesota". Remember that when you are writing your meta tags and your copy.

### **Next lesson**

In our next lesson, I'll teach you how to analyze the websites that come out on top in Google for your keywords. I will then teach you how to use this information to create your <title>, <description>, and <keywords>. Then you will learn how to modify your copy, using this information, so you can jump to the head of the pack.

**See Quiz next page**

## **Quiz**

Try to answer these questions without looking back at the previous pages.

- 1) What is the difference between “targeted traffic” and the “shotgun approach”?
- 2) What do you need to get targeted traffic?
- 3) How do you view the HTML of a competitor’s website?
- 4) What is a “spider”?
- 5) Why can’t you use the same keywords on every page?
- 6) Which is better? WebCEO™ or WebPosition™?
- 7) What are the risks of analyzing your keywords with a PPC campaign?
- 8) What browser and toolbar do you need for SEO?
- 9) If you are a small business, what should you remember when creating your meta tags and your copy?