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The Basics of Search Engine Optimization

...in other words - Getting Your Site to Rank High in Google

By Michelle MacPhearson
[30 Minute Backlinks](#)

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Introduction

This short report will show you how to select a keyword to use when promoting your site, how to optimize your site for that keyword and how to build links to your website to increase search engine rank and web site traffic.

Rather than fill it with a bunch of fluff, I've outlined the most important steps you must take TODAY to begin seeing immediate results in your online promotion efforts.

If you're a visual learner, the lessons contained in this ebook are also available for free, in video format. Sign up for the video content via the email subscription box at 30 Minute Backlinks.

Enjoy!

Michelle MacPhearson
30 Minute Backlinks

Keyword Selection

Selecting keywords and optimizing your website for those keywords is the foundation of getting traffic from search engines.

It's important to choose the right keywords for your site. Choosing keywords isn't just about picking a keyword that fits. There is a bit of a science when it comes to keyword selection.

The first thing people do when searching for something they're interested in is usually to go to Google and type in their keywords. Google will then return a list of results that are relevant to the keywords they typed in.

The sites on the first page of the Google results are the sites that are going to generate the most traffic from search engines. The sites on the second page of the Google results will likely generate a nice amount of traffic from search engines too but the farther back in the search result pages a site is, the less traffic it will receive.

Obviously the beginning pages of Google are where you want your site to be so that you can reap the benefits of those searches.

Some keywords and keyword phrases are more competitive than others. Broad keyword phrases are usually very competitive, making it harder to get to the top of search engine results. Choosing your keywords carefully will give you a better chance of ranking high and driving traffic.

When determining what your keywords will be, think like a buyer or a person who is seeking information that you have to offer. What keywords might they use to search for these products, services or information?

After you've determined what terms people might search for, the first thing you want to do is see how many searches per day your potential keywords are getting. You can use the free keyword tool at www.freekeywords.wordtracker.com to do this.

There you can enter the keywords you are thinking of using and find out how many searches per day they're getting. As a general rule, using a keyword that gets at least 100 searches per day is a good idea. If a keyword is only getting 10-20 searches per day, you may not get a lot of traffic from it.

As an example, let's say you're selling baseball bats. If you used the keyword tool referenced above, and entered "aluminum baseball bats", you would see that the results weren't too hot. At the time of this writing, the phrase doesn't get too

many searches per day, about 22. So we really want to shoot for a keyword or phrase that gets more searches.

If you next tried "baseball bats", you'd see that it gets 700+ searches per day. Underneath the results for that phrase are results for other similar phrases. The next result is "youth baseball bats" and it gets 152 searches per day. That's a good phrase to use if baseball bats are your thing. It gets at least 100 searches per day and it's not an overly broad term with lots of competition.

After you've selected a good keyword or phrase via the keyword tool, the next thing you'll want to do is go back to Google and search for this phrase to gauge how hard it might be to rank at the top for it.

Enter your keyword phrase into the Google search and check out the results. If all of the sites returned on the front page of Google for that phrase are well-established sites like Wikipedia, CNN.com, etc., it might be a little harder to rank at the top because your competition are solid, established sites.

On the other hand, if some of the results on the front page are social media sites, you have a good chance of snatching a top ranking and this is a good keyword phrase to go after.

You'll want to take it one step further and search your keyword in quotes. Enter "youth baseball bats" (with the quotation marks) into the Google search and see what the results are. This phrase, in quotes, returns approximately 34k results; and social media sites are ranking on the first page. That's a great result and confirms this is a great phrase to go after and one you can likely rank at the top with.

A rule of thumb is to try for a phrase that returns less than 100k results without quotes and less than 75k with quotes. This isn't set in stone but if you work toward those parameters, you'll increase your chances at top rankings.

Optimizing our Website with our Keywords

Now that we've chosen our keywords, we need to make sure to optimize our website with them. This will ensure the search engines "read" our site when our keywords are searched for and display it as a resource for the people performing the searches – thereby driving traffic to our site.

If you click on "view source" on any website, you'll see the code used on their page including things like their headers and meta tags. The search engines read this information to help them determine what your site it about.

The first thing you need to focus on is your 'Title Tag'. That's going to be at the top of the code inside the 'Head' section and looks like this:

```
<title>Title Here</title>
```

 You want to put your keyword phrase in your Title Tag. If we selected "youth baseball bats" as our primary keyword phrase, we'd want to make sure our 'Title Tag' contained this phrase.

The next tag is your 'Meta Description Tag' and this tag describes what your site is about. It looks like this:

```
<meta name="Description" content="This is your description" />
```

 This is often the description you see under a site's title in search engine results. It's important that you make your description human friendly and use something that entices them to check out your site. Also make sure it contains your keyword phrase.

Our next tag is our 'Meta Keyword Tag' and it looks like this:

```
<meta name="Keywords" content="keyword 1, keyword 2, keyword 3" />
```

This is where we want our keywords to be so that search engines will read them. You want your main keyword or keyword phrase to be your first keyword here. The following keywords will be additional keywords that are relevant to your site. So you'll drop in the keywords you decided on earlier. Don't 'keyword stuff' (list tons of keywords), instead pick 3-8 that are truly relevant to your site's content.

The Title, Meta Description and Meta Keywords tags all go in your site's "Head" section. When it's complete, it will look something like this:

```
<head>
<title>Untitled Document</title>
<meta name="Description" content="This is your description" />
<meta name="Keywords" content="keyword 1, keyword 2, keyword 3"
/>
</head>
```

Now we need to look at our 'H1 Tag,' sometimes referred to as a Header 1. The most important thing on your page is your keyword phrase and this should be in your H1 tag. The 'H1' status tells the search engines that this is the most important thing on your page. Usually, your H1 tag is the largest text at the beginning of you page, like a headline. Include your keyword phrase in the H1 tag, and it will look like this:

```
<h1>Your Headline With Keyword Phrase Here</h1>
```

The 'H2 Tag' reflects the second most important thing on your page to the search engines. It's not as important as the H1 tag but it is still of some importance. This is most often used for sub-headlines throughout your page's text. You can use another relevant keyword phrase in your H2 tag, or repeat your main keyword phrase a couple of times. It will look like this:

```
<h2>Your SubHead With Secondary KeyWord Phrase Here</h2>
```

For the baseball bats, you might choose the phrase(s) that was found directly under "youth baseball bats" in the keyword tracker tool.

Now our page is optimized with our keywords so that the search engines will know exactly what our page is about.

The next step to getting ranked is link building. You can't move on to link building without having your keywords selected since you'll be using your keywords to build links to your site. But we also need to know how to use our keyword properly.

Using your Keyword Properly

Instead of using your raw link, which will look like "http://www.yoursite.com", you want to create anchor text using your keyword phrase. Your link will then end up looking like "[Your Keyword Phrase](#)" so that it shows the keyword associated with your site but still links to your site.

Sometimes you might not have the option to use anchor text but you want to use it each and every time you can.

The code to create anchor text is:

```
<a href="http://www.example.com">Your Keyword Phrase<a/>
```

By using anchor text instead of your raw URL, each time you use anchor text with your keywords you increase your relevance and popularity for that keyword phrase within the search engines.

Each time you use your anchor text, you will get a 'credit' basically – where Google sees that this keyword relates to your website. The more you use this anchor text, the more 'credits' you get – the more links back to your site with this keyword and the higher up you will move in the listings for this keyword.

If you already have a blog, MySpace page, YouTube account, or other pages online, go ahead and go to them and change your link from your raw URL to your anchor text so that you can start giving yourself credits. And from now on, use your anchor text every time you link to your site to continue to build your credits.

The more sites that link to your site with your anchor text phrase the more importance Google gives your site as it relates to that keyword phrase.

Getting Links to Your Site

Now that we know all about how to pick our keywords, optimizing our site with them and using anchor text we need to start building links to our site. The more the better!

One important aspect of link building is bookmarking. You can use www.socialmarker.com which allows you to add your website to a bunch of different social bookmarking services. You will need to create an account at each of the services but once you've done it, you don't have to do it again unless for some reason you want to bookmark some of your sites under another account.

Once you've set up your accounts and are ready to submit your site, you'll have the opportunity to enter in your site details. For your title, you'll want to use your keyword phrase – the same one you're also using for your anchor text. You'll enter your link and a brief description about the site and your keywords. For your keywords, of course you want to use your main keyword and you can also use any of your secondary keywords if you like. Now you'll submit your site and the service will take you through the different accounts you have set up so that you can submit it to each service and make any necessary changes or additions.

Next, we're going to look for blogs that relate to our keyword by going to Google and entering in our keyword followed by the word "blog". Google will pull up blogs that are relevant to your keyword. Now you want to go to these blogs and leave comments.

Once you click on a blog, look for a post that's relevant to your keyword. Oftentimes blogs will have a search box of their own that you can use to search for posts on specific topics. You can use this to find relevant posts.

When you're ready to comment, you'll see a couple of fields you have to fill out. One of them will be the 'name' field. The trick to getting linked to by blogs is that the 'name' field is the section that will get linked. So you want to enter your keyword phrase here. Then go ahead and enter in the link to your site and your email address as required by the blog to post.

After posting, you'll notice that the keyword phrase you entered into the 'name' field is linked to your site.

It's important that you do add value to the blog you're commenting on – don't spam. People hate it, it's never a good look, and you'll end up getting your comment deleted anyway. So go ahead and read the post and comment with

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useful or interesting information. Try to refrain from bogus comments like "nice post".

If comments aren't moderated, you'll see your post immediately. If they are, you might not see it just yet. A key to making sure your posts pass moderation and don't get caught in a spam filter is NOT to add links into the comment part of your post. You will get your link by entering your keyword phrase into the 'name' field as discussed above.

Continue moving through the blogs that came up in your Google search and post valuable comments the same way to as many of them as you can.

Another way to get links is to search for forums that relate to your topic. Again do a Google search using your keyword plus the word "forum". Just like we did with the blogs, click on the forums that come up and find a topic within them that relate to your keyword. Then look for a relevant thread under that topic – don't just post under irrelevant topics or threads.

Once you find a relevant thread, go ahead and post a reply to it with helpful information that will lead people to your website.

Most forums will require that you register before you can post. Oftentimes they will allow you to enter the link to your site during registration. Definitely do this if it's an available option.

Also, most forums will allow you to create a signature file. Go ahead and create a signature using your keywords as anchor text. This will ensure your anchor text will be at the bottom of each of your posts on the forum.

When entering a post, most sites will allow you to use hyperlinks. In your comment, use your keyword phrase and hyperlink it to your website – remember this is using anchor text instead of your raw URL. There's another 'credit' for our keyword!

Continue to move through each post and each forum and do the same thing. Remember to use helpful and interesting posts.

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Building Links The Easy Way

Link building is a very tedious process; it takes a lot of time and it's not really fun but each link that you build to your site makes a difference in your search engine rank and how much traffic you get each day to your site. You want as many links as possible back to your site.

Check out [30 Minute Backlinks](#) for a link building method that will show you how to build hundreds of links, using your keywords, back to your site in about a half hour. It's an underground secret that software developers have been using for years to build links and increase rank; but [30 Minute Backlinks](#) makes the process attainable by anyone. What's more, you're actually even giving back to the online community as you build your links. You can duplicate the process as many times as you like and generate one-way links from sites with PR as high as 5, 6 &7.

If you could read this report, you can use the methods in [30 Minute Backlinks](#). It's focused on creating and distributing software that links back to your site but you don't need any more expertise that you needed to read this. And everything is taught in step-by-step videos so there's no guesswork. You can see results in just a couple of days with this method because so many links are generated in the right places in such a short time.