



UNIT-3

Search Engine Optimization (SEO)

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Get started with search engine optimization

Unit 3

Search Engine Optimization (SEO)

What is SEO?

No matter how popular your company is, or how unique your name is, people still have to be able to find you online. Search Engine Optimization (SEO) needs to be one of the tools you use in order to help you gain and maintain a digital reach that is both broad and deep. When you optimize your web pages, social media sites, blog, and wherever else you have an online presence, SEO helps you to get as close as you can to the top of search results – preferably to the top of the first page.

In order to get to the top of a search page, you need to select search terms and keywords that people look for, and then optimize your content to make it easy to find, or “search friendly.”

Your best SEO results come from having great content on your sites. This will also help you attract people who are interested in what you have to offer; the **qualified prospect**. Throughout our conversations about SEO, it’s important to remember that nothing is effective unless you offer good, strong content. Unless you appeal to visitors to your site, they don’t become qualified prospects and convert to customers.

Understanding Search

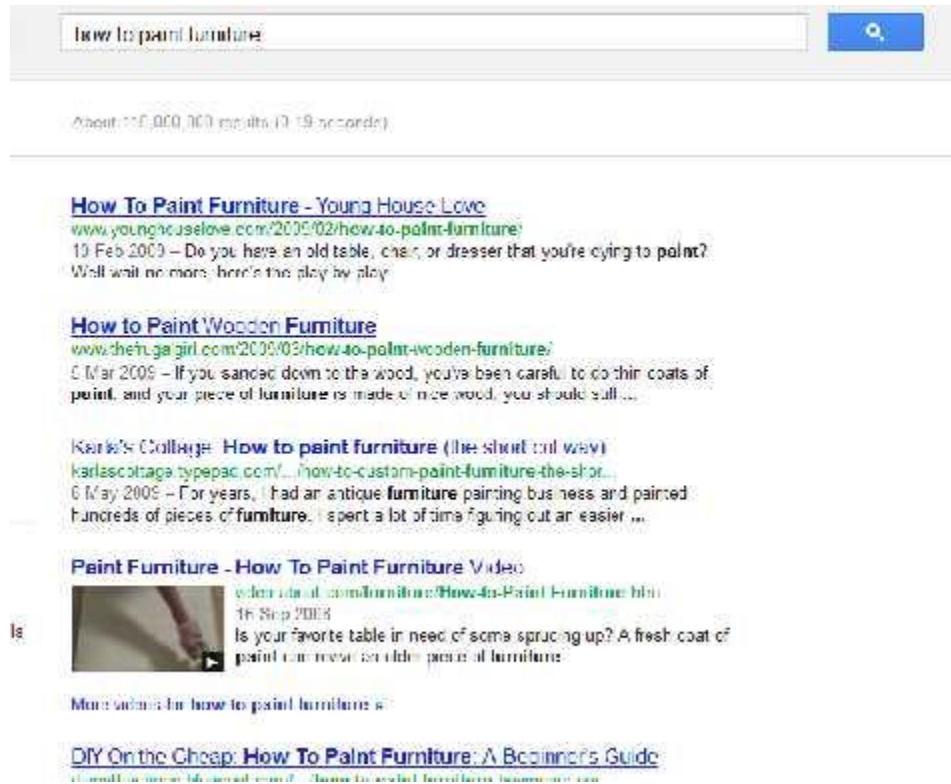
When it comes to getting found on the Internet, there are plenty of different tools that get used. We’re fortunate that a shared language has developed around them.

Spiders, Crawlers, Bots (or Robots)

These are automated processes that search engines use to visit all your sites and index what they find there.

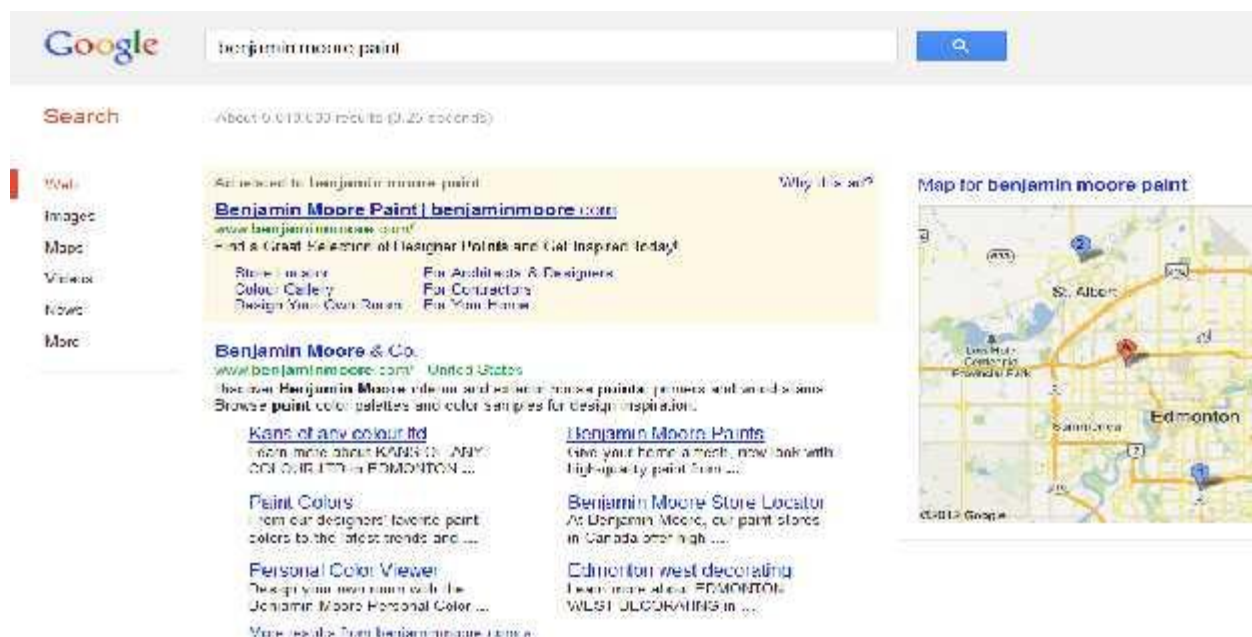
Natural and Organic Searches

These are the lists of unpaid advertising sites that are generated after you do a keyword search. They are the result of the search engine’s algorithm (a set of mathematical rules). They are different than a non-organic result (which may include paid advertising). In the example below, we searched for “how to paint furniture” and we got about 115,000,000 results. They are all natural or organic, because there are no paid ads on the page.



Paid Searches

If we search for something more specific, like “Benjamin Moore Paint,” the results show a paid ad first (with a very pale yellow background) and even a map with the nearest location, before the natural leads follow:



If you want to test how your site ranks by using different search terms, you can use a free trial at WebPosition.com or an inexpensive tool like ZoomRank.com. If you are working with a professional marketing company, they can and should be testing your site rankings.

How It Works

Search engines use tools like spiders, crawlers, or bots to trawl the Internet for new information. They are working all the time! Remember, though, that they may work on a different schedule than you do, so you need to prompt them to come look at what is new on your site by sending them a message.

You can update a search engine like Google, Bing, or Yahoo by using their webmaster tools and submitting the URL of the new or updated page. You have to submit to each search engine separately, and they don't like it if you are sending them all the same link.

Instead, you can choose to update one site and wait for the spiders from the other sites to find your new content, or you can stagger things. For example, you could send one site the updates for your hub site, another your blog updates, and the third an update to your social networking page. As you can already tell, this could get to be a big job, so you might find this easier if you use something called **pinging**.

Pinging is a process where you can advise the search engines that a change has been made. You can start pinging with a third-party service, or you can set up your website, blog, and so on to do it automatically. For example, large blogging sites such as WordPress, Blogger, or TypePad have pinging built in to their service already. For other sites, you simply have to submit the URL of the page you updated, the name of the page or title of your article or information, and then click Submit. The service you are using will respond by broadcasting a message that your URL has been updated.

The Search Engines

Once you get started with SEO, you will probably start getting sales e-mails from companies that want you to pay them a prince's ransom to get your site submitted to hundreds or even thousands of search engines. In reality, though, if you get ranked on the top sites, you will be captured in about 94% of all searches. (As of June 2012, 82.63% of global Internet searches were done using Google, followed by Yahoo at 6.84%, and then Bing at 4.46%. Source: (<http://marketshare.hitslink.com/search-engine-market-share.aspx?qprid=4>)

When you enter a search term, the search engine tries to offer you specialized results based on your past searches and what it gauges as your preferences. If you do a lot of research about fast cars, for example, that history also contributes to your results. Are you a researcher? If so, you'll see recent search topics in your results, too.

Let's look at how the three top search engines responded to a query for "marketing online."

Bing

The screenshot shows a Bing search results page for the query "marketing online". The page layout includes a top navigation bar with links to "WEB", "IMAGES", "VIDEOS", "SHOPPING", "NEWS", and "MORE". The Bing logo is on the left, and the search bar contains the text "marketing online" with a magnifying glass icon on the right. Below the search bar, it says "683,000,000 RESULTS".

Build an Online Business Ads
www.valusion.com
 All You Need To Build Your Stock Award Winning, Get Here And Now!
Marketing Your Site?
Google.com/adswords
 Get Qualified Visitors To Your Site. Place Your Ad On Google Today!
Marketing Online
www.CapitolVistaMarketing.com
 Instant results and free report just for visiting our site.

Marketing Magazine
www.marketingmag.ca
 Offers a Canadian source of news and articles on marketing, advertising and media.

Internet marketing - Wikipedia: the free encyclopedia
en.wikipedia.org/wiki/Internet_marketing
 Types of Internet: ... Business models, Advantages and ... Security concerns
 Internet marketing, also known as web marketing, **online marketing**, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services.

Online Marketing Articles, Tips, & Expert Advice | Entrepreneur.com
www.entrepreneur.com/marketing/online/marketing/index.html
 Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market your business...

News about marketing online
bing.com/news

Now: Training in Online Marketing - video, Case Studies and Content
 Focus provides an integrated suite that combines social marketing, search marketing ... These statements are predictive in nature, that depend upon our belief that ... Consensus - Entrepreneur: Net - 54 minutes ago

How Online Marketing Can Fuel Offline Growth and ...
Mashable - 21 hours ago

Francis Pickworth: Social Media is Invaluable for Online Marketers
24-7heathrelease.com - 10 hours ago

Related searches for marketing online

Free Online Marketing	Online Marketing Toronto
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Ads

Affiliate Marketing Pack
<http://AffMarketingPack.com>
 Free! Affiliate Marketing Package that Everything You Need To Get Started

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\$39.95 Video Spokesperson
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 Over 100 Real, Professional Actors to Choose From - Try Our Free Demo!

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Yahoo

Hi Guest | Sign In | Help | View Yahoo! your homepage | Mail

YAHOO! Web Images Video Local Shopping News More =

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Only 6,000,000 results for marketing online:

Show All

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Wikipedia

Also try: internet marketing online advertising, more...

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New programs that will get your small business growing fast.
JuicyItterella.com/Webused Packages

Online Marketing Articles, Tips, & Expert Advice
Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market your business...
www.entrepreneur.com/marketing/onlinemarketingindex.html - [Cached](#)

Franchise 500 | Franchise 500
Franchise 1000 | Franchise 1000
Home-Based Business | Starting a Business Home
Business Planning | Homebased

[More results from entrepreneur.com »](#)

Internet marketing - Wikipedia, the free encyclopedia
[Types of Internet...](#) | [Business models](#) | [Advantages and...](#) | [Security concerns](#)
Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is defined as the marketing (generally promotion) of products or...
en.wikipedia.org/wiki/Internet_marketing - [Cached](#)

Online Marketing Blog
Grow your business with TopRank Online Marketing tips, articles, interviews & how-to's on social media, search engine optimization & content marketing.
www.toprankblog.com - [Cached](#)

Online Marketing Services for Website Promotion Network
With nsMarketing, together we can develop online marketing programs that are right for your business and budget. We focus on generating leads and opportunities for...
www.networksolutions.com/online-marketing - [Cached](#)

Online Marketing | Online Marketing Services | Marketing Firm
Page1 Online Marketing has over 9 years of proven methods to organically place your most searched keywords on the first page of Google and other search engines.
www.page1onlinemarketing.com - [Cached](#)

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Great Results, 0% Repeat Orders! High Sales, 70% and Higher Profits!
www.TargetedEmailAds.com

Advertise your business
Become more visible online
Promote your business with Google
www.Google.com/AdWords

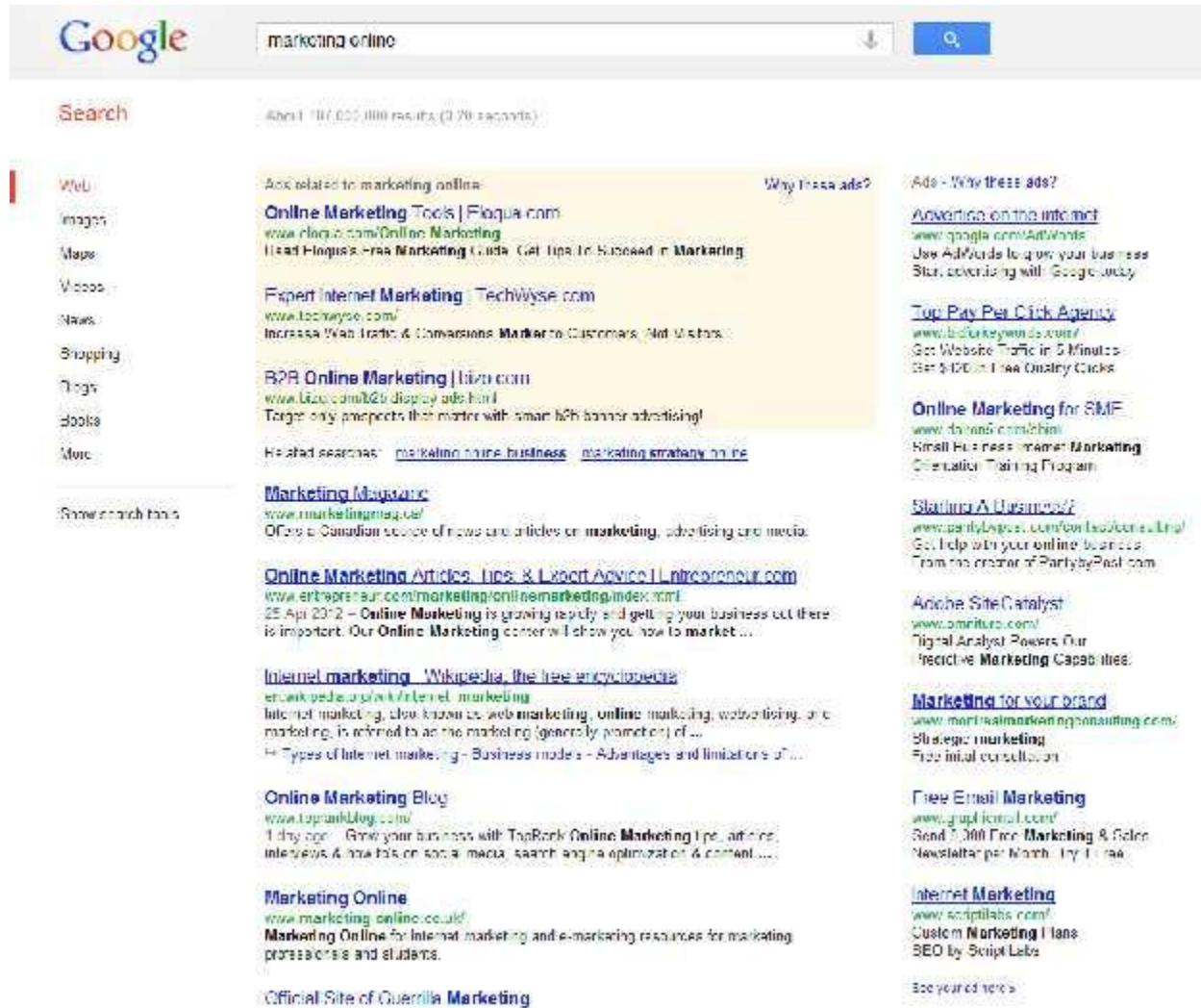
Marketing Online
Online Degree Learning cutting-edge Internet Marketing at Full Sail
www.FullSail.edu

Marketing Courses
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Google



Alternative Search

Portals, directories, resources, multimedia, and social networking sites all offer search functions, and your consumers are using them. We use search functions on sites like eBay, Kijiji, Squidoo, Amazon, and others to look for almost any kind of product. According to researchers at Comscore (<http://www.comscore.com>), we used all of them more in 2011 than we did in 2010, and the reliance on these alternative sources is growing.

Although these searches may not be what we would think when we think of search engines, people are using them, so you must be monitoring them, too. What does this mean for you as a company embarking on Internet marketing? You must be found by people who may not even know they are looking for you.

Test Your Knowledge

Take a few minutes and reflect on your business, referring to your marketing plan that you brought as your pre-assignment. You should think about which alternative searches your customers are using, what is currently on your hub site, and what you should be thinking about adding to that site so that your customers and prospects can find you.

Optimizing Keywords

What Do They Want?

When people look for your company or your products, they will put terms in a search box on your site or a search engine page. People are different and live in different parts of our global community, so not only do you need to know what they are searching for, you also need to figure out how they will ask for it.

For example, fizzy sweet drinks in America are called soda; in Canada, they are called pop; in the United Kingdom, they are called a fizzy drink, soft drink, or pop. In all three places, some versions are referred to by their brand name (such as Coke, Pepsi, or Dr. Pepper) as well. Even though everyone is speaking about your product in English, they are all using different words to express the same thing. This happens with other items, like anoraks, jackets, toques, knitted caps, chesterfields, and sofas.

Keywords, Search Terms, and Tags

Allow us to introduce you to **keywords** and **search terms** (which in social media are referred to as **tags**).

When a potential customer is looking for your product, they are only going to type a few words into a search box. The total number of words can vary by search engine, but as a rule of thumb, the fewer words they need to find you, the larger your profile gets. However, some marketing resources also tells

us that longer search queries tend to lead to more conversions (sales), possibly because the searcher already knows exactly what they want.

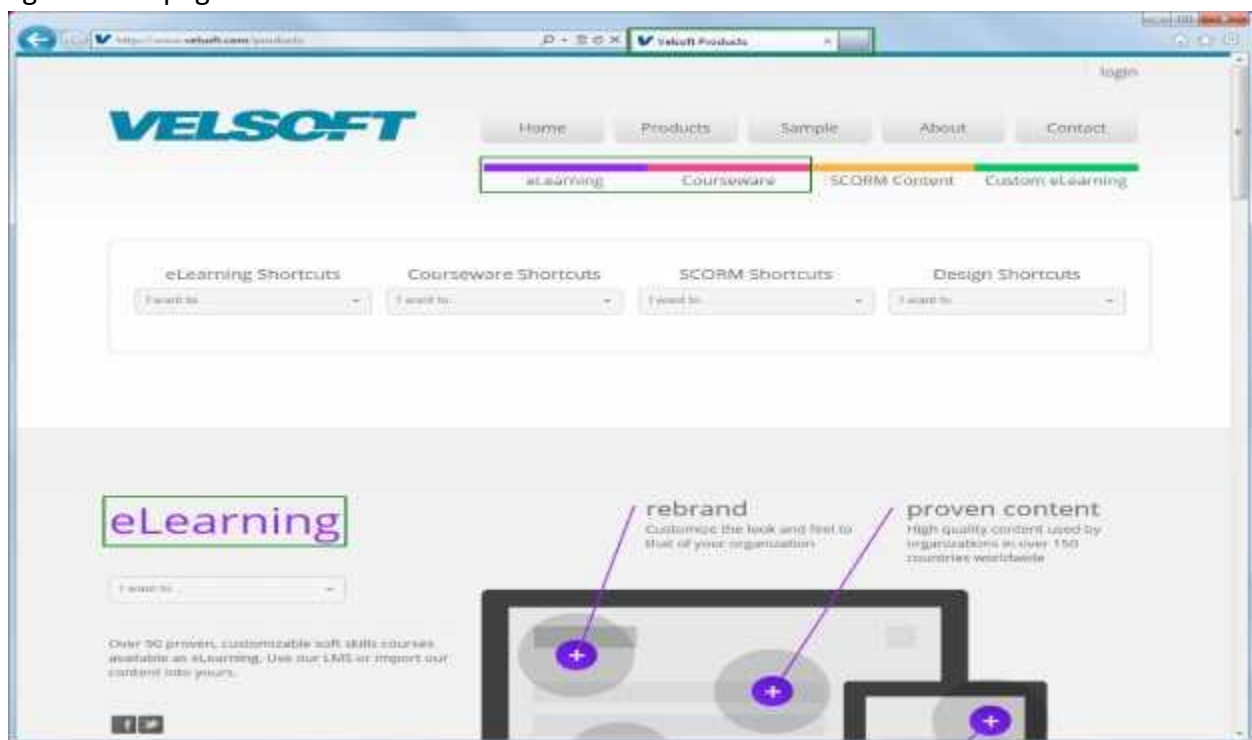
Search engines ignore certain words, so you can leave them off your phrases. (You can leave them in so they make sense to you, but just know that search engines ignore them.) This includes **prepositions** (about, beside, of, than, under, etc.), **conjunctions** (for, and, but, yet, etc.), **articles** (a, an, the, etc.), and **punctuation**.

To keep your keyword list reasonable, words that have the same root when in plural form can be entered as a singular word. You would use the words dog, skunk, or car but you don't have to use dogs, skunks, or cars. However, knives, mice, and companies will need both versions of the root added as a keyword, because they change from knife, mouse, and company.

Metatags

When the programmer (or you if you are a do it yourselfer) create your webpages, there will be a space for a **metatag** where you can list and track your keywords. These metatags are not required for the search engines, but they do help you to keep track of your keywords. Visitors to your webpage don't see the metatags either, but they do appear in your coding. A good strategy is to vary where you position search terms on different pages because the search engines truncate the keyword tags at different lengths.

The images below show the homepage for www.velsoft.com. We have circled the keywords that are right on the page:



Here is how the keywords and metatags are captured in the source code:

```

1  <!--[if IE]-->
2  <html>
3  </html>
4  <!--[endif]-->
5  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6  <meta name="keywords" content="Velsoft | products | training material | products | training products | courseware
products" />
7  <meta name="description" content="Velsoft provides over 200 instructor-led soft skills and computer skills
courses. Velsoft also offers eLearning, mLearning, and blended-learning solutions." />
8  <script type="text/javascript" src="http://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.min.js"></script>
<script type="text/javascript" src="http://dibomypnuddk.cloudfront.net/velsoft.com/assets/js/products.js"></script>
<script type="text/javascript" src="http://dibomypnuddk.cloudfront.net/velsoft.com/assets/js/dropkick/jquery.dropkick-1.0.0.js"></script>
<link type="text/css"
href="http://dibomypnuddk.cloudfront.net/velsoft.com/assets/css/products.css" rel="stylesheet" media="screen" />
<link type="text/css" href="http://dibomypnuddk.cloudfront.net/velsoft.com/assets/js/dropkick/dropkick.css" rel="stylesheet"
media="screen" />
<link type="text/css" href="http://dibomypnuddk.cloudfront.net/velsoft.com/assets/css/base.css"
rel="stylesheet" media="screen" />
</link>
<script type="text/javascript">
11  var _gaq = _gaq || [];
12  _gaq.push(['_setAccount', 'UA-15712593-1']);
13  _gaq.push(['_trackPageview']);
14
15  (function() {
16    var ga = document.createElement( 'script' ); ga.type = 'text/javascript' ; ga.async = true;
17    ga.src = ( 'https:' == document.location.protocol ? 'https://ssl' : 'http://www' ) + '.google
analytics.com/ga.js';
18    var s = document.getElementsByTagName( 'script' )[0]; s.parentNode.insertBefore( ga, s );
19  })();
20
21  </script>
22  </head>
23  <body>
24    <div id="fb-root"></div>
25    <div id="top-bar"></div>
26    <div id="page-wrap">
27      <div id="header">
28        <a id="login" href="http://www.coursewareassurance.com">login</a>
29      </div>
30      <div id="main-wrap">
31        <a href="#">Home</a>
32        <a href="/products">Products</a>
33        <a href="http://www.velsoftcourseware.com/free-demo">Examples</a>
34        <a href="http://www.velsoftcourseware.com/about">About</a>
35        <a href="http://www.velsoftcourseware.com/contact">Contact</a>
36      </div>
37    </div>
38  </body>
39  </html>

```

Tips and Tricks

Here are five tips to getting a solid list of keywords:

- Brainstorm a list of every potential keyword and phrase that you can think of.
- Marketers should not isolate themselves. Ask your colleagues, friends, and employees for ideas.
- Use the names of all your key products and services, company name, subdomains, and nicknames.
- Include industry and geographic (location) terms and jargon. If you have a popular name, try to secure as many versions of it as possible. For example, London is a city in England and Canada.
- Use a search tool like the Google Keyword Search tool (used for Google AdWords) to help identify lots of keywords and phrases.

Remember that searchers have to be desperate before they will look onto a second page of search results.

Brainstorm a list of 30 search terms (words and short phrases) that can be used among the different pages of your hub site. You will have to consider the terms that searchers use to look for your product and balance that with the goal of showing up on the first page of results.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Test Your Knowledge

Debrief

What have you learned about Internet marketing so far?

What will you apply to your marketing efforts?

Why will you, or why won't you, apply some of what you learned so far?

How many places can a customer find your links?

Do you have products that warrant a domain name and would increase the options of your company / brand showing up in searches?

Monitoring Search Engine Ranking

Understanding Rankings

Now that you've invested all this time and effort on search engine optimization, you need to collect, analyze, and make adjustments to maintain your ranking at the top of the results list. Good rankings come from having popular pages, and popular pages come from having great content and lots of traffic (visitors) to your site.

A **search engine algorithm** ranks your pages from 1 to 10. Right now if you were to visit Google's page, they rank as a 10, but if your page ranks at least a five, you will probably reach the first page of search results (although there are no guarantees). In order to monitor your page ranking, you can download the Google toolbar and then enable it for your browser (or you can just use Google's Chrome browser). (As of this writing, the link was <http://google.com/toolbar>. We take no responsibility for the accuracy or content of this link, and does not endorse this plugin.) Then you can use the page rank tool to rate any page that you like by following the directions.

If you want to maintain a decent ranking, you must commit to checking your rankings regularly and to adjusting your content. Remember that your webpages must be visible and easy to locate if people doing searches are going to find you.

Improving Traffic

If you measure your rankings and find that you are not getting enough traffic, here are some suggestions.

Improve your inbound links (also called backlinks) by making sure that your links appear in places that your customers visit. (Your blog and social networking sites may allow this. You can also ask to have your links placed on other sites with complementary products and a shared target market.)

Check and see what kind of traffic your **competition** is getting. You can get help for this with specialized sites such as www.alexa.com or www.quantcast.com or through an Internet marketing specialist. (These links were accurate as of the time of publication. We take no responsibility for the accuracy or content of these sites and does not endorse the sites mentioned.)

Know who and where your target market is. Links to your site from other related sites will help direct qualified traffic to your web site. Get to know site owners and work with them to increase traffic to your mutual benefit.

Improve your **page ranking**. Make sure your page(s) score five or higher on the Google PageRank tool. Highly ranked pages help with your own visibility and help increase your traffic volume.

Further Reading:

