

Painless SEO

We will begin in a few minutes...

Painless SEO

On Site Optimization
(Plus a bit more....)

Painless SEO

- Context
- Myths
- Content vs Optimization
- Techniques (On Site)
- Tools
- Off Site Factors
- **ROI**

Context

- Search Engine Goals - Profits
- Goals of Consumers – Find Stuff
- Business Goal – Profits
- Google Algorithms
- Why Google?
- Techniques Change
- Costs (egad...)
- Google Dance, Google Slap, Google Sandbox

Myths

- SEO a Rocket Science?
- Sprinting vs Marathon
- Site vs Pages
- Search Engine Capabilities
- Duplicate Content
- Fresh Content Wins

Must be SEO Optimized

- ReadWriteWeb
 - "to succeed in the content business on the Web, you should pump hundreds of pages of content every day, preferably thousands."
- TechCrunch
 - "The rise of fast food content is upon us, and it's going to get ugly."

Must be SEO Optimized

bizmom

About 23,600 results (0.36 seconds) [Advanced search](#)

[Home Biz Moms - The Best Home Business Ideas](#) ☆
Home Biz Moms - The Work At Home Directory Where You'll Find The Best Home Based Business Ideas For Moms on the web!
[www.home-biz-moms.com/](#) - Cached - Similar

#1 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | StumbleUpon: ? | Twitter: ? | Y! Links: ? | Y! edu Links: ? | Y! gov Links: ? | Y! Page Links: ? | Y! edu Page Links: ? | Technorati: ? | Alexa: ? | Comete.com Rank: ? | Comete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page.blog.links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sitool | Yahoo position: ? | Majestic SEO linkdomain: ?



[Index of /](#) ☆ - 6 visits - 2:18pm
Index of / . Name Last modified Size Description · favicon.gif 08-Jun-2009 13:57 0 favicon.ico 08-Jun-2009 13:57 0 robots.txt 08-Jun-2009 13:57 0 wordpress/ ...
[bizmom.net/](#) - Cached

#2 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.icio.us: ? | del.icio.us Page Bookmarks: ? | Digg: ? | Digg's Popular Stories: ? | StumbleUpon: ? | Twitter: ? | Y! Links: ? | Y! edu Links: ? | Y! gov Links: ? | Y! Page Links: ? | Y! edu Page Links: ? | Technorati: ? | Alexa: ? | Comete.com Rank: ? | Comete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: ? | Page.blog.links: ? | dir.yahoo.com: ? | Botw: ? | Business | Whois | Sitool | Yahoo position: ? | Majestic SEO linkdomain: ?

[BizMom Connections :: The Business Community Website for Mompreneurs](#) ☆
A business community of mom-preneurs and those who appreciate this market, with small business support services and strategic small business tools for ...

Must be SEO Optimized?

Source of: <http://bizmom.net/> - Mozilla Firefox

```
File Edit View Help
<html>
<head>
<META HTTP-EQUIV="Pragma" CONTENT="no_cache">
<title>Site Temporarily Unavailable</title>
</head>
<h1>Site Temporarily Unavailable</h1>
We apologize for the inconvenience. Please contact the webmaster/
tech support immediately to have them rectify this.<p>
<font size=2>error id: "bad_httpd_conf"</font>
</body>
</html>
```



Must be SEO Optimized

virtual personal your self Search

About 21,400,000 results (0.42 seconds) Advanced search



Site not available ☆
This site is currently unavailable.

www.yourselffitness.com/ - Cached - Similar

#1 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: 02-2004 | del.ido.us: ? | del.ido.us Page Bookmarks: ? | Dicos: ? | Dico's Popular Stories: ? | Stumbleupon: 5 | Twitter: 0 | Y! Links: 1,410 | Y! .edu Links: 9 | Y! .gov Links: 0 | Y! Page Links: 873 | Y! .edu Page Links: 1 | Technorati: ? | Alexa: ? | Comete.com Rank: ? | Comete.com Uniques: ? | Trends | Cached: ? | dmoz: ? | Bloglines: - | Page blog links: 2 | dir.yahoo.com: 1 | Bchr: 2 | Business | Whois | Sitool | Yahoo position: 2 | Majestic SEO linkdomain: 2,290

Pump Up Your Book! » Blog Archive » Think for Yourself Virtual ... ☆
Apr 24, 2010 ... Think for Yourself Virtual Book Tour June 2010 ... Filled with **personal** anecdotes, practical insights, and inspiring messages on topics that ...

www.pumpupyourbook.com/.../think-for-yourself-virtual-book-tour-june-2010/ - Cached

#2 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.ido.us: ? | del.ido.us Page Bookmarks: ? | Dicos: ? | Dico's Popular Stories: 2 | Stumbleupon: ? | Twitter: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Comete.com Rank: ? | Comete.com Uniques: ? | Trends | Cached: ? | dmoz: 2 | Bloglines: 2 | Page blog links: 2 | dir.yahoo.com: 2 | Bchr: 2 | Business | Whois | Sitool | Yahoo position: ? | Majestic SEO linkdomain: 2

Amazon.com: Yourself Fitness: Xbox: Video Games ☆
Amazon.com: Yourself Fitness: Xbox: Video Games. ... The **Personal** Instructor- She **virtual** and she doesn't look like freaking Barbi, THANK GOODNESS! ...

www.amazon.com/VideoGames/MoreSystems/Xbox-Cached-Similar

#3 | PR: ? | Google Cache Date: ? | Traffic Value: ? | Age: ? | del.ido.us: ? | del.ido.us Page Bookmarks: ? | Dicos: ? | Dico's Popular Stories: 2 | Stumbleupon: ? | Twitter: ? | Y! Links: ? | Y! .edu Links: ? | Y! .gov Links: ? | Y! Page Links: ? | Y! .edu Page Links: ? | Technorati: ? | Alexa: ? | Comete.com Rank: ? | Comete.com Uniques: ? | Trends | Cached: ? | dmoz: 2 | Bloglines: 2 | Page blog links: 2 | dir.yahoo.com: 2 | Bchr: 2 | Business | Whois | Sitool | Yahoo position: ? | Majestic SEO linkdomain: ?

Must be SEO Optimized?

Source of: http://www.yourselffitness.com/ - Mozilla Firefox
File Edit View Help



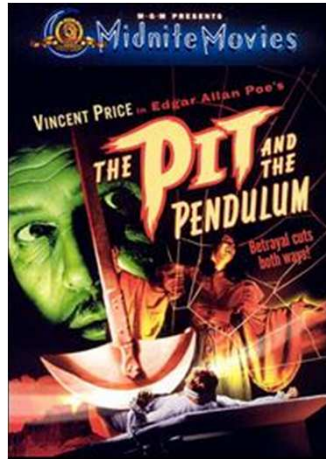
```

<html>
<head>
<title>Site not available</title>
<meta http-equiv="Content-Type" content="text/html; charset=ISO-8859-1">
</head>
<body>
<center>
<br><br>

</center>
</body>
</html>

```

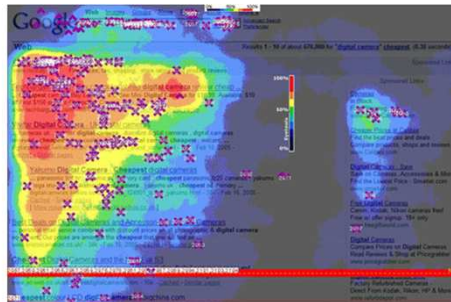
Must be SEO Optimized?



<http://SMARTcutGeek.com>

Content vs Optimization

- Searchers are targeted buyers
- Google Heat Map



<http://SMARTcutGeek.com>

Details

- **Title**
- Meta
- **H1 and H2**
- Alt Text for images
- **Keyword in Post**
- Keyword in domain, dirs, and **post titles**
- Internal Linking
- Site Map
- **Permalinks – caveat!**
- Post Series/Landing Page

Tools

- Google Keyword Tool
- SEO Blogger for FireFox
- Keyword Ninja
(<http://SMARTcutGeek.com/keywords/>)
- KeywordDiscovery.com
- SEO Quake
- Followeet.com (\$2/month)

Off Site Factors

- 23.87% – The general trust and authority from incoming links
- 22.33% – The number of links to a specific page on your site
- 20.26% – The anchor text of links from other sites
- ***What people say about you*** is more important than what you say about yourself.

*Data compiled from surveys of 72 SEOs by SEOmoz

<http://SMARTcutGeek.com>

Off Site Factors

- Backlinks - PR3 and above
- PageRank not Page Rank
- Relevancy – 200 Factors by Google?
- Video
- <http://www.majesticseo.com/>
- <http://www.big-boards.com>

<http://SMARTcutGeek.com>

Conclusions

- Rules **Change**
- On Site vs Off Site
- Quick rankings – Flash in the Pan
- Design Based on **User**
- **ROI is THE Key**
 - Money
 - Time
 - Results