

# The Internet Entrepreneurs' 7 Easy Steps To Better Search Engine Ranking.

Search Engine Optimization, also known as SEO, has gained a lot of attention in the last few years. SEO techniques are applied to web pages so that they are ranked higher by the search engines (like Google, Yahoo, AOL etc.) for targeted key word searches. This article will provide the 7 most important tips on how to optimize your web pages for better search engine ranking.

Use descriptive key words in the navigational links to all your web pages when linking to web pages within your website, use descriptive words in that link to describe that page. Advanced search engines use these words as the keywords defining the content of the page.

In order for any search engine to index all the pages of your site, it should be able to find them. An efficient navigation system is very important in this regard. Avoid using images, JavaScript or flash navigation links, because search engines look for HTML link tags for indexing.

## **1. Choose a Domain Name that describes what your service or product is about. Example: ImportedItalianShoes.com**

This domain describes in detail what it is you are selling and would also be an exact query from someone searching the web for Italian Shoes.

Much Too General  
DiscountShoes.com  
MensShoes.com  
WomensShoes.com

Much Better!  
ImportedItalianShoes.com  
MensLeatherLoafers.com  
WomensAerobicSneakers.com

## 2. Use Domain Name, keyword phrases in title, meta tags and headers

Include your Domain Name, related keywords and keyword phrases in page titles, and header meta tags. This will expand the range of keywords that the web page might be listed under. **Example: this page has a title of "Imported Italian Shoes"**, while the article header is "Italian Shoes: Fine Imported Italian Shoes For Less". The page has been targeted for anyone searching for either of the words; Imported Italian Shoes - Italian Shoes - Italian Shoes For Less. Search engines value the page title, meta tags and page headers (within HTML <H1> tags) more than any text in the page.

### Tag limits:

I recommend that your title tag be between 60-80 characters long - including spaces! The length that the different search engines look for varies, but as long as you keep within this limit you are ok. I recommend that your Keywords Meta not exceed 1000 characters including spaces. I recommend that your Description Meta tag not exceed 250 characters including spaces.

### Try to think like your target audience.

What would they search for when looking for the service or product your website is selling? It is very easy to fall in the trap of coming up with a short list of what YOU would search for, but what about everyone else? They will not necessarily use the same keywords as you. You should try to come up with as many keyword phrases as you can think of that relate to the page you are optimizing. Try asking a few friends and family what they would search for when searching for a site like yours.

### Check out your competition for ideas.

Do a search using keywords that you already know you want to target and click through on the top sites that come up. Once on the site view the source HTML code and view the keywords they have in their meta tags - this should give you many more ideas! Make sure to only use keywords that relate to YOUR site or page. To view the HTML code simply click the 'View' at the top of your web browser then select 'Source', or 'Page Source'.

## 3. Content is king

Search engines index the content of a website, and the more content you have, the better. Add relevant content to your website. If your website sells Italian Shoes, you can add reviews on the Italian Shoes that you carry. This will also attract potential buyer to your website. Usually buyers will do research before they buy online.

The copy on your page is also very important in order to achieve better search engine listings. Actually, it is very close to being as important as your title tag so make sure you keep reading! By 'copy' I mean the actual text that a visitor to your site would read.

Did you know that just like a visitor to your site would read the copy on your page to figure out what you have to offer, the search engines read it too? And what do you think the search engines are looking for when they 'read' your page copy? Keyword phrases, of course!

**Page text tips:**

For best results I recommend that each page you submit has at least 200 words of copy on it. There are some cases where this much text can be difficult to put on a page, but the search engines really like it so you should do your best to increase the amount of copy where you can.

This text should include your most important keyword phrases, but should remain logical & readable. Be sure to use your Domain Name and keyword phrases that you have used in your other tags (i.e. metas, alt, headings, title, etc.) during the optimization process.

Add additional copy filled pages to your site. For example, how-to articles, tips or tutorials. These types of content pages not only help you in the search engines, but many other sites will link to them too. Don't ignore this tip! Seriously, optimizing your page copy is one of the most important things you could possibly do to improve your listings in the search engines. So, make sure you have plenty of it even if you need to redesign your site to work it in!

**4. Order of keywords in title and content**

The order in which the keywords occur in your web page matters in the search rankings. For example, a page for ImportedItalianShoes.com could be ranked near the top on Google for the keyword "Italian Shoes", whereas the same page may be ranked much lower when the search keywords are switched to "Shoe's from Italy".

**5. Use key words in file names**

Use the keywords that best describe the content of the web page to name the page. Use underscore '\_' between keywords. For example this page is named as Italian\_Shoes.html. You can add the "alt" attribute to any image on your page.

**Tag limits:**

I recommend using a brief sentence to describe an image.

**Tag tips:**

Be sure to use the keyword phrases that you also used in the copy of your page, title tag, meta description, and other tags.

Do not try to cram a bunch of keywords into the "alt" attribute.

I recommend using no more than 2-3 per image.

Describe the image - do not just list keywords.

**6. Create an ROR file for all of your pages in your website.**

An ROR file will help Google, MSN and Yahoo spyder.

Use the Free ROR Tool here: <http://www.rorweb.com/rormap.htm>

**7. Submit your site to search engines and directories**

Submitting to search engines is nothing new to website developers.

However, follow all the rules and regulations of such submissions to each search engine. Your site may be rejected if it detects spam submissions of your website. Submit to relevant categories in popular manually edited internet directories like DMOZ.org and Yahoo.com. These directories are used by most of the successful search engines like Google, Yahoo, AltaVista and LookSmart.

**Conclusion**

Plan ahead for optimizing your website pages and choose the keywords correctly. Add value to your website so that visitors find it helpful and link to it from their webpages. Allow plenty of time before expecting results in the searches. Constantly update your web pages with fresh information.

If you have to hire an external SEO company, choose a reputable company like KillerGraffix.com or Search the web. Be careful when it comes to hiring a so called SEO expert. If they cannot optimize their site within the top 20, they probably would fail in optimizing yours.

No one can guarantee the #1 position in a search engine for your web pages. Even Google is ranked #4 when searched on Google for the keywords "Search Engine". However, rankings can be increased by fine tuning your web pages with these 7 Steps to Better Search Engine Ranking.