

KSEO (Search Engine Optimization) C H E A T S H E E T

What is SEO?

Search Engine Optimization (**SEO**) is the process of improving the visibility of a website or a web page in search engines via the “natural” or un-paid (“organic” or “algorithmic”) search results.

5 Reasons to Use SEO

1 HIGH RETURN ON INVESTMENT

On average SEO carries the highest return on investment of any form of marketing.

2 MINIMAL RISK

There's no such thing as click fraud in SEO.
Pay per click on the other hand is strife with click fraud.

3 BRAND AWARENESS

By being at the top of the search engines your company name will be seen much more frequently.

4 TARGETED TRAFFIC

If your website comes up for keyword phrases that are highly relevant to your business your traffic will be very qualified potential customers.

5 AFFORDABILITY

Compared to other forms of marketing SEO is cheap. Once the on-page factors are set the only reoccurring cost is link building.

Top SEO Resources

- SEOBook.com
- SearchEngineLand.com
- SEOmoz.org
- SEOTrainingDojo.com

Top SEO Tools

- SEOquake.com
- RavenTools.com
- SEMRush.com
- MajesticSEO.com
- Link-Assistant.com
- SpyFu.com
- Quantcast.com
- Adwords.Google.com/select/KeywordToolExternal
- Google.com/Webmasters/Tools
- WordTracker.com
- XML-Sitemaps.com
- WebsiteGrader.com

On-Page **SEO** Checklist



- ✓ Assign a primary keyword phrase for your page.
- ✓ Pages should contain no less than 250 words and no more than 1000.
- ✓ The primary keyword or keyword phrase should appear in the first and last sentence of the content produced for the page.
- ✓ Put your keyword phrase in the page title, meta description, meta keywords, H1 and Alt text.
- ✓ Your primary keyword phrase should be at a saturation rate of 3-7%
- ✓ Since 80% of internet users are skimmers it is always good to include short bulleted lists. This is also a very good way to add keywords to your content if you're struggling to add a few.
- ✓ Bold your primary keyword or keyword phrase one time in your content.
- ✓ Include at least one image per page and assign alt text with the primary keyword phrase in it.
- ✓ If you include links that link to an internal page in your content make sure the anchor text is the primary keyword or keyword phrase assigned to that page. Don't put too many links in your content. It can be distracting. A general rule of thumb: One link per bullet or number if your content has a list, and/or one link per paragraph.
- ✓ Put the primary keyword phrase in the URL – “www.primarykeywordphrase.com” or “www.yourcompanyname.com/primarykeywordphrase”

On-Page Factors

Order of Importance

- 1) URL
- 2) Page Title
- 3) Alt Text
- 4) Meta Data
- 5) Header Tags
- 6) Content

Calculating Keyword Saturation Rate

Example keyword phrase = Ford Mustang Tires

of total words on page = 600

of words in keyword phrase = 3

$600 \div 3 = 200$

of times key word phrase is in content = 10

$10 \div 200 = 5\%$

Off-Page **SEO**

BEST PRACTICES

(Link Building)



Produce high quality content that positions you and/or your company as an industry thought leader. Make sure your content is geared towards one of two things or both – solving problems and entertaining.

Do competitive research with SEO Quake. This tool will allow you to look at your competitor's backlinks so that you can duplicate as many as possible. You won't be able to duplicate them all, but you should duplicate the ones you can.

Issue press releases. Press releases tend to get picked up by multiple websites across the internet. Additionally, press release sites tend to have lots of authority.

Guest post on other's blogs. If you post to someone else's blog you have every right to link to supporting content on your blog or website. The more you guest blog the more backlinks you'll develop.

Invite people to post on your blog. If you have a guest post on your blog your guest will help promote the content. This process will introduce new people to your blog and create great natural backlinks.

Make your site easy to bookmark and share. These are backlinks. There are dozens of websites that offer free share buttons for you to customize and drop on a website. Your content has the potential of being in front of many more eyeballs if you do.

Directories – There are thousands of website, blog and local directories that allow you to submit your website or RSS feed. Take advantage of them.



Glossary of **SEO** Terms

Alt Tag – Blind people and search engines are not able to distinguish what content is represented by an image. Using an image alt tag allows you to help screen readers and search engines understand the function of an image by providing a text equivalent for the object.

Anchor Text – The text that a user would click on to follow a link. If the link is an image the alt tag will serve as the anchor text.

Authority – The term used to define how much equity a website has to the search engines. Five important factors associated with a website's authority are how many other websites link to said website, the authority of websites that do link to said website, website age, traffic trends and numbers, and the length of time the URL was purchased for.

Backlink – (See Inbound Link)

Black Hat – These are techniques used by some SEO practitioners to trick the search engines into ranking their websites higher in the search engines. These tactics go against the recommended guidelines of the search engines. If a search engine catches a black hat website it can be pulled from the index and not show up at all.

Duplicate Content – Content which is an exact duplicate of existing content or near duplicate in nature.

External Link – A Link that goes to a different website.

Headings – The heading element briefly describes the subject of the section it introduces. Heading elements go from H1 to H6 with the lower numbered headings being most important.

Inbound Link – A link pointing from one website to another. Inbound refers to a link to your website

Internal Link – A link from one page on a website to another page on the same website.

Keyword – Can be one or several words (phrase) that the webmaster wishes to rank for.

Link Building – The process of creating and encouraging new inbound links.

Long Tail – A keyword phrase that contains at least three words.

Meta Description – Is a sentence or two that describe the contents of a web page.

Meta Keywords – Are a list of words that are relevant to the contents of a web page.

Natural Search Results – (See Organic Search Results)

Nofollow Links – Is an attribute used to prevent a link from passing link authority.

Organic Search Results – Major search engines have paid listings and unpaid listings. The unpaid listings are called the organic search results.

Outbound Link – A link pointing from one website to another. Outbound refers to a link from your website to another.

Page Rank – Is the value from zero to 10 that Google assigns to a webpage based on the page's perceived authority.

Redirect – The method of alerting browsers and search engines that a page's location has moved.

Saturation Rate – The percentage rate to which a particular keyword phrase exists in relation to other words.

SERPs – This is an acronym that stands for Search Engine Results Page.

Site Map – A page on a website that has a link to all of the pages on that website.

Stop Words – Very common words that provide no value in a search query. (Examples include: a, be, the, was, to is, etc.)

White Hat – SEO tactics that abide by the recommended guidelines of search engines.

XML Sitemap – Stands for Extensible Markup Language Sitemap. This is a feed that you can submit to Google and Bing that informs them of an update to your site.