

2009

Interchange-Designs

Taylor Flatt

[10 QUICK SEO TIPS]

However, this isn't the main point I'm trying to make here. The fact, through evidence from the original source concludes that the no follow attribute isn't worth much of anything anymore. Google and Matt even recommend against spending the time in implementing the attributes in all your links since the outcome won't affect your website deeply.

10 Quick SEO Tips

by Taylor Flatt

Thank you for reading

For more ebooks and information visit,

<http://www.interchange-designs.com/blog/>

To consult a professional visit,

<http://www.interchange-designs.com>

All Rights Reserved

Copyright 2009 Taylor Flatt

10 Quick SEO Tips

By

Taylor Flatt

Table of Contents

Introduction.....	1
Onpage SEO.....	1
Link Order.....	1
H1 and Bolding.....	2
Meta and Title	2
6 Major SEO Myths	3
No Follow Attribute	3
Sitemaps are Required for Google to crawl.....	4
Page Rank gets me #1 in SERPs	5
Flash Websites are bad for SEO.....	5
Directories will get you Top of SERPs and PR.....	5
SEO is a quick process.....	6
Top 7 Must Have SEO Wordpress Plugins.....	7
How to Make PR3 Quickly	9
Conclusion	11

Introduction

SEO is, and always has been, an art to be perfected simply because there are so many variables SEO providers simply can't give someone the "perfect way to achieve page one". However, there are many custom and individual ways that once added together can prove to be powerful and lead your website into the top of major SERPs.

Based on the fact that much of SEO is speculation with a lot of trial and error it is quite obvious there are dozens, if not thousands, of myths floating around the web. A lot of these myths deter DIY folks that would like to save a buck on marketing. The same is also said about new providers looking to break into the industry. With that said, folks should always consult a professional in this field to get expert advice so they can save money in the long run of wasted time and resources. Just like other professions, we spend our time and resources doing this for a living which makes it the easiest way to make it into the internet.

Onpage SEO

Onpage SEO is an important factor in SEO. However, there are some factors that some seem to dismiss or rather overlook which ends up costing webmasters precious time and valued money.

Link Ordering

When making a website, several factors are always present in a webmasters head such as:

- Design (Graphics)
- Layout
- Content Display
- Link Structure - Link Ordering (per page)

However, the one thing that is most overlooked is the linking structure on a page by page basis.

First off, the difference between a *linking structure* and *link ordering* is quite different. A *link structure* is the way you link to each page on your website. I could go into details, but it gets quite confusing and my main point and topic is Link Ordering. *Link Ordering* is the way you display your links on your page.

Many people may think, "why does this matter as long as I have the link on the page?". As some may or may not know, Google crawls a page from the top left to the top right. In an attempt to get higher rankings for keywords many webmasters employed Black Hat SEO such as creating invisible font among other things. However, Google quickly finds out and blacklists your website.

As a safer, alternative way to link high for your keywords, simply employ White Hat SEO tactics such as placing your keywords as close to the top left as possible as links to pages. Many websites have "Privacy Policy, Contact Us" etc at the top without even attempting keyword marketing. This will only hurt you in the long run since it has long been theorized that Google places items closer to the top left with higher priority.

Now this isn't something that you should go and spam at the top, but rather include something like "Cheap SEO" or "Affordable Websites" (Like I do in my sidebar and my header) closest to the top for your general outlined theme.

H1 and Bolding

These onpage additions walk fine lines between clever usage and over usage.

Using the H1 attribute has no conclusive evidence that it improves your page rank or keyword ranking significantly, but it hasn't been proven false either. As a preventive measure, it is considered safe to attempt to use these sparingly and cleverly using your keywords only when it makes sense.

When using the `` code on your website or in a blog post, it is usually used to mark emphasis, however in the hands of SEO Copywriters is commonly marks a keyword of the website. Same as with the H1, it may or may not help your overall ranking, but that doesn't mean it doesn't attribute to it. But in any event, over using the bold code can be devastating to your traffic if it creates a hard to read post or an uneducated one which is the end result of such usage. Below is a sample paragraph.

Example:

Good: Every user using Wordpress always wonders how they can make their life easier and one way is through plugins. **SEO professionals** sometimes adopt a hit and miss strategy that costs clients time and money which isn't cost effective at all. So to help anyone looking to increase their **SERP rankings**, here are **the top 7 plugins** I deem vital for any wordpress blog.

Bad: Every user using **Wordpress** always wonders how they can **make their life easier** and one way is through **plugins**. **SEO professionals** sometimes adopt a hit and miss strategy that costs clients time and money which isn't cost effective at all. So to help anyone looking to **increase their SERP rankings**, here are the **top 7 plugins** I deem vital for any **wordpress** blog.

Meta and Title

This has most of its value as a SEO tool. However, it still does provide information to Google and other users through the keywords and title tag. The title tag, when navigating a website provides the user with a quick reference of their location and helps with bookmarking and reminding them where they are bookmarked instead of nothing or "Untitled". Even though they may not have much pull with SERPs, they still do have practical use by making the visitor's life easier.

Myth: The Meta information is what is displayed on SERPs when your website is displayed. This is completely **false**. Google obtains its own information especially since everything it grabs from your website is based on their search. So if they search SEO, it is going to find the first and most relevant use of the word on your website (if any).

6 Major SEO Myths

The SEO profession, otherwise known as Online Marketing, has exploded over the years. With that increased popularity comes rumors and misleading facts that send beginners and DIYs on paths that can potentially lead them to being banned, losing traffic and major damage to their site that will not only waste time and money but your client's patience and possibly their dedication to you as their Online - Marketer.

No Follow Attribute

Since mid-2007 Matt Cutt's statements about it have changed in almost every sit down and interview he participates in.

The nofollow attribute is just a mechanism that gives webmasters the ability to modify PageRank flow at link-level granularity. Plenty of other mechanisms would also work (e.g. a link through a page that is robot.txt'ed out), but nofollow on individual links is simpler for some folks to use.

-Matt Cutts¹

*What are some appropriate ways to use the nofollow tag? One good example is the home page of expedia.com. If you visit that page, you'll see that the "Sign in" link is nofollow'ed. That's a great use of the tag: Googlebot isn't going to know how to sign in into expedia.com, **so why waste that PageRank** on a page that wouldn't benefit users or convert any new visitors? Likewise, the "My itineraries" link on expedia.com is nofollow'ed as well. That's another page that wouldn't really convert well or have any use except for signed in users, so the nofollow on Expedia's home page means that Google won't crawl those specific links.*

-Matt Cutts¹

Q: Does this mean "PageRank sculpting" (trying to change how PageRank flows within your site using e.g. nofollow) is a bad idea?

A: I wouldn't recommend it, because it isn't the most effective way to utilize your PageRank. In general, I would let PageRank flow freely within your site. The notion of "PageRank sculpting" has always been a second- or third-order recommendation for us. I would recommend the first-order things to pay attention to are 1) making great content that will attract links in the first place, and 2) choosing a site architecture that makes your site usable/crawable for humans and search engines alike.

-Matt Cutts²

¹ Matt Cutts (October 9, 2007), [Appropriate uses of nofollow tag](#), Google Webmaster Help retrieved July 26, 2009

² Matt Cutts (June 15, 2009), [Page Rank Sculpting](#), Matt Cutts Gadgets, Google and SEO retrieved July 26, 2009

Later, when Matt was asked "**Why tell us now?**", he simply responded:

At first, we figured that site owners or people running tests would notice, but they didn't. In retrospect, we've changed other, larger aspects of how we look at links and people didn't notice that either, so perhaps that shouldn't have been such a surprise. So we started to provide other guidance that PageRank sculpting isn't the best use of time.

-Matt Cutts²

So rather than Google, or Matt, simply coming out and telling the SEO community about their plans of deprecating and recommendations against using it, they thought implication was enough.

However, this isn't the main point I'm trying to make here. The fact, through evidence from the original source concludes that the no follow attribute isn't worth much of anything anymore. Google and Matt even recommend against spending the time in implementing the attributes in all your links since the outcome won't affect your website deeply.

Nevertheless, when the rumor mill ran its course throughout blogs, forums and videos it created the idea that it blocks Google, Yahoo, MSN and others from following links³⁴, indexing them, and showing them in SERPs⁵. The issue here is that it DOES. Even with the no follow attribute implemented, the SEs show results in SERPs, index them and follow them. It has been deprecated and should be avoided when your time can be spent on more important SEO measures.

Sitemaps are Required for Google to Crawl my Website

This has been debated, rather, the general usefulness of Sitemaps. Although there is no harm in simply creating one with a program quickly, the argument is more about principal rather than the 5 minute creation. After researching this issue, I have found no conclusive evidence that sitemaps help you at all.

Now, that isn't to say sitemaps aren't something to help users in some occasions finding something, but to say Sitemaps are required for Google to crawl your website is pure myth. Google will crawl your website with or without a sitemap.

However, there is some speculation buzzing around that submitting a sitemap to Google will increase your crawl rate. This might play a small factor in the process, but nothing that will really give you a major nudge in the competition. Frankly, the crawl rate is mostly based on traffic, backlinks (external, including internal in this case) and how much content you actually place on your site daily, weekly or monthly. The more you update your website, meaning the more active you are, the more Google is likely to crawl your

³ Michael Duz (December 2, 2006), [rel="nofollow" Google, Yahoo and MSN](#), *SEO Blog*, retrieved July 26, 2009

⁴ Loren Baker (April 29, 2007), [How Google, Yahoo & Ask.com Treat the No Follow Link Attribute](#), *Search Engine Journal*, retrieved July 26 2009

⁵ [Rel Nofollow Test](#) from August 2007

website⁶. The real connection with a sitemap is that it supposedly allows Google to just grab the links on your xml sitemap rather than manually gathering the links themselves.

Page Rank gets me #1 in SERPS

This past year, through Google changes, PR has been moved lower and lower on the priority list. Really, as a webmaster and SEO consultant, I don't pick and choose the websites I place my link on or do business with simply because of page rank. Anymore, it is mainly about backlinks and how many relevant sites you can get to point back to your website.

Now, I am not saying that PR isn't important, but PR sculpting is something that should be one of the last things on your list. By simply proving yourself an expert in your field, keeping updated content and having websites link to you should be the main concern of your campaign.

Besides, the main point here is that PR isn't the only thing that gets you to the top. It is a combination of many factors and not all are known to us. However, if you can get a PR 10 site to link to you, great. But a site linking to you is a site linking to you.

Flash Websites are Bad for SEO

This, in and of itself is false. Unless you are employing Black Hat SEO or even borderline techniques, you should be fine with keyword rankings. Although, Google has increased their ability to index Flash⁷ so that webmasters are able to use it without its obvious downsides.

Currently Google had this to say about their indexing techniques,

All of the text that users can see as they interact with your Flash file. If your website contains Flash, the textual content in your Flash files can be used when Google generates a snippet for your website. Also, the words that appear in your Flash files can be used to match query terms in Google searches.

So, even though it is .swf Google SE can still read and understand any links or keywords you are wanting to really push.

Directories will get you to the top of SERPs and PR

The weight of directories has decreased significantly in the recent years. Google has begun branding many of them as "link farms" that gather thousands of links for the sole purpose of attempting to market sites for money or other gains.

⁶ Dale King (July 30, 2007) [Will a Sitemap get Google to Crawl my Website Faster?](#), Startup Nation, retrieved July 28 2009

⁷ Ron Adler, Janis Stipins, Maile Ohye (June 30, 2008) [Improved Flash Indexing](#), Google Webmaster Central Blog, retrieved July 28, 2009

Frankly, there are only a handful of directories that aren't blacklisted. If you find a directory that is highly selective in whom they choose and is in your niche, then you should go for it. But other than that, it is simply a waste of time to even add your site to these. In most cases, the backlinks you get are worthless.

The other side of this is with Article Directories. Those are still in the clear with Google so far. Reputable article websites such as Prolog, Ezinearticles and others have high traffic and high reputations. I employ these free services on a regular basis and encourage everyone else to as well. They are a free way to get your name, links and business out to the world.

SEO is a Quick Process

This is by far, the most ridiculous myth of all. SEO has always been a many month process that usually requires a professional to get it done correctly. Frankly speaking, it is just too easy to mess up when you don't see results for weeks or months, especially if you are under the impression it is a quick process.

SEO, generally, takes a couple months, meaning more than one, to have any real big effect. A multitude of factors will affect the timeframe of a process like this such as,

- Competition
 - How many websites (searches you are going to try and beat)
- Who is your competition
 - Generally, if you are in a major market, you are probably going to be going up against major professionals who have been doing it for years. But then again, it is relative.
- What niche you're in
 - This determines your entire approach to things. Your niche just might not be a major online "everyone must have" hit. You might see minimal results, but comparing to others in your niche it could be major.
- Your Consultant
 - If you are going to hire someone to do your online marketing, you must make sure they know what they are doing and are able to provide you with weekly/monthly reports of their progress and are willing to explain everything to you. Their own process and expertise will greatly affect the timeframe.

Those are just a few factors that play into the timeframe of the entire process. Generally, for a website to try and rank in the first or second page of SERPS it will take about 2-3 months. But that is also considering your market is healthy with a lot of activity (news, information to output).

Top 7 Must Have SEO Wordpress Plugins

Every user using Wordpress always wonders how they can make their life easier and one way is through plugins. SEO professionals sometimes adopt a hit and miss strategy that costs clients time and money

which isn't cost effective at all. So to help anyone looking to increase their SERP rankings, here are the top 7 plugins I deem vital for any wordpress blog.

1) All in One SEO Pack

This plugin allows you to cover the basics of SEO such as meta tags, titles, descriptions and keywords. It will override the default values in the meta tags, titles etc so that you can target each individual blog post specifically for better search results. However, it won't touch anything if you leave the fields blank, so you aren't required to use it each post.

[Plugin Download](#)

2) Sociable

Everyone wonders how to get their blog posts on many social bookmarking sites quickly and efficiently while allowing their users to "up or vote" their post on the respective sites. This can be tricky with manual coding with the thought of keeping resources limited and loading times down. So to help solve these problems, Sociable allows users to add 99 active social bookmarking sites to anywhere you want on your website. It also allows users to add their own sites as well. It is highly customizable, quick to configure and very easy to use.

[Plugin Download](#)

3) Google Positioner

This is a nifty plugin allows you to track the keywords you're getting searches for. It is a small quick tool that is quite handy when you are really trying to nail down your most active or efficient keywords.

[Plugin Download](#)

4) Google XML Sitemaps

Sitemaps aren't quite directly keyword/marketing related but it is generally accepted that sitemaps help google crawl your blog/site quicker with more direct results. However, there isn't concrete evidence to support this, but many sites have reported better results when Sitemaps are used. It is never a bad thing to go ahead and simply add a sitemap, especially when it is made for you.

[Plugin Download](#)

5) Cross Linker

This plugin allows you to specify certain words that will automatically be assigned hyperlinks internally or externally. This is a nice tool to have considering the fact that you may have affiliate deals that require you to link their name want to market keyword terms to improve your internal linking structure and obviously link to helpful items.

[Plugin Download](#)

6) Twitter Tools

This plugin integrates your twitter account with your wordpress account so it displays all your recent tweets in a place you specify. This is nice if you are an active user on twitter and want a chance to help market more websites or links this way. Besides, you may acquire a few more followers.

[Plugin Download](#)

7) Referrer Detector

This is an addon that finds the url that visitors come from and allows you to enter a greeting message to that effect. So if you have users coming from www.interchange-designs.com, you might feel like entering a small message welcoming them and remind them to check out some other posts and the same can be implemented for digg referrers (to digg your posts). It is a nice plugin that increases more interaction between the website and the user.

[Plugin Download](#)

Here are a few others [Harsh Agrawal](#) has suggested:

SEO Smart Links

Although quite like Cross Linker, it allows for further features such as the nofollow attribute. It helps clean up links by allowing you to attribute custom titles and other attributes.

[Plugin Download](#)

Broken Link Checker

This plugin checks your posts, pages and blog for any broken links that may have occurred through inaction on your part or a second party removing old content. This is quite useful when trying to keep up with your outbound and internal linking structure.

[Plugin Download](#)

Nofollow Case by Case

This plugin, obviously, strips the nofollow attribute of the link so that SEs aren't bugged anymore. This is a neat tool that is quite useful and helps minimize your actual daily coding time.

[Plugin Download](#)

How to Make PR3 Quickly

Making a decent PR such as a 3 or higher eludes some SEO professionals in some cases because their niche just isn't wide enough for traffic and backlinks really to support them. However, in the PC market, it was quite easy to make a PR3 through rigorous article writing and link trading with other sites. Oh and by the way, to really acquire the most out of this tutorial, you need to have decent blogging software such as Wordpress or Joomla.

First of all, the website was called PCEverything which at the height of its "career" or activeness was getting thousands of unique hits every day. But with my design business picking up, I had no choice but to stop my active marketing and focus more on my job. However, that is all beside the point. In just 2 months, I was able to acquire a PR of 3 quite easily. There are a few things that you must take into consideration no matter what market you are into.

1. Who am I writing/working for? What I mean who is the audience likely to be?
2. Is this market big with major competitors?
3. Does this market have specific tools that can help me?

Those are some generic questions that should be asked no matter what you are attempting to market. In this tutorial, I am assuming are you at least adept in SEO (onpage optimization, keywords etc).

In my case it was quite a broad audience and looked a little like this:

1. Millions of people
2. Very big competitors (IGN, Gamespot, Gamespy, you get the point)
3. Yes, one site was N4G

Bookmarking Sites

When I first started the first thing I did, was put in place a simple easy design that allowed the user to view vital information quickly and efficiently. For example, I had "Latest Headlines", "Recently Popular", "Featured Article", and "Feeds" all at the top of the page and is instantly viewable.

With this, I was quite easily able to convert visitors from other sites that linked here into residents who view more than one article.

However, that wasn't the main source of the quick success. Every time I created an article (about 5-10 a day) I would submit them to many social sites like Digg, Reddit, N4G, twitter, stumbleupon, Facebook, Myspace, Instablogs, Affiliate Sites, and some others. This of course took time to accomplish; one article would sometimes take a couple hours to "complete" but had the potential of bringing in thousands of visitors in just a couple hours which frequently happened.

By simply doing that, I instantly introduced thousands of people to my new site and had many returning visitors with a bounce rate of only about 30-40%.

Google News

This is really a great way to get a few extra hits. By [applying for Google news](#), you will appear in their news source that thousands of people read daily. It is really a resource that many overlook when they are trying to get their information out to people.

However, you must have another writer other than yourself, a working contact us page with your information and unique urls. For example, if you are using wordpress try using this as your permalink setup `/%post_id%/%postname%/`. Don't attempt to use dates in your url. Unless Google has changed their policy, they don't like/allow it. So simply stick with a number and the post name.

Affiliate Building

Affiliate building, or as some refer to it as link trading, is a simple enough task. Although, Google has gotten wise and began downgrading sites with many outgoing links. So if you had 100 inbound links and 120 outbound links, your PR would more than likely decrease significantly. The real art in affiliate building is building affiliates that are **above** your level. So try and find sites that don't have hundreds of affiliates or are new like you. By the way, you don't always have to generally look in your specific niche. I went out and affiliated with a Racing blog with a PR of 6 which boosted me as well. So remember, don't overdo it!

Network Yourself

If you are really wanting to build your website, you need to get your name and website out there as a credible, reliable source of information or goods. Other than simply getting your link to pop up in search engines and other sites, people should recognize your site instantly like most do of IGN and know the info is good. To accomplish this, post regularly (good info and market it like above), join LinkedIn and join Facebook and begin building your profile.

Mainstream SEO

You also need to make sure you market your specific keywords well so when you add your site to directories and to public profiles you use your specific keywords to help SERPs. But this is all implied.

Conclusion

To wrap things up, here is what you really need to do and get into the habit of doing:

- Join bookmarking websites such as Digg, Twitter, N4G (Gaming only), Facebook, Myspace, StumbleUpon, Instablogs and Reddit.
- Market yourself to sites such as Facebook, LinkedIn and other business network building websites.
- Make info easy to get and create public groups for people to join (people love being part of things).

- Make sure you get your name out to other websites by link exchanging. But beware, use sparingly or Google will catch up with you! I recommend a max of 10, but I wouldn't go much further than that.
- Apply for Google News if your website fits into any of their main categories. (Can be found at news.google.com)
- But above all, provide quality content that people will want to link to and want to tell their friends about. If you do everything listed here and don't focus on actually writing quality articles, this guide won't help you one bit. Simply provide reliable, interesting fun content to people. It is as simple as that.

If you do all this daily, you will begin to notice many backlinks pointing to your website from other news sources. I only did this for roughly 2 months after getting the domain name. If you keep this kind of routine up, you will easily gain a PR of 7 or 8 within months. It is all about external links and providing quality material. Good Luck.

Conclusion

The SEM and SEO business is a tough and a long process. To gain an edge in this cut throat society you must always be ahead of the curve and ahead of your competition which are millions of websites trying to beat you out for the top spot.

To make sure perform White Hat SEO and the process correctly, be sure to [consult a professional](#). Doing things wrong the first time may or may not cause irreparable damage to your website. Make sure you do your homework before you really commit to any process.