

## Improving your sites search engine results.

### Search Engine Optimisation Tips.

*For all www.blackduckweb.com clients.  
By Steven Reagan*

This document applies to only web-sites and pages created by www.blackduckweb.com. All our sites are already optimised for Google and the major search engines however to increase your web-sites results in the search engines you can either retain our search engine optimisation services at an hourly rate or take advantage of this document and continue to do them yourself.

All the "on-page" optimisation has already been done for you and the site has been submitted to all major search engines. We have already done sufficient "on site" to get you good Google listings and better results need "off site" optimisation which consists mainly of incoming links or further on-site work, this document discusses incoming links and link text. Please keep in mind that it can take several months to get stable listings in the various search engines when relying on the "organic" or unpaid search engine results. Should you require even better results we strongly suggest the following:

**Google gives high importance to words and phrases that appear in incoming link text. it is the single most important factor in getting good search engine results for your keywords and phrases in Google**

Your first task is to research your sites most important key words and phrases that you would like to be found under in the search engines. Often you can save yourself a lot of time by checking your competitors site to see what words and phrases they are targeting, this can be done by checking the contents of the page titles (most SEO's will have the important words and phrases showing in each page title) and also by checking their meta tags. meta tags are rarely used now days however the description meta tag is often still used for pages lacking content and some "old timers" still include the meta keywords from habit. the meta keywords and descriptions will give you a good idea of the words and phrases being targeted by your competitors, to view these simply load the page ( start with the index page as these can vary from page to page depending on the type of site and the index pages meta's will give you the basic words and phrases. After loading the page you can right click on the page and then click "view source" you can also find this command via the menu at the top of your browser usually under the file menu. Once you have viewed source you are looking for meta keywords and meta description which will look like the following:

```
<meta name="description" content="Save up to 65% on Sydney hotels at Hotel.com.au. Sydney Special Internet Only hotel rates with no booking fees, Last Minute Discount Sydney hotel accommodation and Best Rate Guaranteed Hot Rates. For Hot, Hot Hotel Deals, Book Sydney hotels Australia now with Hotel.com.au!">
```

```
<meta name="keywords" content="Sydney hotels, Sydney Hotel
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Accommodation, Boutique Sydney Hotel, Sydney Family Hotel, Sydney Hotels, Cheap Sydney Hotel, Discount Sydney Hotel, Luxury Sydney Hotel, Sydney Australia Hotel">

By reading the keywords you now have a pretty good idea of what words your competition is after and can use these along with any that you want to add to the list. these are the words and phrases you will be trying to include in incoming link text.

For this document we will use the words and phrases "hotels" and "Sydney hotels" as examples. You need to realise that some keywords and phrases are virtually impossible to obtain due to well established competition and you will need to find several niche' words and phrases in order to get traffic to your site. For example trying to get yourself at number one for Sydney hotels is almost an impossible task and you would be much better off targeting numerous easier niche' words and phrases and if your very lucky you may find that after time you are within grasp of Sydney hotels due to all the work you have done on your niche' words and phrases.

These niche words should be very relevant to your service, one visitor that is extremely relevant is worth possibly hundreds of irrelevant visitors. You need to be very careful of services offering you guaranteed "thousands of genuine visitors per day" as irrelevant traffic may sound impressive but in practice it is almost useless compared to a medium amount of extremely relative traffic. your relevant traffic may result in one sale per 5 visitors where-as you may receive thousands of irrelevant visitors without a single sale.

Also be very sceptical and careful of people who "guarantee" you first page results on Google. Googles algorithm is constantly being tweaked and updated and is not public knowledge so claiming anything for certain with Google results is an outright lie. The best anybody can do is remain up to date with Googles algorithm changes is through experimentation, research and sharing relevant information with other SEO specialist'. Anybody claiming to have the algo secret or a guaranteed system of getting you number one is an outright liar. We can get you extremely good results and most probably first page or even number one but guaranteeing it is just dishonest because things are always changing. The most effective SEO consists of providing what Google and users want, relevant, quality content with quality incoming links. Google guidelines should be adhered to or the site is at risk of penalisation.

Your best way is to research your competition and see what words and phrases that they have used. Also you may use a keyword suggestion tool like Googles pay per click tool or overture.com tool or Wordtracker. These tools will give you several suggestions for words and phrases and give you an estimate of how many people search for these on a search engine per month. Common sense will also be a great help when choosing words and phrases.

Once you have your words and phrases you will need to optimise for them. Most likely the site will already be optimised for these phrases and words as this would have been discussed with you in the early stages of the sites design with us. This

has reduced your task drastically and now its just a matter of optimising via incoming links and link-text. Your site should already be reaping the benefits of the on-site optimisation that was done in the building stage of the site but you may want to take it a step further.

Lets say, for example, that two of your phrases are "manly hotels" and "manly accommodation". What you need to do, and I cannot stress the importance of this enough, is get as many relevant in-coming links as you possibly can and when you have that get some more. an example HTML link would look like this:

```
<a href="www.hotel.com">your link text go's here</a>
```

What you need to do is vary the link text "your link text go's here". vary it for each new incoming link even if only slightly or Google will detect this as manipulation. So you would use "manly hotel - hotelname" (perhaps several times ), "hotelname - manly beach hotel", "manly hotel Sydney - hotelname", "hotelname - manly beach accommodation", "Sydney northern beaches hotel", "hotelname - manly" etc etc.

Now lets say, for example, that you want good listings in Google also for the term "budget hotel manly" Your site will most probably already have these terms on one of the pages as it would have been pre-optimised by us for your most important words and phrases. You may find that at the moment you show up on page 15 of the Google results page because of so much competition. What you need to do to rectify this and get yourself on page one is to include some of the words in incoming link text. You most probably already have the major words like "hotel" and "manly" in link text that you have already done before so you should make sure that, at the very least, the word "budget" is now added to a link somewhere so that it is also in incoming link text. Something perhaps like - affordable budget hotel manly Sydney (this should be the title of your links listings, i.e.. this is the actual link and these are the words you click on to use the link. Your link would either be just a short title with the words only that you click on or, in the case of directories, a title and brief description i.e..

**Affordable budget hotel Manly Sydney** (this is the actual link they click on)

*We offer affordable, hotel accommodation located just a short walk from Manly Beach. Facilities include wireless internet, swimming pool, room service bla bla, this is the brief description that should be relevant and keyword rich.*

Fortunately you wont need to know HTML and you will just be adding your sites title (as above) and a brief, keyword rich description of about one paragraph. By adding these links to directories and other sites you are improving your sites listings on a huge scale. Remember to try and vary them a little from site to site and try to stick to sites and directories that are relevant to your product or service, stay within a theme and dont bother too much with unrelated sites. For example a hotels link appearing in sewing machine web-site is a lot less important to google than it would be if on hotel directory web-site or tourism web-site.

The best place to add your link is to free directories and the best way to find good directories is by looking at what your competition has done. you can type

www.competitions-site.com in Google and check the results and try to put your own site on as many as you can (some you wont be able to as they will be friends sites or other affiliated sites or perhaps even paid listings) but wherever you can you add yours to the free ones. If you run out then move onto a different competitor or type into Google link:www.competitors-site.com, by typing it this way in Google only the important sites will be listed and its the important ones that you want to be on.

This is time consuming work but it will pay dividends in the long run when you are number one on Google and have cornered the market. if you can just do a few per week they will slowly add up and your results will change drastically in the search engines. Fortunately it does not take that many generally but keep going and get as many as possible. You can further your chances by downloading Googles toolbar which shows "pagerank" and only listing your site on sites and directories that have reasonable pagerank ( 2 or above). the Google toolbar is available for most popular web browsers such as firefox, internet explorer etc. The toolbar will show a pagerank value for each page of a web-site that you visit and if you can try and find pages that have a value of two or above to add your site to you will be increasing the sites chances by a huge amount ( the sites with less than two or even zero should still be used though as google still places a large amount of value in them no matter what the pagerank, the toolbar rule should be applied as much as possible though if you are trying to chase the almost impossible keywords and phrases. Its also extremely important to avoid "bad sites" common sense applies here i.e. porn sites, warez sites, gambling sites etc

Any site you can get on you should add your link, ask friends with web-sites to put you on their links page, look for directories in Google by typing words such as "free directory" add url, submit link free, add site etc. Make sure you mention your sites url in blogs and forums and even use it in your signature on sites you are a member of. Quite simply you are putting your web address wherever you possibly can. dmoz.org is a very good directory to be on as far as Google go's but it can be very hard to get listed, best to add your site anyway and if you are lucky you will be listed, make sure you follow the dmoz guidelines in order to have a better chance of being listed, dmoz powers a lot of directories including Googles own directory.

Another important factor to keep in mind is that you should try to stay within a theme as much as possible, for example a hotel would be in tourism related sites and accommodation etc. The more you can keep within a theme and relevancy the better the results you will achieve.

**Your most important keywords should be in your incoming link text at least once or twice** and the link description text should vary from site to site if possible. Google is always looking for patterns and if it sees that your site has shown up on 50 or so sites within a small space of time and that the links are all the same that it is probably not organic and natural and you will possibly be penalised for it. **It is imperative that all your top keywords are found at least once in the incoming link text.** Incoming links occur naturally when you have a good relevant site as people will find your site useful and list it themselves without you needing to ask. Be aware that Google is always looking for deception and manipulation patterns so your links should be added over time and should vary slightly from site to site.

keep in mind though that listing your site on directories is an acceptable practice by Google and that all these incoming links are hopefully providing you with additional traffic via the links themselves. It is actually link trading that google does not like so, even though a few is ok it is best to not to totally rely on reciprocal links. reciprocal links are where you add somebody's link to your links page and in return they put your link on theirs. Try and avoid a situation where Google is going to check your links page and find that every single link is a reciprocal link.

A link page on your site can be a good idea but only ever use one if it is not going to only consist of reciprocal links.

Once you have achieved all you possibly can via links and Google listings ( which in most cases will be more than sufficient) you can get in touch and we can further "tweak" your site for better results if necessary.

Just to recap the important points:

- *Get as many incoming links as you possibly can*
- *try to stay within a theme*
- *vary the link text*
- *do it over time and not all in one week*
- *use Google toolbar to find directories and sites with good pagerank (2 plus)*
- *use your competitions sites for finding directories, sites, keywords, phrases etc*
- *incoming links from .gov and .edu sites are your very best friends*
- *don't try to trick Google in any way*
- *add your link to all types of site. directories, blogs, forums, friends sites etc etc*
- *you can also create a links page and trade links with other sites (you list theirs and they list yours)*

Once you have your site listed properly with good search engine results it will generally be easy to maintain this position as listings will happen naturally from other sites that find your site useful. After some time a web-site builds a certain reputation which helps hold it at a good position in search engines also. "Age" of a site also helps. A good positioned site can receive phenomenal results in search engines to a degree that almost all the sales for business are happening for free through the web-site, this is the point we aim for right from the beginning of your sites design and sales strategy through to its high search engine listings. We will achieve as much of this as possible within the budget you allocate.

Ultimately everything that has been described in this document will happen naturally if you provide "good quality" content. Google basically continuously tweaks its algorithm in order to be able to "rank" web-sites based on hundreds of criteria and that criteria is kept secret. Research and experimentation and sharing of information is the only way to keep on top and nobody whatsoever truly knows the full secret and is lying if they say otherwise. A good quality web-site with good content will naturally attract visitors and the way this happens is by people who visit the site will talk about your site on the net, this may be by discussion forums, blogs etc and they will include your web-sites link and a description etc. The ultimate

incoming link, as far as Google is concerned is from a government or educational web-site. links from .gov and .edu are very important for good rankings with Google.

Directories who are just starting out will also add you naturally so that their own site has relevant content. Good sites will be reviewed by review sites. All this happens naturally and over time provided you are supplying good quality, relevant content. Sometimes, however though, you may need a little kick start to get the natural momentum of things happening and thats what you are doing by adding your links to as many sites as you can. Keep the above in mind when listing your links on other sites and forums, blogs etc and try to keep it as natural looking to Google as you possible can. i.e.. a hundred mentions of your site in a few blogs and nowhere else is not looking exactly natural. Just use common sense as to where you list your site. Once you have achieved the rankings that you were after its not so hard to maintain that position provided your site is attractive to your visitors. Attractive includes cosmetic and good quality content, fresh content is always a good idea as is a fresh look every couple of years to keep up with fashion trends.

Finally, we do not encourage search engine manipulation and strongly advise adhering to Google guidelines, penalties can and do occur for dishonest manipulation practices. Good quality content and good quality in-coming links with well thought out keywords and phrases will always be king.

An effective, well positioned web-site can achieve sales you never thought possible and become your single most effective sales tool. Most people do not understand the sales potential of an effective web-site, the sky really is the limit and its fast becoming a situation where the most successful business is the one with the most successful web-site.

*When all else fails or you have not got the time you may contact us. We have years of experience in search engine optimisation techniques and Googles algorithm and pride ourselves on our results, we are genuine, affordable, effective and ethical. (612) 99976483, (61) 0422915752. [www.blackduckweb.com](http://www.blackduckweb.com) [stevenjohnreagan@yahoo.com.au](mailto:stevenjohnreagan@yahoo.com.au)*

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