

# Web Site Search Engine Optimization



707.765.4632

tim@timfleming.com

timfleming.com

## WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

### **SEO MAKES YOUR SITE VISIBLE TO SEARCH ENGINES:**

- » Using specific “Keywords.” Keywords are the terms your customers are using to find businesses like yours.
- » After researching, the most important keywords are integrated into your website
- » Once notified, search engines use automated software to analyze your site.
- » Many factors go into the weighting system used by Search Engines to rank your web site.
- » Keywords are only one part of Search Engine Optimization. There are many other factors.

### **SEO IMPROVES YOUR SEARCH PAGE RANKING AND IS ENHANCED BY:**

- » The way your site is built (with HTML code). Tim understands this and crafts your site to the most current web standards for SEO.
- » The number and “quality” of sites linking to yours. A link from the New York Times to an article you wrote on your site has higher quality than a link from your friend’s blog about kittens.
- » How frequently your site is updated with relevant content. A blog is an excellent vehicle for frequent updating.
- » The amount of traffic on your site. Busier sites naturally rank higher.
- » How long your site has been in existence
- » Less competition for a particular set of keywords. For example, “Make money online” has a tremendous amount of competition, while “What do anteaters eat?” has a lot less.

## WHAT CAN YOU DO TO HELP YOUR SEO RANKING?

### **INCREASE INBOUND LINKS:**

- » The most important factor of all.
- » Socialize. Facebook, Twitter, YouTube, Flickr and LinkedIn are all ways to get your brand noticed. Make sure your web site address is on each one.
- » Search for blogs and news sites that cover your business type. Offer to be a “Guest Commentator,” or to write a helpful article.

### **UPDATE YOUR SITE FREQUENTLY:**

- » Consider a blog, a “News” page or writing helpful articles. You are an expert in your field. Write reviews of products you are familiar with. Get other blogs to link to you.

### **PUBLICIZE YOUR SITE CONSTANTLY:**

- » On business cards
- » On brochures
- » Word of mouth
- » Facebook and other social networking sites.

# Web Site Search Engine Optimization



707.765.4632  
tim@timfleming.com  
timfleming.com

## WHAT IS INCLUDED IN SEO?

---

### WEBSITE ANALYSIS

- » Is your site structure “Search Engine friendly?”

### KEYWORD RESEARCH

- » Finding the most popular keywords for businesses like yours.

### KEYWORD TARGETING

- » Deciding which keywords to target for greatest success.

### RANKING REPORT

- » Where does your site show up in Search Engine results?

### IMAGE OPTIMIZATION

- » Adding titles, captions and alternate text to improve ranking.

### META TAG CREATION AND OPTIMIZATION

- » Create page descriptions that show up in Search Engine results.

### HTML SITEMAP CREATION

- » Helps Search Engines understand what your site is about.

### GOOGLE XML SITEMAP CREATION AND REGULAR UPDATING

- » Same as above, specifically for Google.

### SETUP AND MONITOR GOOGLE ANALYTICS

- » View site traffic over time. See the effects of advertising and SEO

### ROBOTS.TXT OPTIMIZATION

- » Instructs Search Engines to ignore certain pages, images or links that aren't relevant.

### SPECIAL META TAGS (H1, TITLES...)

- » Builds ranking by incorporating keywords into all pages

### MANUAL SEARCH ENGINE SUBMISSION

- » Submitting site manually to the major Search Engines.

### MANUAL RELEVANT DIRECTORY SUBMISSION

- » Directories are lists of sites in different categories.

### LOCAL/NICHE DIRECTORY SUBMISSION

- » Such as “Google Places.”

### IS IT EXPENSIVE?

- » Not when you consider the potential loss of business
- » Your competitors will outrank you in Google if you do nothing.
- » Guaranteed at least one top 20 Search result placement.