

Web Site Search Engine Optimization



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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.

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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.