

OPTIMIZATION TIPS

PREAMBLE

Getting to the top of the major search engines involves 3 steps

Step 1 – Keyword Research - Identify the keywords you want to rank for

Step 2 – Optimization - Create optimized content for your site

Step 3 – Promotion - Create backlinks to help propel you to the top.

Step 1 – Keyword Research

It isn't the intention of this report to go into detail on how to select the keywords / keyword phrases you should be going after. Feel free to contact us at sales@seo-back-links.com for a copy of that report.

But essentially there are two components in the research – identifying the primary keyword phrases that we are going after and then identifying secondary keywords that help define and support the primary keywords.

So, for the purpose at hand, let's assume you have identified 3 specific keywords phrases you are going after. And we'll use the Golf niche as our example. The primary keyword phrases are: *online tee times, last minute tee times, and golf course discounts.*

We have also identified a number of golf related terms such as: green fees, 18 holes, golf cart, golf balls, tee times, etc.

Step 2 - Optimization

Optimization is the process of creating content around the primary keyword phrases that we are focusing on.

We are doing this to prepare the page in such a way so that we clearly and succinctly tell the search engines what this page is all about. We don't want any ambiguities. We don't want to introduce a half dozen concepts.

We want to tell the search engines that this piece of content is specific and authoritative. We are trying to convey that we know what we are talking about. We are trying to build trust.

The search engines are in business to provide relevant search results to internet users.

They need to feel that the content they display is on topic, precise and offers value for THE SEARCH TERM (i.e. our Primary Keyword Phrase). So if someone does a search for *Online Tee Times* – we want to convince the search engines that our page is HIGHLY relevant and WORTH being presented to the visitor.

If you write content with this concept in mind you stand a MUCH greater chance of getting to the top.

So let's get started

1. Creating Content

For EACH primary keyword phrase we are going to create a web page. One might be our home page, and that's fine. The other two would have to be separate pages on our site. One page for each Primary Keyword Phrase

Let's refer to the content as an article - each of the 3 pages will have an article that focuses on its primary keyword phrase and it will also have references, in the article, to some of the secondary keyword phrases we identified.

And we do this for a reason. If I simply mention the word Golf – some people might think of the sport while others might think of the Volkswagen car

So by using related keyword phrases (in SEO vernacular – Latent Semantic Indexing or LSI) we help Google and the other search engines understand exactly what GOLF we are referring to.

If the article talks about gas mileage and air conditioning and power steering – the search engines will obviously know that the article is about the car.

If the article talks about green fees and Titleist golf balls the search engines will know we are referring to the sport of golf.

Bottom line - write good content that not only mentions the primary keyword phrase you are focusing on but also make sure that the context of the keyword phrase is clearly understood and you can do that but using other topic oriented keyword phrases (your secondary keyword phrases).

It really isn't hard to do. Most normal conversations will do this automatically. If you and I were to simply chat for a minute about the game of golf we would automatically use words and phrases that are germane to the content.

So just write conversationally – for your audience. DO NOT attempt to “keyword stuff” – that is - do not simply repeat your primary keyword phrase over and over again. It’s not necessary and can be construed as spamming.

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So now let’s look at a few specifics (again, this is for each page – each primary keyword phrase) ...

2. There is no hard and fast rule about how long the content should be. But generally try to have a minimum of 300-400 words.

3. Wherever possible use the Primary Keyword Phrase in the URL  
(<http://www.yourdomain.com/online-tee-times.htm>).

4. If you can actually get a domain with one of your primary keyword phrases in it – all the better. [www.onlineteetimes.com](http://www.onlineteetimes.com) would be perfect (it’s taken). **THIS IS HUGE in SEO terms.**

5. Use the Primary Keyword Phrase in the Title Meta Tag - <title>ONLINE TEE TIMES – BOOK YOUR TEE TIMES HERE AND SAVE</title>. You can use about 60 characters. Don’t use any more.

6. Use the Primary Keyword Phrase in the Meta Description tag and start the tag off with the Primary Keyword Phrase - <meta name="description" content="Online Tee Times. Book you next round of golf at [www.onlineteetimes.com](http://www.onlineteetimes.com) and you’ll get preferred tee times and save a bundle on your next round of golf. ">

7. Use the Primary Keyword Phrase in the Meta Keywords tag. Add secondary keyword phrases as well. Only use keywords that appear in your text. The Primary Keyword Phrase should be the first one listed. - <meta name="keywords" content="online tee times, cheap tee times, golf green fees, golf 2 for 1, booking green fees">

8. Add the Primary Keyword Phrase to the content on your page using an <h1> tag.

9. Do not use more than ONE <h1> tag on your page

10. Subtitles should use <h2> or <h3> tags

11. Use your Primary Keyword Phrase at least once in an <h2> tag but don't over do it

12. Make sure your Primary Keyword Phrase is used early in the first sentence

13. Use your Primary Keyword Phrase every 200-300 words

14. Use your other Secondary Keywords in the content

15. Use the Primary Keyword Phrase in the last sentence.

16. Do NOT keyword stuff.

17. Write naturally. Write conversationally.

### **Step 3 – Promotion**

As with the Keyword Research, it isn't the intention of this report to go into detail on how to create backlinks. That's a far more detailed subject.

But understand this concept. Now that we have created what we think is a piece of good authoritative content, the search engines need validation. The fact that other people are prepared to create a link to our material tells the search engines that we are indeed a valuable resource.

And as our validation grows (i.e as our backlinks grow) – as lots of other people start to recommend us – we will move up the ranks towards the top of the search engines.

There are estimates that up to 70% of the formula that propels sites to the top are based on backlinks. Regardless of whether it is as high as 70% or something less it is, without a doubt, a major factor in online success.

The formula is relatively simple:

**Good Content + Backlinks = Good Positioning.**

Now, all search engines would prefer that backlinks be created spontaneously and gratuitously. The reality is that is not the case. People are aggressively going after backlinks. People like your competitors.

So you can hope other people find you and create backlinks on your behalf but in most cases doing nothing will keep you in obscurity.

The reality is that it has become a marketing requirement that you develop an aggressive Link Building campaign else you will be left behind

For more information on creating backlinks, please visit [www.seo-back-links.com](http://www.seo-back-links.com)

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