



## How to Improve Your Website’s SEO & Increase Quality Traffic to Your Site

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## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### Overview

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Ideally, search engine optimization should occur before creating a website. However, many of our clients come to us with pre-existing websites that were built without much thought given to SEO. In such cases, modifications to an existing site that does not appear anywhere in the search engines can be made and result in real improvements. The key is to analyze the website and modify it so that it is easier for the search engines to find. The more search engine friendly you can make your site, the better your chances of appearing in the search engines.

Learning how search engine optimization works and how the major search engines find and rank your website, along with steps you can take to optimize your site to make it easier for the search engines to find, will help your site gain a significant increase in the number of visitors and leads it receives, and help to improve the quality of those leads on an ongoing basis.

This e-book provides an overview of search engine optimization methods you can use to analyze your web site and fine tune it so it is correctly optimized for the right keywords and is easy for the search engines to find.

## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### How Website Search Engine Optimization Works & Which Search Engines Matter Most

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#### Which Search Engines Matter the Most?

There are really just two important search engines: Google and Bing. 97% of all searches in North America are conducted through these two search engines. What about Yahoo!? Yahoo! gets search results from Bing. AOL, Earthlink, and Comcast get their search results from Google.

#### What Does "Optimizing a Web Site" Mean?

To effectively optimize a web site means to structure a web site and create searchable content on each page of the site in such a way that the web pages are optimally positioned in the search engines and your site ranks at the top when someone searches for your business, services, or information. Google and Bing have to serve up relevant information from over a trillion indexed web pages. To do this, they look at essentially two things:

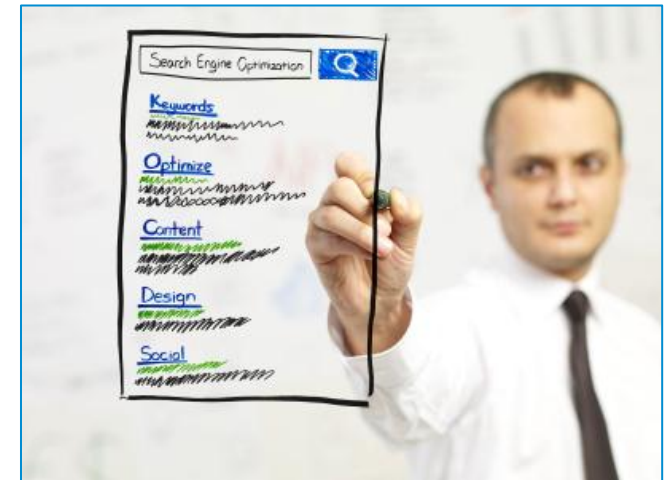
##### 1. Text in the Website

- Where are the keywords on the web page? URLs, title tags, page headings, body text?
- How are the words formatted? Bold text, near the top or bottom of the page?

##### 2. Links pointing to the web site.

- Are the keywords in the links pointing to the site?
- Where do the links to the site come from?

Search engines look at hundreds of criteria and change their rules regularly. However, most of the foundations of good search engine optimization remain constant.





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### Good Quality Design & Ease of Use are Also Important

It's important to realize your web site acts as a window into your company. If it looks unprofessional, is hard to navigate, loads slowly, etc., no amount of SEO is going to help drive customers to your door. Visitors to an amateurish looking website that is not easy to use will click the "Back" button in a split second and potential sales will be lost.

Here's a good experiment to try. Load five of your competitors web sites in five separate tabs in a browser. Next, load your web site in a browser. How does your site compare? Would you buy from your site? If the answer is no, you may need to consider revamping your website along with your search engine optimization.

### Social Media & SEO

Beyond keywords, links to your site, good quality content, and design, social media sharing on networks such as Facebook, LinkedIn, Google+, Twitter, and YouTube impact a website's rank and are also becoming increasingly important.



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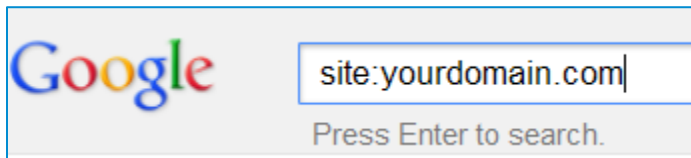
### How to See Which of Your Web Site's Pages are Being Found by the Search Engines

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Monitoring the number of web pages on your site that are indexed by Google and Bing is a good way to ensure your web pages are being found by the search engines.

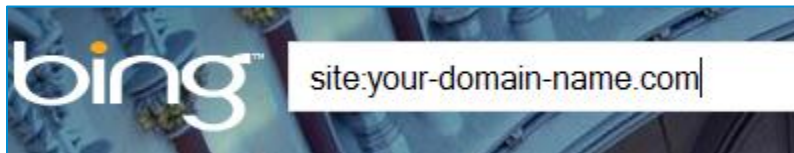
#### Google's Indexed Pages Tool

To view the number of web pages indexed by Google, go to google.com and type in "site:your-domain-name.com", press the search icon, and a list of indexed pages for your site will appear.



#### Bing's Indexed Pages Tool

To see the number of indexed pages in Bing, go to bing.com and type in the same url: "site:your-domain-name.com". The number of indexed pages may vary between Google and Bing.





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### Using these indexing tools is useful for several reasons:

- If your web site has 100 pages but only 5 are indexed, you have an opportunity to identify which pages need to be optimized for the search engines.
- You can view how the title, description tags, and the web pages' urls are appearing in the search engines.
- You can identify gaps in the number of indexed pages. For instance, Google may have 50 of your web site's pages indexed, whereas Bing may only have five.

### What About Yahoo!?

Yahoo! gets its search results from Bing. So, what appears in Bing will appear the same in Yahoo!.

### What if None of Your Web Site's Pages are Indexed?

If none of your site's web pages are being indexed, check your site's robots.txt file. This file, located in the root of your website, tells crawlers which directories can or cannot be crawled. Make sure it's current for your site so that you don't accidentally block Google's and Bing's crawlers.

The problem may also lie elsewhere. Your site's pages may not be "readable". Or, there are so few links to your site's web pages, that the search engines haven't found your site or consider it unimportant. This is where search engine optimization on your site comes into play and can help to increase the number of indexed pages.



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### Keyword Research: Using the Google AdWords Keyword Tool to Identify the Best Keywords

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Keywords are the foundation of search engine optimization. What are keywords? Essentially, keywords connect customers to your web site. These are the words people type into a search engine - such as google.com, bing.com, etc. – when searching for your business, services, products or info.

Conducting a keyword analysis is a crucial component of search engine optimization. The goal is to make sure there is not a disconnect between the keywords on your site's web pages and the keywords your target audience is typing into the search engines.

It's important to conduct keyword research and not just assume you know the keywords your target audience is using. Not analyzing keywords may result in:

- Missing important keyword terms people search for
- Focusing on terms you think are important but really aren't being used

#### How to Conduct a Keyword Analysis

1. Create a list of terms you think your target audience is using
2. Write down the words or phrases you think are important
3. Ask your customers which keywords they think are important or they used to find you
4. Look at competitors' web sites (look at their source code, especially the keywords meta tags)
5. Use the Google AdWords Keyword Tool

Over 80% of all online transactions begin with a keyword search. To compete, you need to target all of the most relevant keywords.



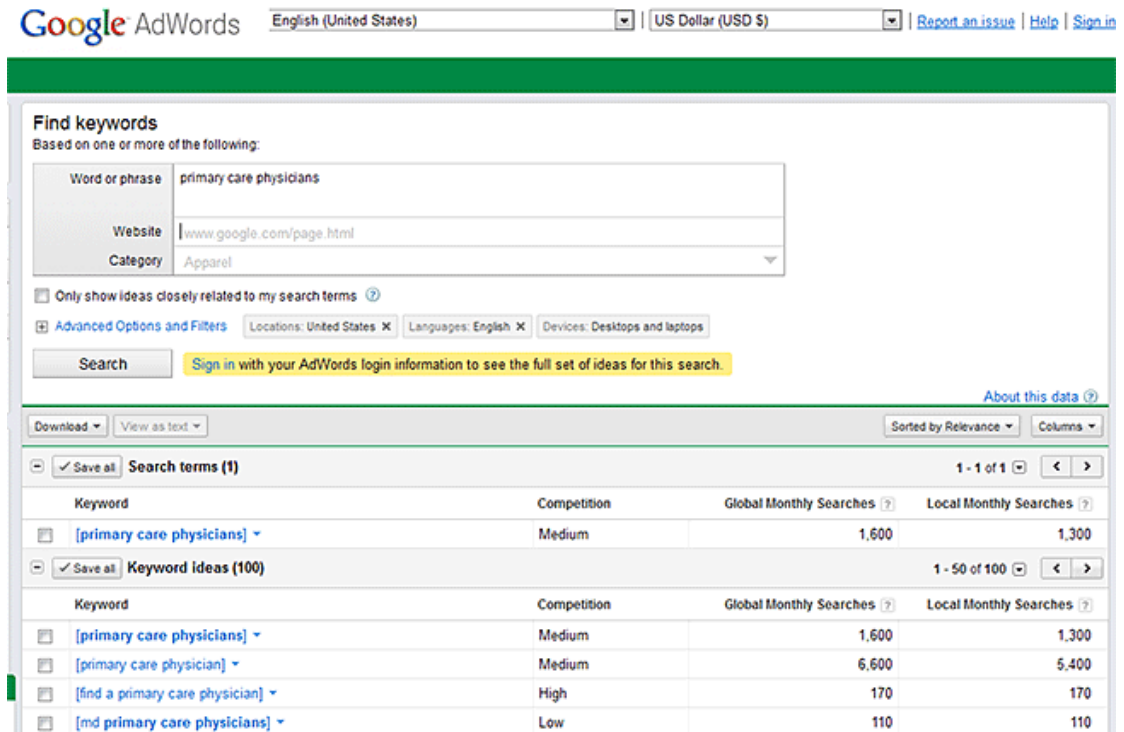
## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### How to Use the Google AdWords Keyword Tool

The Google AdWords Keyword tool is a free keyword analysis tool provided by Google for its AdWords product, which is a pay-per-click (PPC) advertising platform. You can use this keyword tool without creating an AdWords account, however, Google will serve up more detailed information, if you are signed into AdWords when using this tool.

To create a free account, go to <http://www.adwords.com>. Once you are logged in, open the Keyword Tool. If you choose not to login, go to <https://adwords.google.com/o/KeywordTool> to use the tool.

1. Open the tool and enter in a keyword or keyword phrase into the "Find keywords" box. You can also enter in your website or a competitor's to see which keywords are being indexed.
2. Deselect the "Only show ideas closely related to my search terms" box.
3. Under "Locations and languages", keep the "United States" and "English" selected.
4. Under "Advanced Options and Filters", keep "Local Monthly Searches" selected. To only show results that have a certain amount of searches per month, you can select an operator and number. For instance, if you only want to see terms that are searched for 500 times or more per month, enter in the ">=" operator, and add "500" to the text field to the right of the operator.
5. Click on "Search".



The screenshot shows the Google AdWords Keyword Tool interface. At the top, it displays "Google AdWords" with dropdown menus for "English (United States)" and "US Dollar (USD \$)". There are links for "Report an issue", "Help", and "Sign in".

The main section is titled "Find keywords" and includes a form with the following fields:
 

- Word or phrase: primary care physicians
- Website: www.google.com/page.html
- Category: Apparel

 Below the form are checkboxes for "Only show ideas closely related to my search terms" (unchecked) and "Advanced Options and Filters" (checked). The filters show "Locations: United States", "Languages: English", and "Devices: Desktops and laptops". A "Search" button is present, along with a yellow banner that says "Sign in with your AdWords login information to see the full set of ideas for this search."

The results are displayed in two tables. The first table, "Search terms (1)", shows one result:
 

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[primary care physicians]	Medium	1,600	1,300

The second table, "Keyword Ideas (100)", shows four results:
 

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
[primary care physicians]	Medium	1,600	1,300
[primary care physician]	Medium	6,600	5,400
[find a primary care physician]	High	170	170
[md primary care physicians]	Low	110	110





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The search results that will appear are not the number of local searches per month. Rather, these search results relate to Google's PPC program. To see the number of local searches per month, change the checkbox under "Match Types" (in the left column of the Google Adwords Keyword Tool Dashboard) from "Broad" to "[Exact]".

▼ Match Types ?

Broad

[Exact]

"Phrase"

These search results are the number of local searches conducted each month in the United States for the search term you entered in the "Find keywords" box.

You can also include or exclude terms, or use categories.

**Find keywords**

Based on one or more of the following:

Word or phrase	primary care physicians
Website	www.google.com/page.html
Category	Apparel

Categories can be helpful when keywords mean different things depending on the content or category.

These numbers are approximate but will give you an idea of the value and competitiveness of the keywords.



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Click on the “Local Monthly Searches” heading to sort by the number of searches. Select all of the keywords and then deselect the keywords that are not related or unnecessary. Google will save your selections as you move from page to page and work your way through the list.

Once you have your list, you can download the list to a spreadsheet (by clicking on the “Download” dropdown menu and choosing “Selected”. The keywords will have the square brackets around them. This is a Google AdWords thing. You can do a “Find and Replace” to remove them. Do this for a variety of keywords and then merge the keyword lists into a master list in your spreadsheet program (such as Excel or Google Docs).

**There are commercial services that provide better keyword tools for a fee. Several of the most popular include:**

- Wordtracker (<http://wordtracker.com>)
- KeywordSpy (<http://www.keywordspy.com>)
- Keyword Discovery (<http://keyworddiscovery.com>)
- keyCompete (<http://keycompete.com>)

Whichever program you choose, remember, it's very important to spend some time understanding the keywords that are important to you and your target audience before delving into search engine optimization for your web site.



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### How Web Page Content is Seen by the Search Engines

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Search engines have a bias for text. If you are in a competitive field and are up against many other companies online for the same keywords, your web site's pages needs to have keyword-rich text. Images, Flash animation, and PDF files won't cut it.

#### Images, Flash Files, & PDF Files

Images, Flash animation, and PDF files are not easily readable by the search engines and do not help your search engine optimization efforts. They can be very useful elements for humans. However, when trying to get your web site's pages indexed with the search engines, the content that matters most is text. If you want the text to be indexed and rank well, it should not be embedded in images, PDFs or Flash files.

#### Frames, iframes, and Pop-ups

Files within frames, iframes, and pop-ups are indexed as separate files and can end up being orphaned and show-up in search results without the web site's header, navigation, or footer, which can cause confusion and result in missed opportunities and sales. It's best to avoid frames, iframes, and pop-ups and exclude them from the pages you wish to have indexed by the search engines. You can do this by putting these types of files in a directory (such as "popups" and "iframes"), and then adding a rule to your robots.txt file (usually found in the root folder of your website) that tells to search engines to ignore these directories.

Here's an example of what to add to the robots.txt file:

```
User-agent: *
Disallow: /popups/
Disallow: /iframes/
```





## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### It's All About Keywords

The search engines need readable text. But not just any old text. The text on each web page must be properly formatted and focused on keywords.

There are many opportunities to optimize a web page for specific keywords. Here are a few:

- Keywords in heading tags (H1 tags for primary headings, H2 & H3 tags for lower level headings)
- Keywords in the body text (especially within the first paragraph). Don't worry too much about keyword density. Just make sure it sounds normal and you won't have to be too concerned about over doing it.
- Stress the keywords – include them in a bulleted list, bold face and italicize them.
- Use the keywords in the images' alt tags on the page.
- Use keywords in url links to other pages within your site.

Try to use the web page's keyword 15 times on a page. Make sure it flows normally. Don't "stuff" keywords or the search engines may ban your pages.

For example, an image alt tag that looks like this is okay:

```

```

Stuffing a number of keywords into the alt tag, on the other hand, is not okay:

```

```

**When building search engine optimized page content for your web site, remember: it's all about keywords.**

Try to use the web page's main keyword 15 times on a page. Make sure it flows normally. Don't "stuff" keywords or the search engines may ban your pages.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### What to Optimize on a Web Page to Get the Page Found by the Search Engines

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#### Web Page URLs

One of the most important components of a web page, from a SEO perspective, is the page's URL or file name. Putting keywords into the url's name is a powerful way to give the search engines information about the subject of the page. Files can be placed in directories or folders that provide further context for the search engines.

An example of a good url might be...



A bad url might look something like this...

<http://aspireid.com/pr/B938ske/ref=pr1?pr=2293&id=129383>

The bad url contains database queries. Which url do you think is easier for the search engines to read? This is a missed opportunity to optimize your web page. If your site uses bad urls, have your developer create rewrites and rename the urls. Notice the hyphens between words in the url. These help to separate the keywords and Google prefers hyphens to underscores.

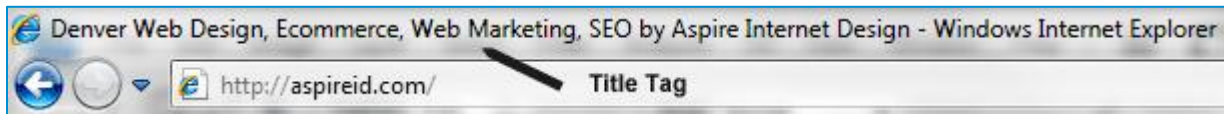
A small fix of the url names on your web site can potentially have a large impact on your site's ranking in the search engines.



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### Title Tags

The title tag is possibly the single most important component in SEO. It is intended to describe the content of the page. It typically appears at the top of a page's HTML code.



The title tag appears in the page's browser bar, the tab for that page, the browser's history list, and will be used as the default bookmark title. The search engines use the title tag to rank the site. They also use it as a link on the search results page. It needs good keywords for the search engines. It also serves as a sales tool.

### Title Tag Tips:

1. Don't use the same title tag on each page of your site. Each page's title tag should describe the page and have the top keywords for that page.
2. Keep it to 60-70 characters, including spaces.
3. Don't start the title tag with your company's name. The words in the title tag are weighted by the search engines. Put your most important keywords first.
4. Capitalize each letter of your title tag. This makes the title easier to read and scan.
5. Throw out words that don't matter and keep the title focused on keywords and the most important words.



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### Meta Tags

Meta tags are stored in a web page and are intended to be read by machines, not people. They should be added to the top of each web page's source code. You can view a web page's source code by opening the page in a browser, right-clicking on the page and selecting "View Source".

- The most important from an SEO perspective is the "description" meta tag.
- The "keywords" tag is being used less and less by the search engines, but it's still a good idea to place your keywords in this tag.
- The robots meta tag can ask search engines to not index a page or follow the links on a page.
- Geo tags are useful if you are focused on specific locations and have a local business.

### Description Meta Tags

The description tag is used to provide text in search results and appears under the title tag.

Google states that it does not give any weight to the description tag, however, testing shows this to be untrue. It does use it to some extent. Bing and Yahoo! seem to ignore the description tags. You'll still want to include keywords in your description tags. If you don't have a description tag, the search engines will grab text from the body of the web page and will try to determine the keywords on its own, which could result in non-relevant information being served up to searchers.

### Tips:

1. Only text that appears in the first 130-155 characters will be displayed.
2. Try to use enough text to take up two lines. Be descriptive. Short descriptions tend to get lost among the other search results.
3. Capitalize each word of the description and important words.
4. Remove meaningless words.
5. Remember, the description tag should be all about the benefits of visiting your site.
6. Make sure to use keywords in the description tag.



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### Keywords Meta Tag

The keywords meta tag isn't very important from a SEO standpoint. It used to be very useful, a decade ago! Still, most experts believe they should be used even if the search engines don't give the tag a lot of weight.

#### Tips:

- Use the keywords meta tag, but don't spend a lot of time on it.
- Keep it under 150 characters.
- Include common misspellings of keywords.
- And, then move on.

### **Keywords Should be Placed in the Heading Tags:**

Your page should include your keywords in the H1 heading tag.

[Home](#) // [Services](#) // [Web Site Design](#)

**WEB SITE DESIGN** ← H1 Tag

Your website is often the first impression a potential customer has of your company or





## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### **Use Keywords in the Page Content:**

Pages should have between 300 and 700 words of descriptive content that contain the keywords specified in the keywords meta tag for the page. These keywords should appear in the first paragraph on the page, and also be those that occur most frequently on the page. The keyword density for a web page should be approximately 4%. So, for every 100 words, the main keyword for the page would be mentioned 4 times.

### **Make Sure Your Web Pages are Clean and Uncluttered with Unnecessary Code**

Uncluttering your web page's code makes it easier for search engines to read them and may help the search engines to index your pages more efficiently. A web page with uncluttered code also makes the pages load faster.

One way to unclutter the code on a web page, is to separate the Javascript and CSS information from the web page and load these elements as external files.

### **Monitor Your Rank**

Give the search engines a few days, then check to see how the page is ranking with its intended keywords.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### How Your Web Site's Navigation Helps with SEO

#### Your Web Site's Main Navigation Links


A web site's navigation needs to be set-up in a way that is easy for the search engines to read, follow, and determine subject matter. Embedding navigation links in images make it virtually impossible for search engines to read. Javascript navigation structures, especially those that call external javascript files, aren't easily read by search engines either. Flash-based menus also are difficult for the search engines to read and they may not find their way through the menus.

It's best to use plain old HTML for your navigation menus. If your site's menus do use javascript or Flash, make sure to add a list of text links to the bottom of each page like this one from ProBlogger's web site.

**PROBLOGGER BLOG TIPS CATEGORIES**

<a href="#">31 Days to Building a Better Blog</a>	<a href="#">Blogging for Dollars</a>	<a href="#">Featured Posts</a>	<a href="#">Pro Blogger Interviews</a>	<a href="#">Search Engine Optimization</a>
<a href="#">Pro Blogging News</a>	<a href="#">AdSense</a>	<a href="#">Blog Design</a>	<a href="#">Blogging Tools and Services</a>	<a href="#">General</a>
<a href="#">ProBlogger Site News</a>	<a href="#">Advertising</a>	<a href="#">Blog Networks</a>	<a href="#">Business Blogging</a>	<a href="#">Miscellaneous Blog Tips</a>
<a href="#">Other Income Streams</a>	<a href="#">Video Posts</a>	<a href="#">Affiliate Programs</a>	<a href="#">Blog News</a>	<a href="#">Case Studies</a>
<a href="#">Chitika eMiniMalls</a>	<a href="#">Reader Questions</a>	<a href="#">Writing Content</a>	<a href="#">Birthday Prize Giveaway</a>	<a href="#">Blog Promotion</a>
	<a href="#">Podcasting</a>	<a href="#">RSS</a>	<a href="#">Yahoo Publishing Network</a>	

<p><b>WHO IS BEHIND PROBLOGGER?</b></p>  <p>My name is Darren Rowse and I'm a full time Blogger making a living from blogs like Digital Photography School and TwiTip -</p>	<p><b>PROBLOGGING RESOURCES</b></p> <ul style="list-style-type: none"> <li>&gt; <a href="#">ProBlogger Work Books</a></li> <li>&gt; <a href="#">Studio Press WordPress Themes</a></li> <li>&gt; <a href="#">Scribe - SEO Made Simple</a></li> </ul>	<p><b>RECOMMENDED MONEY MAKERS</b></p> <ul style="list-style-type: none"> <li>&gt; <a href="#">Chitika eMiniMalls</a></li> <li>&gt; <a href="#">Amazon Associates</a></li> </ul>
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## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### Links Within the Content and Web Page

Links within your site provide navigational structure to a web site. They also let search engines know what the web pages are all about. For this reason, the words in text links are thought to be given a lot of weight by search engines.

When using text links within the content of a web page, don't use "To learn more about choosing the right running shoe for you, [click here](#)". Instead, have it read: "Click here to view more info on [choosing the right running shoes for you](#)." Doing so optimizes the keywords "running shoes" and gives the search engines valuable information about the context of the web page.

Make sure the keywords in the text links ("the right [running shoes](#) for you" in this example) match up with the keywords on the page they are linking to. So, the url, title tag, description tag, main heading, and content on the linked page should also include the keywords: "running shoes".

Also, add numerous text links to a web page that include your keywords to help optimize it fully for the search engines. This can be done in many creative ways. It can be a list of related products in a box titled "You May Also Like". It could be in a list or text block in the footer or sidebar of the web page.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### Using Sitemaps to Increase You Web Site's SEO

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#### HTML & XML Sitemaps

A sitemap provides text links of each page of a website to both humans and search engines. They can be very helpful for search engines to understand what your site is about, especially if your main navigation is embedded in images, uses javascript, or Flash. They are also very helpful for visitors to your site to help them quickly find the information they are seeking.

There are two different types of site maps: xml and html sitemaps. In 2005, Google introduced the xml sitemap. This page serves the search engines and is a list of all of the site's pages.

How do you create a xml sitemap? If your site is built on a WordPress platform, there are several plugins you can use that will create sitemaps for you. If you need to create the sitemap yourself, checkout [xml-sitemaps.com](http://xml-sitemaps.com), a free sitemap generator tool.

There are different types of xml sitemaps you can create, depending on your site and the type of content it contains:

- Basic web pages
- Image sitemaps
- Video sitemaps
- News sitemaps

#### Add the Sitemap Info to Your Robots.txt File

It's a good idea to reference your sitemap in your robots.txt file (typically located in your site's root folder) by adding the following code:

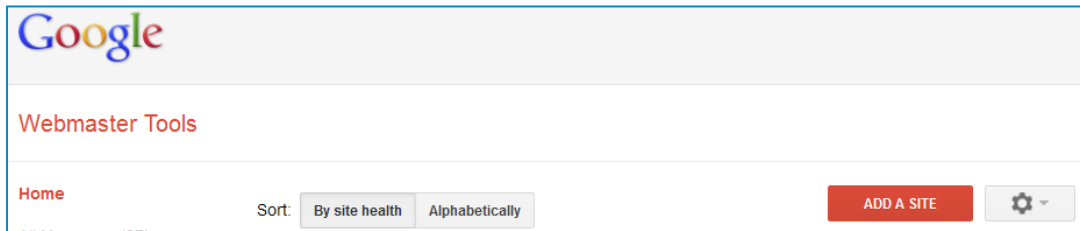
Sitemap: <http://www.yourdomain.com/sitemap.xml>



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### Submit the Sitemap to Google

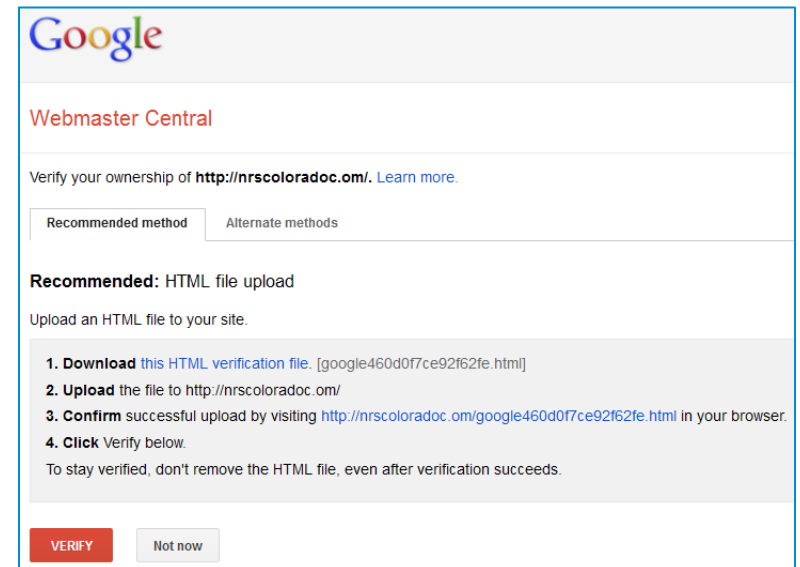
Go to Google Webmaster Central at <http://www.google.com/webmasters>. If you don't have a Google account, create one. If you do, login and click on "Add a site", and enter the URL of your web site.



Google will ask you to verify you are the owner of the site. You can do this by uploading a file Google provides to the root of your site, where your home page resides. Once the site has been uploaded, click on "Verify".

Once verified, click on the website you just added and choose "Sitemaps" > "Submit a Sitemap" button. Enter in the sitemap.xml file name.

It will take a few days to update all of the web site's info. Check back and Google will provide you with all sorts of useful details about your site. You'll be able to see the number of pages Google has indexed, monitor the health of your site by viewing "crawl" stats and errors, blocked URLs, and more.

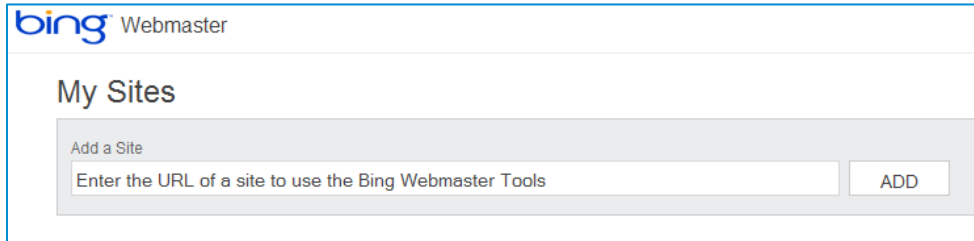




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### Submit the Sitemap to Bing

To submit your website's sitemap to Bing, go to <http://www.bing.com/toolbox/webmaster/>. Create a free account and login. Add your site's url to the "Add a Site" box and click on "Add".

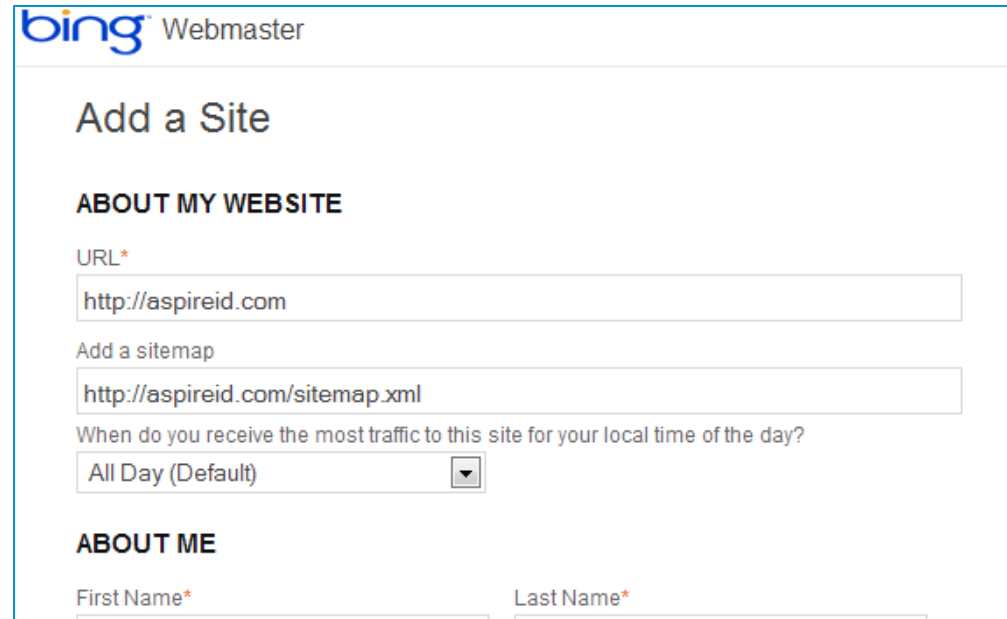


The screenshot shows the 'My Sites' section of the Bing Webmaster interface. It features a header with the 'bing Webmaster' logo. Below the header is a section titled 'My Sites'. Inside this section, there is a sub-section 'Add a Site' which contains a text input field with the placeholder text 'Enter the URL of a site to use the Bing Webmaster Tools' and an 'ADD' button.

Enter in the "About My Website" info, including the sitemap's url, the "About Me" details, and "Contact Preference" info.

Click on "Save". You will need to verify you are the owner of the site again by adding a meta tag to your home page's source code. Once you have added this code, click on "Verify". Just like Google, Bing will provide you with useful tools, such as the number of indexed pages, inbound links, an SEO Analyzer and SEO Reports, and more.

Adding a sitemap to your website and submitting it to Google and Bing is a great way to ensure your site's pages are being indexed and found.



The screenshot shows the 'Add a Site' form in the Bing Webmaster interface. It has a header with the 'bing Webmaster' logo and a main title 'Add a Site'. The form is divided into two main sections: 'ABOUT MY WEBSITE' and 'ABOUT ME'. Under 'ABOUT MY WEBSITE', there is a 'URL\*' field with the value 'http://aspireid.com', an 'Add a sitemap' field with the value 'http://aspireid.com/sitemap.xml', and a dropdown menu for 'When do you receive the most traffic to this site for your local time of the day?' with 'All Day (Default)' selected. Under 'ABOUT ME', there are input fields for 'First Name\*' and 'Last Name\*'. The form also includes an 'ADD' button.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### How to Increase Your Site's Inbound Links

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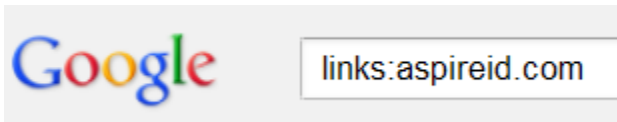
Links to your site from outside your web site help search engines determine the context of your web site and web pages, and the popularity or relevance of your site. The more links to your site's pages, the better. However, the quality of the links is key. Links from a highly trafficked, high ranking site will carry more weight than links from a site with little traffic and a poor ranking in the search engines.

So you need links. And, the more competitive your field, the more incoming links are needed.

#### How to Determine the Number of Links to Your Site

Google and Yahoo! both have link tools, however, they do not list all of the links to your site.

To use Google's free link tool, go to google.com and type in "links:domain.com" in the search bar.



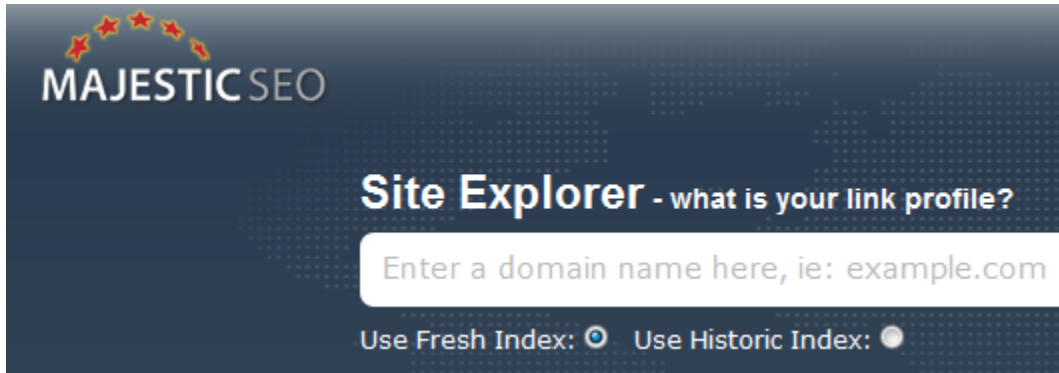
To use Yahoo!'s free link tool, go to Yahoo.com and type in "links:domain.com" in the search bar.



To see all links and the top back links, you will need a link tool, such as Majestic SEO's (<http://majesticseo.com>).



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site



This is a subscription-based site, however, you can register and use the basic tools, which provide a lot of powerful information for free.

### How Do You Create Links to Your Site?

Here are a few suggestions to build up the number of incoming links to your site:

- Ask Friends, Family, and Employees to Link to Your Site
- Send Out Press Releases & Articles with Keyword-rich Links
- Ask Suppliers, Vendors, and Partners to Link to Your Site
- Post Links on Industry Association Sites
- List Your Site in Online Directories
- Respond to Comments on Highly Trafficked Blogs with Links Back to Your Site





## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

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### How to Utilize Local Search

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Optimizing your web site for local search is a key component in getting your site to appear in the search results within the cities and towns where you conduct the majority of your business. In order for your site to appear, you need to let the search engines know where your business is located and the area you serve. There are several ways to do this:

#### **Adding the Geo Meta Tag**

Using the geo meta tag in each web page's source code may help. Google says it doesn't use this tag, however, Bing does.

Search for geo tag generators, or go to <http://www.geo-tag.de/generator/en.html> and type in your business' address. Generate the code, copy it, and paste it in the source code with the other meta tags.

#### **Add Your Company's Location Info to each Web Page**

Add your business' address (city, state, and zip code) in the footer or header on each web page, if possible.

#### **Create a Contact Us Page for each Location**

Create a "Contact Us" page for each of your company's locations and optimize each page for that location. Place the address in the title tag, H1 tag, url, and within the body's content on the page.

#### **List the City You Serve within the Text on a Web Page**

For example, if you have a heating and air conditioning company in Denver. You might add the following text (as a H2 or H3 tag) to the bottom of the page's copy...

To schedule a heating maintenance appointment, please [contact the heating professionals](#) at Indoor Air Quality, Inc. in Denver, Colorado Today.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### **Stay Away from Listing Each and Every City and County You Serve**

The search engines give weights to keywords. If you list each city on a web page, the search engines view these as keywords, and your main keywords may end up being diluted.

### **Instead, Create a Web Page for Each Major Location or City You Serve**

For example, if you have a business in Denver, Colorado, you might create a page focused on Arvada, Lakewood, Broomfield, Aurora, etc. Make sure the content on each of these web pages is unique and not copied and pasted from one page to the next.

### **Set-up Your Business on Google Places**

Setting up your business in Google Places is easy and free.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### How to Create a Google Places Account

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Google Places has become the phone book of the Internet. According to Google, 97% of consumers search for local businesses online. Getting your business registered and verified with Google Places is essential to being found in the search engines.

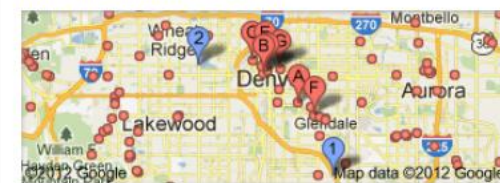
#### How to Set-up a Google Places Page (create a Google Places page for each location):

1. Go to [google.com/places](http://google.com/places).
2. If you already have a Google Account, sign in with your email and password. You can also use an AdWords login address and password, if you have one. If you don't have a Google Account, click Sign up for an account now, or go straight to the sign-up page.
3. On Google Places homepage, click Add new business.
4. On the "Find your business" tab, search for your business by phone number to see if Google already has information about your business.
  - Select the country of your business location from the drop-down.
  - Enter the phone number of your business listing.
  - Click Find business information.
5. Review the search results, if any, to see if one of them describes your business.
  - If none of the results are related to your business, you will be prompted to add business information on the Edit Details page.

#### dentists in denver

<p><b>Comfort Dental</b>  <a href="http://www.comfordental.com/">www.comfordental.com/</a>                      Score: <b>10</b> / 30 - 28 Google reviews</p>	<p><b>A</b> 201 University Blvd                      Denver                      (303) 321-2233</p>
<p><b>Metropolitan Dental Care</b>  <a href="http://www.metrodentalcare.com/">www.metrodentalcare.com/</a>                      Google+ page</p>	<p><b>B</b> 1400 Glenarm Pl # 200                      Denver                      (303) 534-2626</p>
<p><b>Dental Elements</b>  <a href="http://www.dentalelements.com/">www.dentalelements.com/</a>                      Score: <b>28</b> / 30 - 79 Google reviews</p>	<p><b>C</b> 1781 15th Street                      Denver                      (303) 309-4093</p>
<p><b>Barotz Dental</b>  <a href="http://www.denverdentist.com/">www.denverdentist.com/</a>                      Score: <b>27</b> / 30 - 93 Google reviews</p>	<p><b>D</b> 303 16th St                      Denver                      (303) 595-4994</p>
<p><b>Bright Now! Dental</b>  <a href="http://www.brightnow.com/">www.brightnow.com/</a>                      Score: <b>15</b> / 30 - 14 Google reviews</p>	<p><b>E</b> 1955 Arapahoe Street                      Denver                      (303) 296-0888</p>

#### Map for dentists in denver





## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

- If none of the results is your business, click Add a new listing. You'll be prompted to add more information on the next page.

### 6. Fill out the basic information about your business. This includes:

- Company / Organization:

This is the official / registered name of your business.

- Address:

Add the street address, suite number, city, state, and zip.

- Phone Number:

Make sure to include the area code.

- Website:

Your website URL can be up to 255 characters.

- Description:

Try to make the description engaging and include a description of your business, the solutions you provide, etc. Add targeted keywords to the description.

- Categories:

These should be keyword-focused. Try to use the standard (pre-existing categories suggested by Google) rather than creating custom categories. You can add up to 5 categories that best describe your business.

- Hours of Operation



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

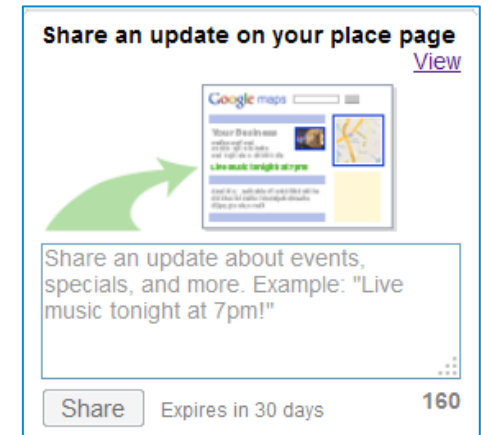
- Payment Options
- Photos:  
You can post up to 10 photos.
- Videos:  
Upload the video to YouTube and copy and paste the URL to your Places listing. You can add up to 5 videos to your listing.
- Additional Details:  
This is great opportunity to enter in your top keywords, brands, products, services, etc.
- Share an Update on Your Place Page:  
You can add an update about events, specials, and more. Example, "Live music tonight at 7pm". The update will stay on your Google Places listing for 30 days, if you do not remove it manually.

7. Preview the listing and click on "Submit".

8. Verify Your Google Places Listing.

In order to have a listing on Google Places, your business does need to have a physical location. You will need to verify your business with Google Places. Verification lets Google know that your business is real and that Google needs to start displaying it in the search results. You should use a business email account and, if possible, an email account that matches your business' website domain. Google has three options to help you verify that your business exists.

- Verification by Phone
- Verification by SMS





## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

- Verification by Mail

You will be able to see your local business listing live on Google by signing into your Google Places account and clicking "See your listing on Google". This link will take you to your actual Place Page, as seen by users.

### Encourage Your Customers to Add Reviews to Your Google Places Page

Reviews will set your listing apart and help increase your ranking in the search engines. Ask customers to post reviews on Yelp!, CitySearch, and similar review sites to help boost your Google Place's ranking even further. It's best to get a steady stream of reviews, rather than having a bunch appear all at once.

#### [Dental Elements](#)

[www.dentalelements.com/](http://www.dentalelements.com/)

Score: **28** / 30 - 79 Google reviews



1781 15th Street  
Denver  
(303) 309-4093

### Monitor Your Google Places Page Analytics

You can review statistics by going to your Google Places Dashboard. Here you will find activity info, impressions, actions taken by users, top search queries, and where driving directions request are coming from.



## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### Conclusion

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Following the steps outlined in this e-book can greatly improve your website's search engine ranking and the traffic coming to your site. Many companies who have implemented these techniques have reported tremendous results.

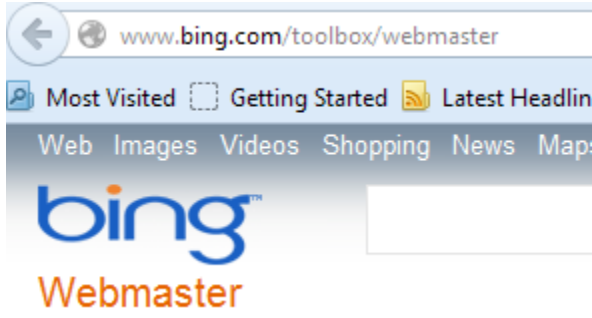
### Additional Resources

For more information on improving your website's SEO, both Google and Bing have resourceful forums.

#### [Webmaster Tools - Google](#)

[www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/)

**Google Webmaster Tools** provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start ...





## How to Improve Your Website's SEO & Increase Quality Traffic to Your Site

### About the Author

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Aspire Internet Design is a Web design and Web marketing firm based in Denver, Colorado. Since 2002, we have helped hundreds of small businesses succeed through the development of goal-driven online marketing strategies that enable them to engage and build relationships with new and existing customers, promote brand awareness, and meet their business objectives.

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Facebook: [facebook.com/AspireInternetDesign](https://facebook.com/AspireInternetDesign)

LinkedIn: [linkedin.com/in/aspireid](https://linkedin.com/in/aspireid)

YouTube: [youtube.com/user/aspireinternetdesign](https://youtube.com/user/aspireinternetdesign)

Email: [info@aspireid.com](mailto:info@aspireid.com)