

Day 12: SEO Basics

What is SEO?

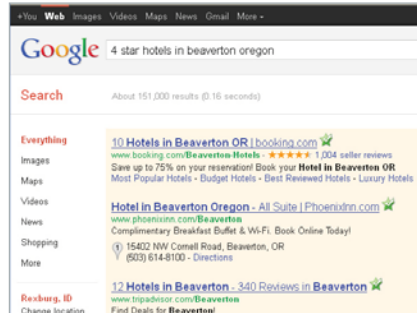
SEO is an acronym for **Search Engine Optimization**. SEO is a series of processes to improve website visibility on search engines such as Google, Yahoo and Bing. Using your keywords and website content SEO works with the search engines to rank your website in the search results.

Why Search Engine Optimization?

The main reason for SEO is you want your website to be found. To increase your web traffic and potentially increase your sales from that web traffic you must optimize your website for the search engines. In this modern age of technology more and more people are shopping and searching for services online. SEO is a very cost effective way to "advertise" your business.

According to the Georgia Institute of Technology; "75% of website searchers never look further than page one." Your website needs to be in the top 10 for the best results.

With the EZ-NetTools website account online software you can complete and maintain your own SEO. This makes it easy for you to adjust certain areas of your website anytime to keep a top ranking.



Keyword Analysis

Keyword Analysis is a process where you or an SEO Specialist researches keywords or keyword phrases, to see if they are applicable to the website. You will also check to see if those keywords and keyword phrases have been recently searched for and how many times they've

been searched for.

Start with a basic list of keywords. What would you search for to find your website online?

You will now need to analyze those keywords for popularity and competition. Google offers a free Keyword Tool that can help you determine which keywords are best to use for your website pages. By following their professional suggestions you will be able to determine a short list (5-10) of the best keywords to use for your search engine optimization.



Over 80% of website traffic comes from Search Engines!

~Georgia Tech/GVU Users Survey

SEO Terms

Keyword(s) – This is the word or words that someone will use to find information online through an online search.

Hotels

Keyword Phrase – This is a more specific set of words that someone will use to find information online through an online search.

4 Star Hotels

Long Tail Keyword – This is a type of keyword phrase that contains more than 3 to 5 keywords for a more refined and specific search.

4 Star Hotels in Beaverton Oregon

Keyword Density – This is the percentage of times a keyword or keyword phrase appears on a webpage compared to the total number of words on the page.

Welcome to the **Beaverton Inn**. We are one of the oldest **hotels** in **Beaverton, Oregon**. Our **hotel** staff was voted the best in western **Oregon**...

Keyword Proximity – This is how close your keywords and keyword phrases are to each other on your webpage.

Essential SEO Elements

Onsite SEO Elements are how you use your keywords on your pages. Putting keywords in your page titles and within the text on your pages are good examples of Onsite SEO Elements.

Offsite SEO Elements are things that the search engines look at outside of your website to determine your popularity and recognition within your business. One way the search engines determine this is to look at your Backlinks. These are links to your website from other websites. Another thing that the search engines look at is your Social Networking links from your Facebook, Twitter, YouTube, and blog accounts to your website. There are other social networking sites the your site could be linked from as well.

Prioritized SEO Elements

There are several important elements of SEO, however there are things that you can do that will affect your visibility more than others. The most important elements are making sure you have properly placed your keywords within your page titles and text and that you have plenty of links from outside of your website as well as within your website pages.

Top 10 Optimization Report

EZ-NetTools offers a Top 10 Optimization Report to help you with your SEO. The Top 10 Optimization Report demystifies Google's ranking algorithm and tells you in easy-to-understand words how to optimize and prepare your website specifically for better results in Google. This printed report is a custom analysis of your web page versus the top competitors for the keyword you specify.

This 50 page report analyzes the specified web page relative to a keyword from the perspective of the major search engines. Your web page is compared against those web pages that are the highest ranked pages for that keyword. You will be able to clearly see the strengths and weaknesses of your web page compared to your competition. With this information you will be able to adjust your SEO on your website for better rankings on the search engines

To order the Top Ten Optimization Report you can visit the Search Engine Optimization section on our website www.eznettools.com or call us at 800-627-4780

Onsite SEO Elements

Meta Tags

Title Tags

Text on your page

Offsite SEO Elements

Other Websites linking to you

Current popularity

Social Networking links like facebook and twitter, YouTube

Blog links such as WordPress and Blogger.

