



# UNIT-8

## Search Engine Optimization (SEO)

### Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Get started with search engine optimization

## Unit 8

# Search Engine Optimization (SEO)

## What is SEO?

No matter how popular your company is, or how unique your name is, people still have to be able to find you online. Search Engine Optimization (SEO) needs to be one of the tools you use in order to help you gain and maintain a digital reach that is both broad and deep. When you optimize your web pages, social media sites, blog, and wherever else you have an online presence, SEO helps you to get as close as you can to the top of search results – preferably to the top of the first page.

In order to get to the top of a search page, you need to select search terms and keywords that people look for, and then optimize your content to make it easy to find, or “search friendly.”

Your best SEO results come from having great content on your sites. This will also help you attract people who are interested in what you have to offer; the **qualified prospect**. Throughout our conversations about SEO, it’s important to remember that nothing is effective unless you offer good, strong content. Unless you appeal to visitors to your site, they don’t become qualified prospects and convert to customers.

## Understanding Search

When it comes to getting found on the Internet, there are plenty of different tools that get used. We’re fortunate that a shared language has developed around them.

### Spiders, Crawlers, Bots (or Robots)

These are automated processes that search engines use to visit all your sites and index what they find there.

### Natural and Organic Searches

These are the lists of unpaid advertising sites that are generated after you do a keyword search. They are the result of the search engine’s algorithm (a set of mathematical rules). They are different than a non-organic result (which may include paid advertising). In the example below, we searched for “how to paint furniture” and we got about 115,000,000 results. They are all natural or organic, because there are no paid ads on the page.


how to paint furniture

About 117,000,000 results (0.19 seconds)

**How To Paint Furniture - Young House Love**  
[www.younghouselove.com/2009/02/how-to-paint-furniture/](http://www.younghouselove.com/2009/02/how-to-paint-furniture/)  
 10 Feb 2009 - Do you have an old table, chair, or dresser that you're dying to paint? Well wait no more, here's the play by play

**How to Paint Wooden Furniture**  
[www.theinagirl.com/2009/03/how-to-paint-wooden-furniture/](http://www.theinagirl.com/2009/03/how-to-paint-wooden-furniture/)  
 6 Mar 2009 - If you sanded down to the wood, you've been careful to do thin coats of paint, and your piece of furniture is made of nice wood, you should still ...

Kerik's Collage: **How to paint furniture (the short and way)**  
[kerikscottage.typepad.com/.../how-to-custom-paint-furniture-the-short-...](http://kerikscottage.typepad.com/.../how-to-custom-paint-furniture-the-short-...)  
 6 May 2009 - For years, I had an antique furniture painting business and painted hundreds of pieces of furniture. I spent a lot of time figuring out an easier ...

**Paint Furniture - How To Paint Furniture Video**  
  
[www.youtube.com/watch?v=How-to-Paint-Furniture-hls](http://www.youtube.com/watch?v=How-to-Paint-Furniture-hls)  
 16 Sep 2008  
 Is your favorite table in need of some sprucing up? A fresh coat of paint can renew an older piece of furniture

More videos for how to paint furniture »

**DIY On the Cheap: How To Paint Furniture: A Beginner's Guide**  
[www.houzz.com/ideas/wood-painting/](http://www.houzz.com/ideas/wood-painting/) - Thanks to actual forest fires, homeowners can

**Paid Searches**

If we search for something more specific, like “Benjamin Moore Paint,” the results show a paid ad first (with a very pale yellow background) and even a map with the nearest location, before the natural leads follow:

Google benjamin moore paint

Search About 6,013,000 results (0.25 seconds)

Web

Images

Maps

Videos

News

More

Ad related to benjamin moore paint Why this ad?

**Benjamin Moore Paint | benjaminmoore.com**  
[www.benjaminmoore.com/](http://www.benjaminmoore.com/)  
 Find a Great Selection of Designer Paints and Get Inspired Today!

Store Locator For Architects & Designers  
 Colour Gallery For Contractors  
 Design Your Own Room For Your Home

**Benjamin Moore & Co.**  
[www.benjaminmoore.com/](http://www.benjaminmoore.com/) - United States  
 Discover Benjamin Moore's wide line of designer interior paints, primers and wood stains. Browse paint color palettes and color samplers for design inspiration.


**Kans of any colour ltd**  
 Learn more about KANS OF ANY COLOUR LTD in EDMONTON ...

**Benjamin Moore Paints**  
 Give your home a fresh, new look with high-quality paint from ...

**Benjamin Moore Store Locator**  
 At Benjamin Moore, our paint stores in Canada offer high ...

**Edmonton west decorating**  
 Learn more about EDMONTON WEST DECORATING in ...

Map for benjamin moore paint



If you want to test how your site ranks by using different search terms, you can use a free trial at WebPosition.com or an inexpensive tool like ZoomRank.com. If you are working with a professional marketing company, they can and should be testing your site rankings.

### How It Works

Search engines use tools like spiders, crawlers, or bots to trawl the Internet for new information. They are working all the time! Remember, though, that they may work on a different schedule than you do, so you need to prompt them to come look at what is new on your site by sending them a message.

You can update a search engine like Google, Bing, or Yahoo by using their webmaster tools and submitting the URL of the new or updated page. You have to submit to each search engine separately, and they don't like it if you are sending them all the same link.

Instead, you can choose to update one site and wait for the spiders from the other sites to find your new content, or you can stagger things. For example, you could send one site the updates for your hub site, another your blog updates, and the third an update to your social networking page. As you can already tell, this could get to be a big job, so you might find this easier if you use something called **pinging**.

**Pinging** is a process where you can advise the search engines that a change has been made. You can start pinging with a third-party service, or you can set up your website, blog, and so on to do it automatically. For example, large blogging sites such as WordPress, Blogger, or TypePad have pinging built in to their service already. For other sites, you simply have to submit the URL of the page you updated, the name of the page or title of your article or information, and then click Submit. The service you are using will respond by broadcasting a message that your URL has been updated.

## The Search Engines

Once you get started with SEO, you will probably start getting sales e-mails from companies that want you to pay them a prince's ransom to get your site submitted to hundreds or even thousands of search engines. In reality, though, if you get ranked on the top sites, you will be captured in about 94% of all searches. (As of June 2012, 82.63% of global Internet searches were done using Google, followed by Yahoo at 6.84%, and then Bing at 4.46%. Source: (<http://marketshare.hitslink.com/search-engine-market-share.aspx?qprid=4> )

When you enter a search term, the search engine tries to offer you specialized results based on your past searches and what it gauges as your preferences. If you do a lot of research about fast cars, for example, that history also contributes to your results. Are you a researcher? If so, you'll see recent search topics in your results, too.

Let's look at how the three top search engines responded to a query for "marketing online."

## Bing

The screenshot shows a Bing search results page for the query "marketing online". At the top, there are navigation links for "WEB", "IMAGES", "VIDEOS", "SHOPPING", "NEWS", and "MORE". The search bar contains the text "marketing online" and a magnifying glass icon. Below the search bar, it indicates "683,000,000 RESULTS".

The results are organized into several sections:

- Ads:**
  - Build an Online Business:** www.valusion.com. All You Need To Build Your Start-Up and Win Big. Get Free Trial Now!
  - Marketing Your Site?:** Google.com/adwords. Get Qualified Visitors To Your Site. Place Your Ad On Google Today!
  - Marketing Online:** www.daphnawebmarketing.com. Instant results and free report just for visiting our site.
  - Marketing Magazine:** www.marketingmag.ca. Offers a Canadian source of news and articles on marketing, advertising and media.
- Internet marketing - Wikipedia:** The free encyclopedia. en.wikipedia.org/wiki/Internet\_marketing. Types of Internet: ... Business models, Advantages and ... Security concerns. Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or services.
- Online Marketing Articles, Tips, & Expert Advice | Entrepreneur.com:** www.entrepreneur.com/marketing/online/marketing/index.html. Online Marketing is growing rapidly and getting your business out there is important! Our Online Marketing center will show you how to market your business...
- News about marketing online:** bing.com/news.
  - Now learn more about Online Marketing, Video, Case Studies and Content:** Focus provides an integrated suite that combines social marketing, search marketing, email newsletters and predictive analytics. That depends upon whether you... *Consensus - last updated: Nov 11 54 minutes ago*
  - How Online Marketing Can Fuel Offline Growth and...** Mashable - 21 hours ago
  - Francis Pickworth: Social Media is Invaluable for Online Marketers** 24-7 Press Release - 10 hours ago

At the bottom left, there is a section for "Related searches for marketing online":

- Free Online Marketing
- Online Marketing Courses
- Online Marketing Canada
- Online Marketing Toronto
- Online Marketing Calgary
- Online Marketing Strategy

On the right side of the page, there is a "RELATED SEARCHES" section with the following items:

- Affiliate Marketing Pack
- Free Email Marketing
- \$39.95 Video Spokesperson
- \$29.95 For Top 3 Results
- 25% Off SEO Sale
- Want Passive Income?

# Yahoo

Hi Guest | Sign In | Help | [View Yahoo! your homepage](#) | Mail

Web Images Video Local Shopping News More **marketing online**

**YAHOO!** Search Options

Safe Search - On

219,000,000 results for marketing online

Show All

Entrepreneur.com

Wikipedia

**Also try:** internet marketing online advertising, more...

**Free Bulk Email Marketing**  
Easily Create, Send & Track Bulk Email Marketing Dlists. Try it Free  
[www.GraphicMail.com](http://www.GraphicMail.com)

**Marketing Degree Classes**  
Take Marketing Courses & Earn Marketing Degree 100% Online. Get Info!  
[FloridaTechOnline.com/Marketing](http://FloridaTechOnline.com/Marketing)

**Marketing Degree Online**  
Earn Your Marketing Degree 100% Online. Request Info Today!  
[BakerCollegeOnline.com](http://BakerCollegeOnline.com)

**Real Internet Marketing**  
New programs that will get your small business growing fast.  
[JuicyResults.com/WebusedPackages](http://JuicyResults.com/WebusedPackages)

**Online Marketing Articles, Tips, & Expert Advice**  
Online Marketing is growing rapidly and getting your business out there is important. Our Online Marketing center will show you how to market your business...  
[www.entrepreneur.com/marketing/onlinemarketing/index.html](http://www.entrepreneur.com/marketing/onlinemarketing/index.html) - Cached

<a href="#">Franchise 500</a>	<a href="#">Franchise 500</a>
<a href="#">Franchise 1000</a>	<a href="#">Franchise 1000</a>
<a href="#">Home-Based Business</a>	<a href="#">Starting a Business Home</a>
<a href="#">Business Financing</a>	<a href="#">Lombax.com</a>

[More results from entrepreneur.com »](#)

**Internet marketing - Wikipedia, the free encyclopedia**  
[Types of Internet...](#) | [Business models](#) | [Advantages and...](#) | [Security concerns](#)  
Internet marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing (generally promotion) of products or...  
[en.wikipedia.org/wiki/Internet\\_marketing](http://en.wikipedia.org/wiki/Internet_marketing) - Cached

**Online Marketing Blog**  
Grow your business with TopRank Online Marketing tips, articles, interviews & how to's on social media, search engine optimization & content marketing.  
[www.toprankblog.com](http://www.toprankblog.com) - Cached

**Online Marketing Services for Website Promotion Network**  
With nsMarketing, together we can develop online marketing programs that are right for your business and budget. We focus on generating leads and opportunities for...  
[www.networksolutions.com/online-marketing](http://www.networksolutions.com/online-marketing) - Cached

**Online Marketing | Online Marketing Services | Marketing Firm**  
Page1 Online Marketing has over 9 years of proven methods to organically place your most searched keywords on the first page of Google and other search engines.  
[www.page1onlinemarketing.com](http://www.page1onlinemarketing.com) - Cached

**Free Email Marketing**  
Try email Brain for Social email Marketing, Newsletters, Sales, Time  
[www.EmailBrain.com](http://www.EmailBrain.com)

**1,000,000 Email Ads \$98**  
Great Results, 95% Repeat Order! High Sale, 70% of Retail Price!  
[www.TargetedEmailAds.com](http://www.TargetedEmailAds.com)

**Advertise your business**  
Become more visible online  
Promote your business with Google  
[www.Google.com/AdWords](http://www.Google.com/AdWords)

**Marketing Online**  
Online Degree Learning Outcomes  
**Internet Marketing at Full Sail**  
[www.FullSail.edu](http://www.FullSail.edu)

**Marketing Courses**  
Save Money And Time With Marketing Courses In Your Area. Get Info Now!  
[Colleges.Canada-Schools.com](http://Colleges.Canada-Schools.com)

**Online Marketing Training**  
Sector Future With A Degree In Online Marketing. Get Info  
[CanadaUniversities.ca](http://CanadaUniversities.ca)

[See your message here](#)

## Google

The screenshot shows a Google search for "marketing online". The search bar contains the text "marketing online" and a search button. Below the search bar, it says "About 101,000,000 results (0.78 seconds)". On the left side, there is a navigation menu with options: Web, Images, Maps, Videos, News, Shopping, Books, and More. Below the menu is a "Show search tools" link. The main search results are displayed in a grid. The first column contains several organic search results, including "Marketing Magazine", "Online Marketing Articles, Tips & Expert Advice | Entrepreneur.com", "Internet marketing - Wikipedia, the free encyclopedia", "Online Marketing Blog", "Marketing Online", and "Official Site of Guerrilla Marketing". The second column contains several advertisements, including "Online Marketing Tools | Floqua.com", "Expert Internet Marketing | TechWyse.com", "B2B Online Marketing | Bizjournals.com", "Marketing Magazine", "Online Marketing Articles, Tips & Expert Advice | Entrepreneur.com", "Internet marketing - Wikipedia, the free encyclopedia", "Online Marketing Blog", "Marketing Online", and "Official Site of Guerrilla Marketing". The third column contains several advertisements, including "Advertising on the Internet", "Top Pay Per Click Agency", "Online Marketing for SME", "Starting A Business?", "Anche Site Catalyst", "Marketing for your brand", "Free Email Marketing", and "Internet Marketing".

## Alternative Search

Portals, directories, resources, multimedia, and social networking sites all offer search functions, and your consumers are using them. We use search functions on sites like eBay, Kijiji, Squidoo, Amazon, and others to look for almost any kind of product. According to researchers at Comscore (<http://www.comscore.com>), we used all of them more in 2011 than we did in 2010, and the reliance on these alternative sources is growing.

Although these searches may not be what we would think when we think of search engines, people are using them, so you must be monitoring them, too. What does this mean for you as a company embarking on Internet marketing? You must be found by people who may not even know they are looking for you.



us that longer search queries tend to lead to more conversions (sales), possibly because the searcher already knows exactly what they want.

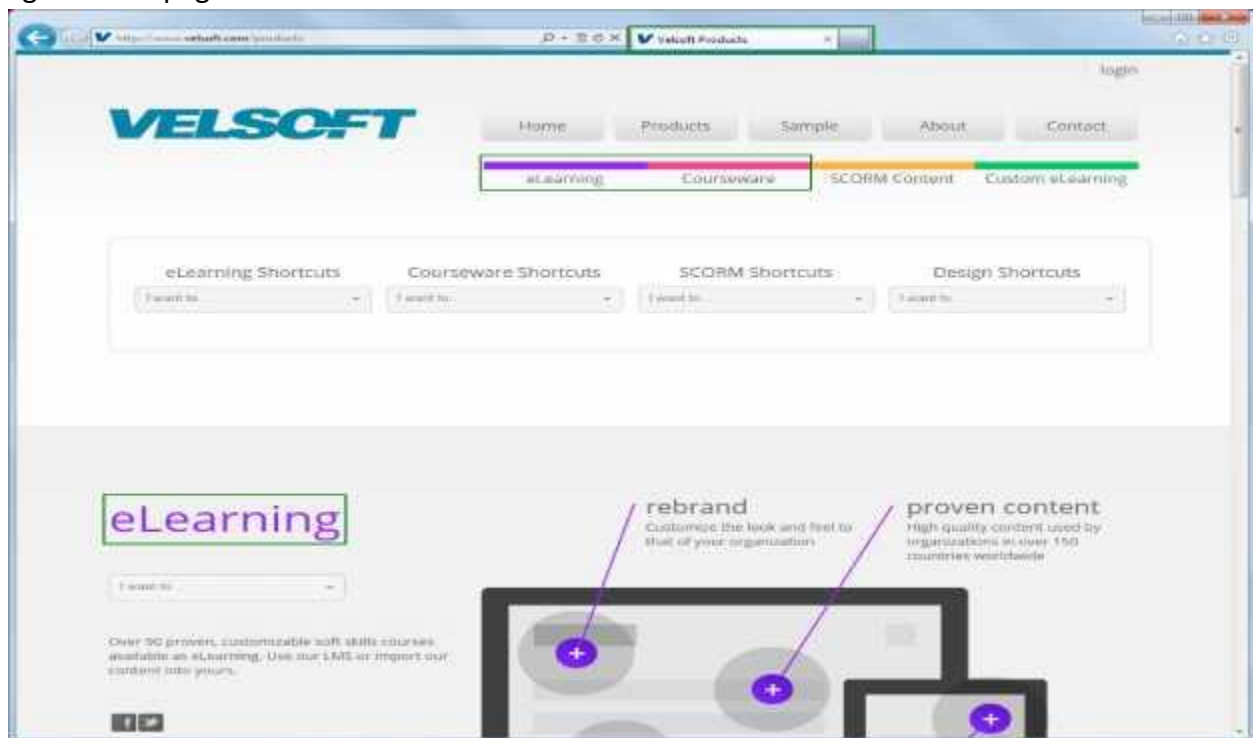
Search engines ignore certain words, so you can leave them off your phrases. (You can leave them in so they make sense to you, but just know that search engines ignore them.) This includes **prepositions** (about, beside, of, than, under, etc.), **conjunctions** (for, and, but, yet, etc.), **articles** (a, an, the, etc.), and **punctuation**.

To keep your keyword list reasonable, words that have the same root when in plural form can be entered as a singular word. You would use the words dog, skunk, or car but you don't have to use dogs, skunks, or cars. However, knives, mice, and companies will need both versions of the root added as a keyword, because they change from knife, mouse, and company.

## Metatags

When the programmer (or you if you are a do it yourselfer) create your webpages, there will be a space for a **metatag** where you can list and track your keywords. These metatags are not required for the search engines, but they do help you to keep track of your keywords. Visitors to your webpage don't see the metatags either, but they do appear in your coding. A good strategy is to vary where you position search terms on different soft skills pages because the search engines truncate the keyword tags at different lengths.

The images below show the homepage for [www.velsoft.com](http://www.velsoft.com). We have circled the keywords that are right on the page:



Here is how the keywords and metatags are captured in the source code:

```

1  <!DOCTYPE html>
2  <html>
3
4      <head>
5          <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
6          <meta name="keywords" content="velsoft | products | training | virtual | products | e-learning | products | courseware
products" />
7          <meta name="description" content="Velsoft provides over 200 instructor-led soft skills and Computer Skills
Courses. Velsoft also offers eLearning, eLearning, and blended-learning solutions." />
8          <script type="text/javascript" src="https://ajax.googleapis.com/ajax/libs/jquery/1.7.2/jquery.min.js"></script>
<script type="text/javascript" src="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/js/products.js"></script>
<script type="text/javascript" src="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/js/dropkick/jquery.dropkick-1.0.0.js">
</script>
<link type="text/css"
href="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/css/pages/learnarea.css" rel="stylesheet" media="screen" />
<link
type="text/css" href="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/js/dropkick/dropkick.css" rel="stylesheet"
media="screen" />
<link type="text/css" href="http://dibomypruodkd.cloudfront.net/velsoft.com/assets/css/base.css"
rel="stylesheet" media="screen" />
<title>Velsoft | Products</title>
<script type="text/javascript">
11
12     var _gaq = _gaq || [];
13     _gaq.push(['_setAccount', 'UA-15712593-1']);
14     _gaq.push(['_trackPageview']);
15
16     (function() {
17         var ga = document.createElement( 'script' ); ga.type = 'text/javascript'; ga.async = true;
18         ga.src = ( 'https:' == document.location.protocol ? 'https://ssl' : 'http://www' ) + '.google
analytics.com/ga.js';
19         var s = document.getElementsByTagName( 'script' )[0]; s.parentNode.insertBefore( ga, s );
20     })();
21 </script>
22 </head>
23 <body>
24     <div id="fb-root"></div>
25     <div id="sup-lev"></div>
26     <div id="page-wrap">
27         <div id="header">
28             <a id="login" href="http://www.coursewareassurance.com">login</a>
29             <div class="clear"></div>
30             <div id="main-wrap">
31                 <a href="#"></a>
32                 <a href="/products">Products</a>
33                 <a href="http://www.velsoftcourseware.com/free-demo">Sample</a>
34                 <a href="https://www.velsoftcourseware.com/about">About</a>
35                 <a href="https://www.velsoftcourseware.com/contact">Contact</a>
36             </div>
37         </div>
38     </div>
39     <div id="clear"></div>

```

## Tips and Tricks

Here are five tips to getting a solid list of keywords:

- Brainstorm a list of every potential keyword and phrase that you can think of.
- Marketers should not isolate themselves. Ask your colleagues, friends, and employees for ideas.
- Use the names of all your key products and services, company name, subdomains, and nicknames.
- Include industry and geographic (location) terms and jargon. If you have a popular name, try to secure as many versions of it as possible. For example, London is a city in England and Canada.
- Use a search tool like the Google Keyword Search tool (used for Google AdWords) to help identify lots of keywords and phrases.

Remember that searchers have to be desperate before they will look onto a second page of search results.



## Test Your Knowledge

### Debrief

**What have you learned about Internet marketing so far?**

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**What will you apply to your marketing efforts?**

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**Why will you, or why won't you, apply some of what you learned so far?**

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**How many places can a customer find your links?**

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**Do you have products that warrant a domain name and would increase the options of your company / brand showing up in searches?**

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## Monitoring Search Engine Ranking

### Understanding Rankings

Now that you've invested all this time and effort on search engine optimization, you need to collect, analyze, and make adjustments to maintain your ranking at the top of the results list. Good rankings come from having popular pages, and popular pages come from having great content and lots of traffic (visitors) to your site.

A **search engine algorithm** ranks your pages from 1 to 10. Right now if you were to visit Google's page, they rank as a 10, but if your page ranks at least a five, you will probably reach the first page of search results (although there are no guarantees). In order to monitor your page ranking, you can download the Google toolbar and then enable it for your browser (or you can just use Google's Chrome browser). (As of this writing, the link was <http://google.com/toolbar>. We take no responsibility for the accuracy or content of this link, and does not endorse this plugin.) Then you can use the page rank tool to rate any page that you like by following the directions.

If you want to maintain a decent ranking, you must commit to checking your rankings regularly and to adjusting your content. Remember that your webpages must be visible and easy to locate if people doing searches are going to find you.

### Improving Traffic

If you measure your rankings and find that you are not getting enough traffic, here are some suggestions.

**Improve your inbound links** (also called backlinks) by making sure that your links appear in places that your customers visit. (Your blog and social networking sites may allow this. You can also ask to have your links placed on other sites with complementary products and a shared target market.)

Check and see what kind of traffic your **competition** is getting. You can get help for this with specialized sites such as [www.alexacom.com](http://www.alexacom.com) or [www.quantcast.com](http://www.quantcast.com) or through an Internet marketing specialist. (These links were accurate as of the time of publication. We take no responsibility for the accuracy or content of these sites and does not endorse the sites mentioned.)

**Know who and where your target market is.** Links to your site from other related sites will help direct qualified traffic to your web site. Get to know site owners and work with them to increase traffic to your mutual benefit.

Improve your **page ranking**. Make sure your page(s) score five or higher on the Google PageRank tool. Highly ranked pages help with your own visibility and help increase your traffic volume.

### Further Reading:

