

SEO Guide for Building Websites



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SEO Guide for Building Websites

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Disclaimer

The information presented in this free report represents a basic tutorial on Search Engine Optimization. The finer details may change as Google and other search engines often update their algorithms (the way they sort out the search results).

The report is for informational purposes only and the author holds no guarantee that these instruction will work for everyone as there is no way to gauge each persons' technical knowledge or website building skills.

This report also contains affiliate links that will provide the author with a commission if you purchase through these links. Please note that there is no obligation to buy anything in this free report.

Introduction

Hi guys,

My name is Mitz and I am no search engine optimization expert but I do own some very successful websites. I am not quite sure what actually qualifies you as a search engine optimization expert as there are so many people claiming authority on the subject.

I have many websites that have gained thousands of visitors every day from my search engine optimization techniques. I do not delve too deep into the technical side; however I do follow Google's guidelines and some top SEO Gurus in the field.

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Usually I will go with my gut feeling and if it feels right then I will try it. If it seems too easy or good to be true then it usually is.

SEO is a big job and it needs to be maintained on a website. The only way out of this is to eventually hire someone to help you.

You will also notice that I use a few tools to help me as my time is very precious and can be better spent on creating fantastic content.

This SEO report is called **SEO MY Way** because there are many ways to perform search engine optimization and every blogger does it differently. I am only sharing my ideas to help you create your own.

What is Search Engine Optimization (SEO)

Search engine Optimization can be very technical and almost impossible to understand for the average person [building websites](#). It takes a long time to grasp the whole SEO concept. I personally built my WordPress Websites almost ignoring SEO, however when I started using it, the proof was in the pudding.

When I finally started using *Search Engine Optimization* on my WordPress websites the results were amazing! I thought that you could only promote an entire website for certain keywords, but eventually realized that you can actually promote each individual page if you wish. People often neglect promoting a single page on their website. For example I had a fantastic article and I was getting approximately 5 visits per day to this article. After investing a small amount of time performing search engine optimization for this Post directly, I have turned five visits into nearly 2000 visits per day. This is just for one article on a website. Of course this website has many more articles and I have done promotion for approximately 10 posts only. Can you imagine when I get around to the other 700 posts?

Not all posts are worth performing a total search engine optimization makeover. This depends on how much traffic that particular keyword is limited to. Therefore if you have done your **keyword research**, in theory you would only write posts that were going to attract a high search volume. This is probably the first step in search engine optimization.

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What is Search Engine Optimization?

SEO is all about optimizing your website so the search engines can find you. I am no SEO expert but I definitely know how to get to the top of the Google search results for any key word that I want.

It has taken me years to realize how to do this and it works every time. I do not do search engine optimization as a career because I actually only build WordPress websites for myself and this is the only reason I need to know about search engine optimization.

SEO is one way you help people find your website. It's similar to how retailers put their stores in the busiest part of town so that customers frequently drive by their location. Every time you drive by a McDonald's, there's a chance you might stop in for a burger. Similarly, every time you see a search result from a particular organization, you might visit their site to read an article or buy an item.

The busy part of the Internet—the best place for your online location—is in the search engines listings where over a billion people read every day.



There are two ways to make your site appear in search engines listings: search engine optimization and advertising. Advertising is expensive, but if it works for you, you don't need to give it up—you can combine it with SEO to increase your traffic. (For example, Amazon.com, a company with lots of Internet savvy, uses both SEO and advertising to boost their sales.)

But skipping ads altogether and using just SEO has one huge advantage: it's practically free. All you need is to learn a few simple techniques that help search engines find your website content.

Search engine optimization can fall into two categories. Onpage [search engine optimization](#) and off page search engine optimization which is [SEO backlinking](#).

Onpage search engine optimization

On page SEO is all about optimizing the content or the article on your website. For example you need to have the right keyword targeted in the first place, then you need

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to have the right keyword density scattered in the article, and then you need to have related keywords mentioned in the article. It is also recommended that you use the keyword in your title, your URL, your tags and descriptions. I might have missed a few steps here so please forgive me.

Off page search engine optimization

This is all about everything that leads back to your website. Of course it is all centered around the keywords that you chose in the first place. Basically search engine optimization is all about keywords and this is how we choose the anchor text that will link back to our website. This anchor text tells the search engines what our page is about. If you are putting the wrong anchor text out onto the Internet you are telling the search engines the wrong message.



Why do we need to do Search Engine Optimization for a WordPress Website?

People often boast about not needing search engine optimization to attract traffic to their website. I agree that there are many ways to get traffic to a website, but if you are writing an article, why not get the most traffic you can because you have already done the work. Why do blog posts on your WordPress website and rely on a few traffic sources, when you can do search engine optimization, and add a mountain more traffic to this one article?

1. If you do not do search engine optimization you are missing out on the people that searching Google and do I have to tell you how many people do this?
2. We must realize that not everyone hangs out on other blogs, nor do they hang out on social bookmarking sites. I actually happen to be one of those people. I do not like visiting other blogs unless they have information that I want as I do not want to get stuck reading and commenting when I meant to be working. Therefore I searching

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Google for the exact information that I want to know. When I do reach a remarkable blog I will sign up to the RSS feed and comment on the interesting articles.

3. Creating websites is all about balance. I believe that getting your traffic from all different sources is part of that balance. You must not cut off search engine optimization because you don't know how to do it.

4. Search engine optimization will get you to the top of Google or Yahoo search and bring new traffic.

Of course there are many other reasons why you need to perform search engine optimization to your WordPress website. I would love to hear your comments below, so let me know why you think it is important?

You can use other techniques to drive visitors to your website. Advertising, affiliate programs, and referrals all continue to work for numerous websites. It really depends on what type of blog or website you have. They are all individuals and require different attention. But here is the thing.. Would you be satisfied with 5 visits a day to your article or page or would you like 200? This is the difference between a post or page that has no SEO and one that has.

The best thing for you to do is to try a little SEO on your website and see how much it helps. I believe that my tips to [dominate Google](#) will increase your traffic to about 80% of its maximum level, but we all know that this is genuine hard work.

Too much optimization can also yield diminishing results, although it might be important in competitive markets. People often have no idea when to stop doing SEO. I like to do a bit and then see the results. For example to promote a page or pillar article I would start with:

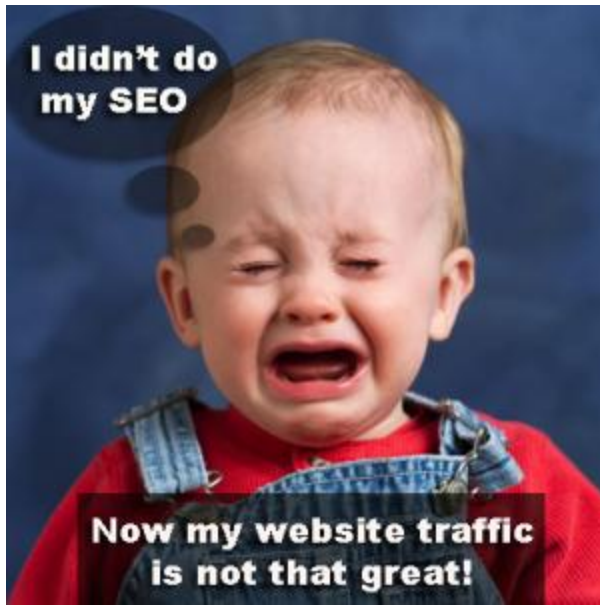
5 incoming links (guest posts, ezine articles, free blogs)

3 incoming links (forums, yahoo answers)

5 keyword comments (on sites using [Commentluv](#))

This is just a basic example of what you can do and everyone does this different. To tell the truth I do not use commenting too much, only probably by accident, as I am more for submitting articles.

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Where do I start when doing Search Engine Optimization for my new WordPress Website?

The first step when doing search engine optimization is to learn how to do it. There are so many websites out there telling you how to do it but unfortunately they have conflicting information. Some people say that you do not need search engine optimization, however I have seen the impact it has on my websites and I would be lying if I said it didn't make a big difference.

1. Study how to find the best keywords. This means keywords that are going to bring you quality traffic, conversions or sales, or whatever else you are looking for. If you do not get the keywords right then you might be making content for keywords that people are not interested in or are not searching for in the first place. Therefore this means that you are wasting your time and we are not here to do that. [Keyword research](#) is far more important than people think.
2. Learn how to pick the best related keywords that are going to enhance your website and bring traffic as well. These related keywords can also be used to [create categories](#) on your website.
3. Always check out your competition in the search engine results and see what you can do better.

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Do I have to be an expert at SEO to succeed with my WordPress Website?

No you do not need to be an expert at search engine optimization to succeed with your WordPress website! I am one of those people that never say “can’t” as “I can” do anything I want! Search engine optimization is not that hard to learn and is a great bonus if you are building websites for a living. Everything takes time and practice. Eventually you will become an expert at anything you stick to.

How Much Does SEO Cost?

This is perhaps the best part about SEO—you can apply all of the most important SEO principles to any existing website for free. All you need to do is learn these [SEO techniques](#) and spend 5–10 minutes on each page of your website. Since over half of all websites on the Internet have less than 6 pages, you can probably optimize your website in less than an hour.

For bigger blogs you might need some help from a professional SEO. The cost of such services varies. If you are not sure what to do then an easy way to get some SEO done is to get someone to help you submit articles.

What Software Do You Need for SEO?

You don’t *need* any special software, but I do highly recommend two applications. The first is a Web traffic analysis program such as Google Analytics. Traffic analysis will tell you if SEO is working.

If you apply SEO methods correctly, you should see your traffic increase during the month or two after you start using SEO. But even more important—you’ll notice if traffic decreases because something went wrong.

The other application I recommend is a **keyword research** tool. There are several paid research tools, but I personally use the free keyword tool from Google. Log into your Google account, sign up for AdWords (it’s free if you don’t buy ads), and launch the research tool. Type in keywords related to your website to see how popular they are.

I do use [Keyword Elite](#) occasionally and probably should do more often as it does save a lot of precious time.

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SEO Basics: How Search Engines See Your Site

The most important thing to remember during SEO is that search engines aren't people. They're robots. They won't rank your website higher because you have nice wallpaper or a video of cute kittens. In fact, search engine robots can't even see wallpaper or videos.

Search engine robots (also called spiders) deal almost exclusively with the text on your website. They look at the title of your page, its headers, its paragraph text, and its links—but they ignore almost everything else. For more details see our previous article about [what search engine bots see](#).

Take a moment to look at your website the way robots see it. Go to your favorite page on your website and copy all the text (Ctrl-A, Ctrl-C on most Web browsers). Then open Windows Notepad and paste in all the text (Ctrl-V).

Now, looking at your page the way robots see it, can you quickly figure out what your website is about? Or is the important part of your website buried under unnecessary information and menus?

Getting The Top Spot In Search Results

Studies have shown that the majority of search engine traffic goes to the top three sites listed in a search result. That's where you want your site to appear.

To get your site in the top results, you need to do three things:

1. Choose a keyword (use the Google keyword research tool)
2. Make sure the keyword appears on your page where robots will see it (use the Notepad trick)
3. Make sure other people link to your website ([18 link building techniques](#) might help)

How People See Search Results

It isn't enough to get the top spot in search results—you also need to get people to click the link to your site.

Think about how you use search results. If you're like most people, you focus on the page titles in search results. Those titles come straight from the webpages, so now take a look at the titles of your own webpages and ask yourself, "would I click on a page with that title?"

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If your titles are boring or irrelevant, getting the top spot in a search engine listing is useless because nobody will click links to your site.

Another thing people will see is the description you have used for your page. You should make this interesting and also sprinkle one or two keywords amongst it.

Can SEO Plugins Help?

To answer this question depends greatly on what WordPress theme you are using. Mostly all [premium WordPress themes](#) have the basic SEO requirements included. For example both Thesis and [Elegant Themes](#) have areas for SEO to be added.

I am using the [Thesis theme](#) so it has a spot for me to add a description, SEO title, and keywords. I am also using the free Yoast WordPress SEO plugin and SEOPressor. With this combination I see fantastic results.

Your SEO Goal

To get started with SEO, set a goal. For example, "by the end of the month, my website will appear in the top 10 listings for at least one of the 10 keywords I choose."

Then do the following:

1. Think of ten things visitors to your website will search for
2. Boil those things down into keywords
3. Make sure pages on your website include the keywords
4. Gather high-quality links to your website (note—you can't use links from Facebook, Twitter, and many other popular sites because they use a linking technique called "nofollow" to cut down on abuse)
5. Make sure every page on your website has at least one link from another page on your website. (But try to avoid putting more than 100 links on any one page)
6. Make sure every page on your site has an interesting title
7. Watch your traffic stats and search for your keywords every week or two to see if your SEO is working

One final tip: I like to think of SEO as an experiment where I test out various techniques to see what works. For this, I highly recommend the scientist's best friend—the composition book. Every time you make a change to your website, write a quick note plus how much traffic you receive—and date it. Then every week, make a quick note about whether traffic went up, down, or stayed roughly the same. From these quick, simple notes, you'll learn what works and what doesn't, so that you can advance beyond beginners' SEO.

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Beginners' Guide to SEO – Where Does SEO Fit into the Picture?

SEO is just one of the many factors that make up this business. You cannot create killer content and not apply SEO to it as it would be a crime. You cannot have great content that is SEOed onpage without the offpage boxes ticked too. You cannot entice [website traffic](#) to your blog with no navigation for them to travel through your offerings. Everything hand in hand works well together.

Choosing keywords

Choosing keywords seems to be the hardest step to conquer when building websites. People do not fully understand the importance of keywords and presumes they can avoid getting involved. This is not true because good keywords can mean better quality traffic, better buying traffic, and more targeted to your website.

Criteria for choosing a keyword

1. 1000 or more exact searches.
2. Other companies advertising in Google search.
3. An upward trend for the keyword.
4. You can buy a domain name with the exact keyword in the name.
5. There are weak points in the rankings where you can get in.
6. Are there posts and pages as opposed to root domains ranking in the top ten?
7. Low Page Rank sites in the top 10 are great. If they all have an average of PR 7 I would RUN.
8. Do you see Squidoo, Article websites, or other content sites in the top ten?
9. Weak titles and descriptions for top 10 ranks can make a loophole.

Questions you should ask yourself when choosing a main keyword

1. When people are searching for your keyword do they intend to buy?
2. Are there any products for you to sell and make money?
3. Do you have a passion for the subject as you might be revolving your whole life around it? Some say this is not necessary, but I'm not so sure about that!

Let me show you an example:

1. Pick a niche you are interested in. I am going to choose "laptop" as the niche that I am interested in.

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2. Now I will go to the Google keyword tool and type in the word laptop. Of course I am not thinking that I can simply make a website about a laptop as this is not targeted and is very competitive. Websites that are about laptops only are very big and hard to compete with.
3. See the screen shot below, I have typed in the word laptop, and now I am looking to see what has come up.

Find keywords
Based on one or both of the following:

Word or phrase (one per line) Website

Only show ideas closely related to my search terms [?](#)
[Advanced options](#) Locations: All Languages: English X

Search

Keyword	Competition	Global Monthly Searches
tablet laptops	<div style="width: 25%;"></div>	6,600
portable printers for laptops	<div style="width: 25%;"></div>	3,600
rent a laptop	<div style="width: 25%;"></div>	9,900
laptop rental	<div style="width: 25%;"></div>	14,800
laptop security	<div style="width: 25%;"></div>	27,100
top gaming laptops	<div style="width: 25%;"></div>	8,100
printers for laptops	<div style="width: 25%;"></div>	9,900
laptop rentals	<div style="width: 25%;"></div>	3,600
student discount laptops	<div style="width: 25%;"></div>	5,400
durable laptops	<div style="width: 25%;"></div>	1,300
best student laptop	<div style="width: 25%;"></div>	4,400
student laptop discounts	<div style="width: 25%;"></div>	3,600
xp laptops	<div style="width: 25%;"></div>	14,800
laptops on sale	<div style="width: 25%;"></div>	201,000

This looks interesting. I will check this keyword out!

4. As seen in the screenshot above, I have found a small and niche that looks interesting.
5. Now I will research that keyword.

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The screenshot displays the Keyword Tool interface. On the left, the 'Tools' menu includes 'Keyword Tool', 'Traffic Estimator', 'Placement Tool', and 'Contextual Targeting Tool'. Below this, there are sections for 'Include terms', 'Exclude terms', and 'Match Types', with the 'Exact' match type selected. A 'Help' section is also visible. The main area is titled 'Find keywords' and shows the search term 'best student laptop' entered in the 'Word or phrase' field. The 'Website' is set to 'www.google.com/page.html' and the 'Category' is 'Apparel'. A 'Search' button is highlighted with a red box. Below the search bar, there are filters for 'Locations: Australia', 'Languages: English', and 'Devices: Desktops and laptops'. The results are divided into 'Search terms (1)' and 'Keyword ideas (800)'. The 'Search terms (1)' table shows one result: '[best student laptop]' with 1,000 global monthly searches and 46 local monthly searches. The 'Keyword ideas (800)' table lists various related keywords with their respective search volumes. A red label 'Related keywords' points to the list of ideas.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad
[best student laptop]		1,000	46	

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad
[best laptops]		49,500	1,300	
[student laptop]		1,600	91	
[best laptop]		49,500	1,600	
[student laptops]		3,600	91	
[best laptops for students]		1,900	36	
[best student laptops]		720	16	
[best laptop computers]		3,600	91	
[student laptop deals]		1,000	36	
[laptops for sale]		40,500	2,900	
[cheap laptops]		110,000	4,400	

In the screenshot above I have now searched for the word "best student laptop". I have also ticked the box in the left column that gives me an exact match on the keyword.

6. Now I am going to search for the keyword in Google.


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best student laptop × Search


About 130,000,000 results (0.26 seconds) Advanced search


Affordable MacBook Laptop Ads
Discover the durable MacBook 13.3" our most affordable notebook.
www.apple.com/au/macbook


Sony Laptops
Puts you & your family at ease with supremely user-friendly Operation.
sony.com.au/VAIO


Student Laptop Buying Guide - Find the Best Student Laptops ... 
Laptops for students should be cheap and affordable but still capable of all daily tasks a student will encounter. Learn more about student laptop ...
www.laptopical.com/student-laptop-buying-guide.html - United States - Cached - Similar

Laptop buying guide - CNET Reviews 
5 Oct 2010 ... The student | The business traveler | The photographer and/or videographer ...
Best mainstream laptops · Best desktop replacement laptops ...
reviews.cnet.com/laptop-buying-guide/ - Cached - Similar

Best Student Laptop 2011 
In best student laptop 2011 we are going to take a quick look at what makes a top student laptop and then we will shortly review some of the best selling ...
hubbpages.com/hub/Best-Student-Laptop - Cached - Similar

How To Choose The Best Student Laptop? 
11 Aug 2005 ... This article lists the different factors that make up the perfect student laptop. If you're considering purchasing a student notebook or ...
ezinearticles.com > ... > Mobile Computing - Cached - Similar

Best Student Laptops Guide - TrustedReviews - TrustedReviews 
Review by Andy Vandervell - 23 Aug 2010
23 Aug 2010 ... Best Student Laptops Guide. If you're heading back to school or to university you'll need a laptop or netbook. Here's our guide on what to ...
www.trustedreviews.com > Laptops - Cached - Similar

Best Student Laptop - Overclockers Australia Forums 
4 posts - 4 authors - Last post: 12 Oct 2008
Best Student Laptop Portable and Small Form Factor.
forums.overclockers.com.au > ... > Portable and Small Form Factor

I have marked the websites with a tick if I think that I can out rank them. I actually went in and had a look at the pages to see how good they were. You can also use a paid program to help you with all this research called keyword elite.

This program will save you a lot of time, but if you do not have the money to buy it, then the freeway is fine until you do.

7. Now I am going to put quotation marks around the keyword to see if there are any pages with my keywords in the title.

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"best student laptop" ✕


About 245,000 results (0.25 seconds) Advar


[Apple® MacBook Notebook](#)
Discover the MacBook 13.3" LED backlit display. Starting at \$1199.
www.apple.com/au/macbook


[Sony Laptops - Head-turning Style and Advanced Functionality.](#)
VAIO Laptops & PCs
sony.com.au/VAIO


[Student Laptop Buying Guide - Find the Best Student Laptops ...](#) 🔍
Find the **Best Student Laptop**. Student laptop discount. As a student you need a laptop that enables you to do all basic office tasks and access the internet, ...
www.laptopical.com/student-laptop-buying-guide.html - United States - Cached - Similar

[Laptop buying guide - CNET Reviews](#) 🔍
5 Oct 2010 ... Visit CNET's laptop buying guide, get expert tips and reviews to find the laptop that's right for you.
reviews.cnet.com/laptop-buying-guide/ - Cached - Similar

[How To Choose The Best Student Laptop?](#) 🔍
11 Aug 2005 ... This article lists the different factors that make up the perfect student laptop. If you're considering purchasing a student notebook or ...
ezinearticles.com > ... > Mobile Computing - Cached - Similar 

[Best Student Laptop 2011](#) 🔍
In **best student laptop 2011** we are going to take a quick look at what makes a top student laptop and then we will shortly review some of the best selling ...
hubpages.com/hub/Best-Student-Laptop - Cached - Similar 

[Best Student Laptops Guide - TrustedReviews - TrustedReviews](#) 🔍
Review by Andy Vandervell - 23 Aug 2010
23 Aug 2010 ... Best Student Laptops Guide - Laptop Review - A simple, easy to read guide to the best netbooks and laptops for students going to university.
www.trustedreviews.com > Laptops - Cached - Similar 

[Best Student Laptop? - Notebooks](#) 🔍
13 posts - 10 authors - Last post: 1 Nov 2009
I am looking to supersede my current desktop system with a laptop that will be not only my main computer, but suitable for use at uni.
forums.whirlpool.net.au/archive/1311889 - Cached 

I have once again put a tick next to the websites that I think I can out rank. Keyword Elite will show you all this and more.

I also see that other companies are advertising in this niche. That means that there must be the money to be made here.

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Ads

[HP Pavilion Notebooks](#)

View & Compare Complete Range Of The Pavilion DV Series Today.

www.hp.com/au

[Student Laptops Offer](#)

Buy Laptop Worth \$800 or More & Get Microsoft Office 2010 for Only \$1!

www.thegoodguys.com.au/LaptopOffer

[Laptops Up To 70% Off](#)

brandsExclusive Online Sale

Australia's #1 Online Shopping Club

brandsexclusive.com.au/laptops

[Laptop Auction From \\$9](#)

Wide Range of Quality Laptops For Students. Bid At GraysOnline Now

www.graysonline.com

[Top 10 Laptops](#)

Find the Best Results for

Top 10 Laptops.

www.ask.com

[Top 10 Laptops](#)

Compare Prices & Save - All Brands!

Plus: User Reviews & Expert Ratings

www.pcworld.com/laptops

[See your ad here »](#)

8. After a little bit more research, if I decide to go ahead with this keyword I will go and see if there is a domain name that suits me.

beststudentlaptopnow.com is available from just \$9.98/yr

[Add to Cart](#)

also, find other alternatives below

Domain	Available?	Price/ Comments
SELECT ALL SELECT NONE INVERT SELECTION		
<input checked="" type="checkbox"/> beststudentlaptopnow.com	Available	\$9.98/yr
<input type="checkbox"/> beststudentlaptopnow.co	Available	\$11.88/yr ON SALE!
<input type="checkbox"/> beststudentlaptopnow.me	Available	\$9.98/yr
<input type="checkbox"/> beststudentlaptopnow.net	Available	\$9.98/yr
<input type="checkbox"/> beststudentlaptopnow.org	Available	\$9.69/yr
<input type="checkbox"/> beststudentlaptopnow.cm	Available	\$104.99/yr

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I use NameCheap.com because they offer free "Who is guard" with every domain name purchase. Most companies charge extra for this. It protects your identity and stops people nosing around in your business. (And they will)

NameCheap.com is easy to use and you can pay with your domain names through your Paypal account.

Critical SEO Mistakes to Avoid when Building WordPress Websites

When I first started [building websites](#) a few years ago, I definitely made more than 10 critical **SEO mistakes**. Unfortunately I had to learn by trial and error and it seems like it has been a long road for me. Now I have a list of critical [SEO mistakes](#) to avoid so you do not have to learn the hard way.

1. Correct keyword selection

I am really sorry I have to mention this because when you get into building websites, keywords can become a nightmare. If you do not have good keywords that people are searching for then your website could be doomed from the start. Not understanding this aspect and picking the wrong keywords can ruin a business and its earnings. [Finding the right keywords](#) is also vital and having the wrong keywords can be the reason your [website isn't converting](#).

#2. Onpage SEO mistakes

People often build websites and simply think that you can just publish content and everything else will somehow magically happen. Well search engine optimization onpage is extremely important as this is going to tell the search engines what your page is about. Please see what is [search engine optimization](#). It will give you a better idea about what onpage SEO means. Let me just say, neglect it and you will regret it.

#3. URL and post title do not match content

We all know that the title of a page or post should represent what the actual content is about but what about the url? Not many people see the URL as being important but over the years we has been shown clear proof that the URL does count. Why do you think everyone recommends you have your main keyword in the [domain name](#) of your website?

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So to clarify this I will use an example:

Title: 5 Tips for your next SEO campaign

Keyword: SEO campaign

URL: www.yourdomain.com/SEO-campaign

Content: Must have 5 tips for a SEO Campaign

#4. Duplicate or bad content

Duplicate content is frowned upon and is one of the worst SEO mistakes that you can make. Webmasters are tempted to try duplicate content as it is an easy way out, but its not worth it now days. Google and other search engines will ban you if you have only duplicate content on your website.

Maybe you are trying to create original content but it turns out to be junk. Did you know that it sometimes takes me two hours to write a great content, sometimes longer. Are you putting that effort in? I have had to improve my grammar, spelling, and writing style the hard way. People naturally presume I am a natural at writing and creating content, but this is not true, it is simply hard work.

Taking the easy way out is one of those SEO mistakes that people often try. Avoid duplicate content and make your website interesting and unique.

The information that you provide on your site must offer value to your prospects. To rank well in search engines, your web page must contain several specific keywords and terms. Search engines analyze web content to determine if it is properly targeted. If your website is not relevant, both search engines and web users will ignore it. In addition, you need to pay attention to your spelling and grammar. Careless mistakes will have an adverse effect on the trust that people put in you and your products.

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#5. Keyword stuffing

When people learn about SEO they go crazy and stuff their website with keywords that just do not fit. This is one of the common SEO mistakes to avoid. It just does not look good when you have a page with 50% keywords. How can you possibly make [killer content](#) when you have stuffed it with keywords?

#6. Poor navigation and internal linking

People need to easily navigate your website and your links and navigation counts for SEO. Linking to other internal pages on your website using the right anchor text is seriously important. It is like an endorsement from your own website, agreeing that the article you are pointing to is about what the anchor text states.

Also choosing the [best WordPress theme](#) plays a big part in the SEO of your website and the main navigation system.

#7. Wrong Backlinks

Creating backlinks that have the wrong [anchor text](#) is definitely one of those fatal SEO mistakes that can make or break your website. There is a delicate balance required here also.

You need to make backlinks pointing to your website using the keyword in the anchor text.

- The anchor text needs to be varied but mean the same thing.
- The anchor text must directly relate to the content on the page.

Here is an example using the SEO campaign keyword from above:

Anchor text: SEO campaign, new SEO Campaign, SEO campaign tips, and so on...

Content: All about SEO campaign

#8. Neglecting SEO on internal pages

Some webmasters simply think they only have to optimize for their homepage and neglect all other content. This is one of the major SEO mistakes to avoid. Each page and post on your website has its own life and personality, make sure you treat it as an individual.

If you have a large website you can choose the most popular landing pages on your website to concentrate on optimizing.

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#9. No ALT tag on images

You have included an image in your post but haven't included an ALT tag with your keywords in it. Oh no this is one of those bad SEO mistakes as Google cannot tell what the image is about if you do not label it. You will also miss out on targeted traffic as images can be found in the search engines and bring you **website traffic**.

#10. Over Optimizing

There is a delicate balance doing what is needed but overdoing will get you penalized! I guess that's why I use [SEOpessor](#) because it will tell me if I am going over the limits of [onpage SEO](#). This SEO mistake is sometimes done unintentionally by adding too many keywords or optimizing so much that the text is not readable any longer. If you accidentally over optimized one or two posts on your website those articles may drop out of the search engines. But if you do this on too many pages your entire website may get banned.

SEO mistakes should be avoided at all costs. Google is not out to get you, they are just looking for [high quality websites](#) to rank in the search engines.

#11. Wrong content for title tag

The title of a web page is very vital for establishing relevance with search engines. Therefore, using the wrong content can have detrimental results, such as not getting ranked for very important keywords (which were not found by spiders). The worst result would be having the website banned for 'keyword stuffing' (trying to squeeze excess keywords in the tag). Using the right content for the title tag is a key consideration for my blog which promotes ediet coupons and weight watchers discounts.

#12. Using heading tags improperly

Major search engines usually check web pages for the titles. It is therefore very crucial to consider how the headings are written and which keywords they contain. When writing headings, make sure they contain very relevant keywords. This is an important part of [Onpage SEO](#).

#13. Using animations or images instead of text

This is definitely one of those hidden SEO mistakes. Search engine spiders only look for text. Flash animation or images that are used to improve the appearance of a web page do not have the information which search engines need, and are therefore irrelevant to

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spiders. Even when a flash animation or image contains much text within it, it will still be ignored.

#14. SEO mistakes – Hiding Text

Text can be hidden using the same text color as the page background. However, though people cannot see this text, search engine spiders can. This practice, which is almost similar to keyword stuffing, can lead to serious penalties.



#15. Using framesets

Many search engines don't understand frames. Spiders have a hard time crawling sites which have frames, thus compromising indexing. If you really have to use frames, include keyword-rich text and add a *noframes* tag.

9 SEO Tips to Dominate Google Search Results

There are absolutely no tricks involved here as it is all hard work, and very transparent. All of the content that I publish to promote is definitely original content and highly valuable for each website.

I am going to use a real life post as an example that was not ranking on the first **10 pages** of Google. I do not like revealing my exact keywords to certain pages, however I have so many high-ranking pages that I can afford to use a few as examples for you.

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Please do not take advantage of my keywords that I am using in this [search engine optimization](#) tutorial. It is simply not the right thing to do.

#1. Choose which keyword you want to rank for

The first thing I do is create a list of potential keywords that I would like to rank for, all being similar. If I have a post or page that already exists then I can research what keywords the post is ranking for through Google Analytics.

I can see which keywords bring in the traffic for each particular article. Then I can research those keywords and see which one is getting the highest search volume as shown below.

Please note that I often go for many keywords in the one article. This means that I can rank number one for many different search combinations. This is one mistake that people often make. They presume that you can only go one or two keywords in an article.

#2. Research the keyword in the Google keyword tool

Criteria for keyword:

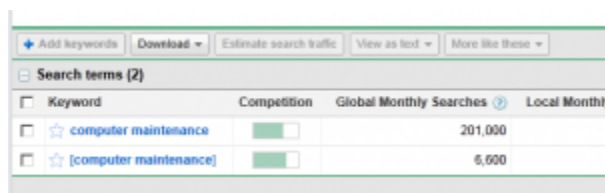
Over 1000 exact monthly searches

Over \$1 CPC if **AdSense** website

You can also check competition and earnings potential.

There are more things to look and everyone does this differently. Please feel free to share your criteria for picking keywords down in the comment section.

In the screenshot below I have entered the keyword "computer maintenance" into the Google keyword tool. I have chosen to see exact match and broad searches. In this case I am going off the exact searches.



Keyword	Competition	Global Monthly Searches	Local Monthly
computer maintenance	<input type="checkbox"/>	201,000	
[computer maintenance]	<input type="checkbox"/>	6,000	

You will see me optimizing a page for this keyword in the video below. This process alone can take a lot of your time, and if you have the money I would suggest buying

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[Keyword winner](#) as it will deliver the best words directly to your post. Then you can use them to your advantage.

#3. Research your Competitors

I like to type in the keyword and go to at least five of the top ranking websites. I then see what content they are offering, and more importantly what content they are not offering. The question is what is missing, and what can you do better?

It takes experience to recognize an opportunity or loophole that is available. Therefore do not panic if you cannot pick anything wrong with your competitors websites. The knowledge will come with experience.

#4. Perform Onpage SEO

You know the drill. H1, H2, H3, keywords, meta descriptions, and so on. [Onpage SEO techniques](#) are a massive part of how I make money. As you will see I am using [SEOPressor](#) and have been for a long time now, so I know it works.

Also after researching your competitors websites, you now know what to include in your content. You can also take the best parts of all your competitors and use them in your one article. That makes your article the one stop shop for that keyword. I do not suggest that you copy any content at all, but I do think you should write everything in your own words and add your own tips.

#5. Write for Humans – SEO tips

Read through your post after doing your onpage SEO optimization and make sure you have [killer content](#) that is suitable for humans and not made for the search engines. Yes we do need on page SEO, but there is a delicate balance between writing for the search engines and writing for humans. You can definitely incorporate both methods into your post and with experience, this will not be noticeable. Your post will simply look like you have not performed search engine optimization it at all.

#6. Internal linking

I believe that internal linking within your website is one the best [SEO tips](#) and is far more important than any other linking. Lets face it, if you are not giving your own post a thumbs up, then how can you expect others to do so? Years ago I did not even know that link building even existed, but I did, for some unknown reason, incorporate internal

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linking into my website. I did not even know that I was helping my own articles to rank in the search engines until I studied the reason for my success later.

When internal linking you will need to use a variety of keywords that all mean the same thing. For example if I want to do some internal linking for a post about "computer maintenance" I would make a list of all the keywords that can mean the same thing.

Some examples could be:

computer maintenance

computer maintenance tips

computer maintenance help

computer maintenance articles

about computer maintenance

If I was to just build links using the main keyword of "computer maintenance" it simply look like spam.

#7. Articles distributed

Yes, I still do all sorts of article marketing. This can include submitting an original article to Ezine articles, posting an article on blogger, also on a free WordPress blog, Squiddo, Guest posting, and so on. Everyone has their own way of promoting their websites and all of this is part of mine. There is no right way or wrong way, the only way is the one that works the you.

I do like to use [dofollow article](#) sites for this purpose.

#8. Other linking

I am not big on other forms of linking, however if I am on a forum and see the opportunity to mention something, I will. I will only mention a link if it adds value to that post. I do not want to be seen as spammer and leaving links where they are not welcome.

I do however leave links on Yahoo answers, but I actually give very valuable answers in exchange for those links. If you are looking linking opportunities see Ben's [18 backlinking techniques](#).

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#9. Using your Websites

I like to use some of my existing websites to also get a possible back link to the article I am promoting. Of course the two topics have to be related and this is why I like to make websites that are in a similar niche. This is a huge advantage and is one of the reasons I do not venture into outside a topics. This is not shown in the video because it is not totally necessary, but is definitely an advantage if you have this opportunity.

SEO Tips Video – Dominate Google Search Results

It is very hard to learn how to dominate Google search results unless you can really see it for yourself. This is why I have made a video showing exactly what I did to get to the first page of Google. As you can see there are no tricks or secrets here.

[CLICK HERE](#) to see two videos that help dominate Google.

18 Link Building Techniques

What's the best *Link Building Techniques* for your website? Who knows? It comes down to personal preference as much as any other factor, so pick out the one that you think you are best at and stick with it. In the long run, it will be more beneficial for you to master one method of [backlinking tactics](#) before moving onto the next.

One of the first things to remember with link building is that anything is moderation is ok. Spamming and building links like a machine is not ok and will get your website de-indexed.



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Link Building Techniques by Ben



Still confused by SEO? You can master the basics for [free with this SEO Course](#). Ready to take SEO to the next level? [Try out some SEO Products](#) to start automating and increase your rankings.

Ben contributed the following link building techniques to my website.

Pick out a few of these **link building techniques**, find one you like the most, and become an expert at it. This list will still be here when you're ready to master another one 😊

1. Article Marketing

Despite the Panda update, article marketing has and always will be an one of the effective [link building techniques](#) to use. The only reason people ever fail with article marketing (for SEO) is that they write for the [article directories](#) and search engines. If you write [killer content](#) for **people**, other webmasters will find it and publish it on their sites giving you much stronger backlinks.

Some say article marketing is dead after the Google Panda update but sometimes it depends on how you do it... Duplicate content and mass production do not work, but original quality content always will.

Here are a few of the top article directories:

www.ezinearticles.com – PR 6

www.articlecity.com – PR 6

www.articledashboard.com – PR 5

www.ideamarketers.com – PR 5

www.goarticles.com – PR 3

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2. Blog Commenting

Blog commenting is another great way to build links to your site. You can get high PR backlinks with blog commenting and also build your reputation in your niche at the same time. Here's a free program for finding blog pages to comment on:

<http://www.commentkahuna.com/>

Another great resource for finding blog pages with more SEO value is www.dropmylink.com.

You can build a list of dofollow blogs to comment on and also network with others in your niche at the same time.

3. Forum Posting

Forum posting is one of those Link Building Techniques better suited to indexing links. If you add a link in your signature on a popular forum and make a post it will get the page you're sig links to indexed VERY quickly. You can find a popular forum in just about any niche here: <http://www.big-boards.com/>

Another example is to visit the [Warrior forum](#) and add a link in your signature there. This is a great place to learn as well as get a backlink.

4. Web 2.0 Blogs

Web 2.0 blogs can be a good place to post content linking back to your site. A lot of SEOs opt to use free blogs as hubs for riskier links. In other words, they will traffic mass amounts of links through their web 2.0 properties which then in turn link to their money site. This way they don't risk getting sandboxed or doing a wild "Google Dance" because there aren't tons of links being built directly to their main website. Some call this a [link wheel](#). Here are the most popular platforms for free blogs:

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www.wordpress.com

www.Blogger.com

www.weebly.com

www.squidoo.com

www.HubPages.com

5. Press Releases

Press releases can get your site a lot of exposure very quickly. Unlike article marketing, they need to be somewhat timely and based on a recent event. If you take the time to learn the ins and outs of press releases you can always be prepared to create an effective PR whenever something news worthy captures your attention. Here are some sites that will distribute your press release for free:

www.prlog.org – PR 6

www.Webnewswire.com – PR 5

www.clickpress.com – PR 5

www.1888pressrelease.com – PR 5

www.pressmethod.com – PR 4

www.prurgent.com – PR 4

www.freepressrelease.com – PR 3

6. Profile Backlinks

Rather than neglect to include profile links, I decided to add it but warn against them. Profile links are junk backlinks and not really worth the time. Some marketers still report success with them, but they are usually competing for very uncompetitive search terms. Also, if you've ever wondered why they became so popular, think about it from a service provider's perspective. Unlike articles or even blog comments, no real content is needed. They are very easy to blast out or collect and sell as packets.

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7. Website Directories

There are all sorts of commotion in the SEO world about whether or not listing your website in directories is still effective. To take a moderate approach on the subject: listing in some is helpful, but avoid software or services that place your site in hundreds of directories. Here are a few of the most popular directories to list your site in:

www.dmoz.org- PR 8

www.dir.yahoo.com – PR 8

www.vlib.org – PR 8

www.botw.org – PR 7

www.zeal.com – PR 6

www.HotVsNot.com – PR 6

www.rdirectory.net – PR 5

www.directoryworld.net – PR 5

8. Blog Carnivals

A blog carnival is a collection of blog posts on a specific subject collected and combined from many different blogs. They can be a good way to get links and consistent traffic to your website. You can visit www.blogcarnival.com to get started with blog carnivals.

9. Video Marketing

Video marketing is more effective as a means of promotion and traffic than for backlinks. Here are the most popular video sharing websites.

www.Youtube.com – PR 9

www.vimeo.com – PR 9

dailymotion.com – PR 7

www.metacafe.com – PR 7

The best way to garner further SEO benefits from video is to [embed the video on your site](#) as well and encourage other people to embed the video and link back. This way people will post your video and you will get links. Also, it's a good time to mention that

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you should brand all of your videos so if someone uses it and doesn't link back you still have obvious ownership and traffic potential from the video.

10. Document Directories

Document directories are another source that doesn't produce very effective backlinks but can be great for consistent traffic. You will only get "nofollow" links from the following directories, but people will read and download your docs leading them back to your site.

www.scribd.com – PR 8

www.docstoc.com – PR 8

www.slideshare.net – PR 8

www.docshare.com – PR 5

Those are the most popular directories, and some of your documents will even show up in the SERPs due to the authority these sites hold.

11. Software Directories

If you have any software to give away or even an article to turn into a pdf file, you can take advantage of software directories and the backlinks they provide:

www.brothersoft.com – PR 8

www.download.com – PR 8

www.sourceforge.net – PR 8

www.softpedia.com – PR 7

www.winsite.com – PR 6

www.softwarevault.com – PR 5

12. Yahoo! Answers

You won't get to make links right away with Yahoo Answers since level 1 participants don't get hyperlinks. However, once you get to level 2 through answering questions, getting selected as the best answer, and just logging in, you will have opportunity to post links to your site. These are "nofollow" links, but I like to think they might pass

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some level of trust or SEO value since it takes a commitment to be able to post them in the first place. Once again, regardless of the SEO value, Yahoo Answers is a good traffic source for two reasons. It will send you internal traffic and it also ranks very well in the SERPs so you could easily end up with a best answer sitting on page one of the SERPs.

13. Guest Blogging

Guest blogging is a great way to get loads of targeted traffic and powerful one-way backlinks. The links you get will be in a space only edited by the webmaster which makes a difference, and they will also be **dofollow** with **anchor text**. It's best to study the current posts and community on a blog before posting. Make sure you take the time to craft a well-written, unique, and relevant piece of content to post that highlights your own talents as a blogger/writer.

Here are two sites that are very helpful for finding blogs in your niche to write for:

www.myblogguest.com

www.bloggerlinkup.com

14. RSS/Blog Submission

RSS/blog submission is a decent source of backlinks, but is limited in its use. Submitting your blog once to many of these directories is a good idea, but there is little point in resubmitting or spamming submissions. Here are some directories you can submit to:

www.bloglines.com – PR 9

www.plazoo.com – PR 6

www.icerocket.com – PR 6

www.blogcatalog.com – PR 6

www.bloghop.com – PR 6

www.portal.eatonweb.com – PR 6

www.blogged.com – PR 6

www.bloggapedia.com – PR 6

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15. Google Knol

A lot of bloggers and marketers are entirely unaware of Google knol. Basically, you can use it like another web 2.0 site for posting content and linking back to your website:

<http://knol.google.com/k> – PR 7

16. Social Bookmarks

Social bookmarks won't get your site ranking at the top of the SERPs alone, but they are a good way to notify the search engines of new content and get a quick splash of visitors to a webpage. You can use free tools like OnlyWire or Pixelpipe to automate your social bookmarking tasks.

17. Social Media Link Building Techniques

Google has stated that they are looking at social signals now when ranking webpages and has also introduced its own [Google Plus button](#). Getting your content tweeted by someone with a lot of [Twitter followers](#) or a lot of people in general could actually increase the ranking of your webpage in the search engine results. Make sure to share links on Twitter and Facebook to get more visitors to your site and build backlinks. Using [Social media buttons](#) on your website is one of those must have link building techniques.

18. CSS Galleries

This lucky last of the link building techniques is rarely talked about, but for good reason. It's a bit difficult to use since most of us just have premade template for our sites or use common themes for our WP blogs. If you have designed your site's CSS or if it is custom, you should definitely consider adding your website to one of these sites for some more free backlinks.

www.cssdrive.com – PR 9

www.cssbeauty.com – PR 6

www.unmatchedstyle.com – PR 6

www.webcreme.com – PR 6

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One thing all of the above link building techniques have in common is that they can be done for free. This means you don't have to nail it on your first try. Your first press release might flop, but you will gain new insight through the experience that you can apply to subsequent submissions and it hasn't cost you anything. All it takes is a little initiative and some virtual elbow grease 😊

Link Building Tutorial – What Is Link Building

We all talk about link building, but what is it? Oh no! That is a big question, but as you know I like to analyze the why, what, when and how of everything! Unfortunately the details of link building are often ignored and there are no hard and fast rules to go by. Certain link building techniques can work for some webmasters and not others. This is because there are so many factors to take into account.

If you are a webmaster, link building will most probably become an important part of your life. I know I did not realize this when I first started building websites.

Another funny thing is that most spammers are simply link building the wrong way and are just not educated yet. Hopefully this tutorial will save you from going down that road.

What is Link building?

Link building is part of [search engine optimization](#) which is a process that helps your website get found by the search engines. Link building is a large part of search engine optimization and is a very important part. The links that you build to your website tell the search engines what the page is going to be about. Each link can also be counted as a vote in favor of your website.

Links allow search engine bots to travel from one page to the other examining the Internet and recording what they find. If you don't have any links going to your page then this will make it difficult for the search engine bots to crawl your webpages. If you have a good amount of links leading to your page then you have more chance of being crawled.

Lets Start Building Backlinks

Let us presume that you have a brand-new website and want to start building back links. Even if you have a website that is relatively old and haven't started back linking yet, these methods will work for you as well.

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When I first start back linking for a new website the first thing I do is build a plan.

Build your backlinking plan

When you are building your back linking plan, this process also helps you plan your website. All of these tasks will ensure that you build a better website that has an accessible navigation and the right content.

- Keywords to target for your niche and each page you plan to create.
- Identify who your target visitors will be.
- Identify where your target visitors are hanging out and make a list.
- Make a list of your 10 closest competitors and research where they get their back links from.
- Priority of Pages to link to, main landing pages
- Creating an internal linking structure. Where, when, how.
- A list of site suitable websites for guest posting.
- A list of sites suitable for [dofollow blog commenting](#). Not just for [SEO link building](#) but building a community.

The first step – keywords

Link building without knowing your keywords is like driving through a strange city without a SatNav. You will get lost and you will get nowhere!



It is a fine line between a useful keyword that people are searching for and one that never gets typed in at all. Sometimes I have found that even a simple S on the end of a word can make or break your success. Yes that's how detailed this is and this is why we need to research our keywords.

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I have written so many articles about keyword research so I am not going to repeat myself. Below I will list a few of my favorite articles. Please note that everyone has their own method of finding keywords. I have developed my methods over many years of testing and tweaking. Again there is no right or wrong method here, only the method that works for you.

[SEO tips to dominate Google](#)

[Tips for choosing effective keywords](#)

[Choosing keywords for post categories](#)

[Successful WordPress website checklist](#) (points 5 &6 from this article)

I am now using [Keyword Elite](#) because it saves me a lot of time and [Keyword Elite](#) has 50+ video tutorials showing you exactly how to do everything. I personally hate math and would prefer software to give me the results. But as you know I also love the Google keyword tool. Of course other keyword research software can give you more details in less time.

The key is to find keywords that people are searching for, and even better if it is a problem keyword that you can solve.

Elements of natural link building

A combination of all of these factors listed below is needed to emulate natural link building.

- Variety of anchor text links
- Variety of locations
- Links built at a speed that is humanly possible
- No traces of automation

Every part of search engine optimization is done with a goal to look natural. This is not just for the search engines though, we want everything to look natural for the real human visitor.

To Anchor text or not to Anchor text

Anchor text is when you make your keywords into a link that points to a page or post that is targeting those exact keywords. For example a page about a SEO checklist would use [SEO checklist](#) as the anchor text link that leads to the page.

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Some people argue that the full URL is ok too. I agree in some circumstances but in others I don't. For example I think it is OK to leave the full URL of a root domain like <http://tips4pc.com> as it is short and sweet. However if I was to leave a link like this, <http://letsbuildwebsites.com/repurpose-your-existing-research/> . If everyone left links as long as this the internet would not be a pretty place. Web design would be down the drain instantly.

Another thing I must mention is to use a variety of anchor text that means the same thing. For example if I wanted to link to a page about computer maintenance, I would vary the anchor text like this:

- computer maintenance
- computer maintenance tips
- computer maintenance information
- maintain your computer
- PC maintenance
- care for your computer

I guess you get the moral of the story here. It is not good to just go out and build links using the same anchor text. For one page on computer maintenance I would only use the same keyword about four times. Using the word computer maintenance 10 or more times would set off alarm bells and we want to stay under the radar.

Relevant backlinks

I am a firm believer that everything you do when it comes to back linking must be relevant to the content that you are providing. For example you're anchor text that you use must tell a story of what content it leads to. There is no point leaving links with the anchor text "click here" or "see this" etc because you are not endorsing what the content is about on the other side of the link. It could be a scam and lead to anything. Of course the occasional "click here" link is fine to make your link building look natural, but doing it too often is bad for search engine optimization. In fact this is not search engine optimization at all and leaving links with the anchor text of "click here" is only fishing for traffic. Therefore you are cutting your SEO opportunities out.

So now you are using varied anchor text that means the same thing, to link to your particular page. The next thing to make sure these back links are relevant is to optimize your content to match what you are claiming. So if you are claiming that there are computer maintenance tips on a page then you better make sure there are in fact computer maintenance tips on the page. This is not rocket science, it is simply common sense.

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Quality of backlinks

There is not clear way to tell if a website will give you a quality backlink or not. Therefore I have a few ideas on how to gauge quality.

- **Google page rank** – This is a difficult one. An old blog with PR 1 is not as good as a new blog with PR 1. The old blog should have worked its way up, but didn't. To say that Google PR does not matter probably means you have something similar to the "small man syndrome".
- **Alexa ranking** – Any website that has less than 500,000 Alexa ranking must be doing some promotion to get there. Blogs without promotion usually hang around the 1.4 million mark. Blogs under 100,000 are definitely preferred.
- **Moz rank** – I do not really think more ranks are necessary but if you prefer this then go for it!

Quantity and Speed of backlinks

If you build 100 backlinks this week, can you do this every week? Consistency is the key here. If you usually build 10 backlinks a week and then start building 200, alarm bells are going to ring. Bigger websites can get away with more link building because you would presume that would happen naturally anyway. However new websites would not.

Everything in moderation is the key here when building links. If you go out and build 100 links

Variety of Links Built

Creating 20 backlinks on various different websites is far better than creating 20 back links on the same website. Also getting 20 back links from only one website that is definitely not look natural and this is what we are trying to do.

The variety can also mean of the variety of anchor text you use. This is mentioned in detail above.

Link building on your blog posts

We build links on our own website for different reasons. Here is my list of how I define a link type on my blog.

- **Navigational (SEO and NAV)** – Leads to main landing pages on site.
- **Internal (SEO and NAV)** – Leads to other related content on your site within content.

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- **Informational or definition (EDUCATION)** – Defines or explains something further.
- **Promotional (GOALS)** – Affiliate links and links to other goals.
- **Reference (INFO BACKUP)** – Source of information, backup of facts.

Please note: I am not following any guidelines here so please do not feel the need to correct these terms I have used. The problem is, I made them up. I often make things up. 😊

These internal links can be counted as backlinks to your pages as it is shown in Google webmaster tools as such.

Some backlinks provide different benefits

- Search Engine Optimization
- Page Rank Juice
- Targeted traffic
- Un-targeted Traffic
- Back links to get indexed
- Reputation

The best backlinks depend on what benefit you would like to see

Search Engine Optimization

- Links from related websites and content (eg.guest posting)
- Links from authority sites with good reputations
- a mixture of links from various sources therefore looking natural
- links built at a speed that equals your blogs page and authority

Page Rank Juice

- Links from high page rank sites or pages
- Preferably "dofollow"
- A high quantity of smaller page rank site links or
- Less links but on high PR sites

Targeted traffic

- Links from highly related content
- Links from forums talking about a problem you can solve
- Endorsements from authority sites in your niche

Un-targeted Traffic

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- Getting links from unrelated content
- Getting links from sites that have junk traffic
- Mass link building

Reputation

- Getting links on famous blogs
- Getting talked about by famous bloggers

A back link is better if it is harder to get

Links Easy to Get

- Social Bookmarking
- Blog commenting on any website (unmoderated)
- Directory submission
- Profile backlinks
- Web2.0 backlinks
- Article submission in mass

Links That are MEDIUM EASY to Get

- Paid directory submission
- Forum posting (moderated and high quality)
- Article submission on authority sites
- Blog comments on high reputation sites
- Yahoo answers
- Guest Posting

Links That are HARD to Get

- Links on high page rank sites, especially the homepage, preferably aged.
- Forum posting (certain authority forums)
- Guest Posting on massive authority websites (Prologger)
- Editorial links where authority website suggest your link as a resource. Imagine getting a mention on SEOMoz for your SEO tips. That would be a great link!

If it is almost impossible to get back link on a website, this becomes valuable property. Anyone can go out and comment on a blog and leave a link, anyone can suggest resources tactfully in a forum, anyone submit their links to free directories. What do you think about what I am saying here? "That the harder the link is to get, the more valuable it is."

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How many back links should I build to my website?

For a new website I like to build the basic starter pack links which include some directory links, profile links, and so on. Not too many though, just about 5 a day for the first few weeks.

I also like to do some article marketing or guest posting to kick off your site. Of course to do this you will need to have some content on your site to link to. You will also need to guide your website visitor through your site to your goals. This could be to sign up for a newsletter or buy a product.

I would submit about 10 articles pointing to my site and also internal pages. After this I would continue and post one article a week, more if you want to get more traffic. I would also continue to build other links such as links in Yahoo answers, forum posting, and blog commenting. I would do this on a regular basis to actually bring real traffic in. If you are performing all of this yourself then it will never be seen as spam.

I also like to create free blogs and pages to use to build links back to my main site. Lets make something clear now though, now days the difference between blogs and websites is blurred. So when I say blogs it also means websites and vice-versa. When I say free blogs it means you are not paying for web hosting. You will see this in the last video on this page.

Later when your site is more established I would use UAW ([Unique Article Wizard](#)) to generate backlinks to your articles and guest posts to make them popular. I would also use UAW to build links to internal pages, but at a slow rate. I never blast any links out there. Also with UAW it can take me hours to produce one article that is going to be good enough to point to my site.. The more time you spend on this, the better the quality of article, the more it will count.

Where do I build links to?

A common misconception is that you just build back links to your main home page using your main keyword. This cannot be further from the truth. Each page has its own personality and its own keyword. Each individual page also benefits from having its own back links pointing to it.

What about Facebook, Google plus and Twitter?

Good question! First we have to agree that it is easy to get these links. We can even buy followers on all networks, we can even buy shares. There is even software to automate the finding friend process..The list goes on.

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The good backlinks you get from these networks is when random people with influence retweet, share, or plus your content. Real people sharing great content gives great benefits. Lets be clear on the difference here.

Link building maintenance

Oh no! Yes there is link building maintenance involved and it depends on how much competition you have and how many links they have. Your link building efforts may secure your position for many years as long as your content is relevant and up to date with fresh information. However if someone else comes along with better content and more backlinks they can out rank you. This is when you start to to link building maintenance. To get back up to the top of the rankings, you will need to repeat your link building efforts for that particular page that you want to rank for. You can also [build new links on old pages](#).

Link building is an ongoing process and the methods and tactics will change. This is absolutely nothing new in the business world though as all successful businesses adapt and change with the times.

10 Point SEO Checklist for New WordPress Webmasters

When building WordPress websites, I highly recommend using a **SEO checklist** to keep you on track with your search engine optimization techniques. It is important to keep track of what you are doing, especially when you have a new WordPress website, as it would be more sensitive to Google's watchful eyes. Google loves to see new websites pop-up on the scene and rewards them for starting out in the right direction. Of course some people always overdo some aspect of SEO and can ruin their websites chances from the outset. This is why I have a *SEO checklist* so I can monitor and track what needs to be done for a new website.

1. Choosing your niche

There are so many different ways to choose your niche for your new website and there are is no definite right way or wrong way. This is the most import item on my SEO checklist as choosing the wrong keyword can be website suicide.

I can only tell you a brief criteria that I use when choosing a niche:

- The keyword needs to have 1000 or more exact monthly searches.

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- The keyword needs to have an estimated CPC of one dollar or more.
- When searching in Google for the keyword are other companies advertising? This is a good sign of money to be made.
- The keyword needs to have market potential.
- The keyword needs to be able to expand with longtail keywords and LSI keywords.

I have given a detailed example of how to choose a niche in my **Free PDF report** about [how to build a WordPress Website](#). This has been revamped so grab it again as it is full of more information.

Possible pillar articles

From the list of related keywords would pick out the words that I find are highly related and have the most potential for me to get traffic. From these I will write some article titles that will possibly become top articles on the website. Please note that any of this information can change as you need to be flexible when you see your results and stats coming in. Nothing is set in stone.

Create a category list

One thing I hate is not having an organized list for categories. Webmasters often create a category to put a post in as they go along. This system becomes highly unorganized. It is best to create your post categories from the beginning using your related keywords.

Potential blog post titles

You should make a list of potential blog post titles now as you could probably start gathering ideas for your content as you will already know what you are writing about. You could also use this list to get other people to write articles for you.

Related websites

Having a list of related websites or even competitor websites is a great thing to have from the beginning. This way you will easily be able to tell when a new website pops onto your scene. Also you will be able to easily keep track of what your competitors are doing. You can investigate your competitors websites and see if you can do better than them. Winning the search engine optimization game can also have a lot to do with your gut feeling.

Possible back linking sites

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now is the time to make a list of possible back linking opportunities. This could mean websites where you can guest post or maybe even leave the [do follow](#) blog comments. As you know I prefer the guest posting option as I feel it holds better SEO weight. This list is very important as you will probably need to join some of these communities in order to get your website pumping.

3. Think about Your User

Now that you have your plan the SEO checklist is starting to come together. You can perform all the SEO you like but if your users that visit your website are not happy then your website will not be a success. Even those search engine optimization is important it should not be the only thing that determines how your website turns out. A balance of SEO, great content, easy navigation, and a pleasant user experience, all contribute to a successful website.

4. Great Content

Creating great content can mean a lot of things. Without even getting into search engine optimization, the content should be well rounded and provide complete information about this subject you have chosen. You cannot get away with telling half the story and in most cases; this is what Webmasters do just to provide content. Without even optimizing your pages, if you have great content, sometimes it will generate its own search engine optimization. For example you might get people to naturally link to your content because it is so good. Therefore great content also has a lot to do with search engine optimization.

People often say that content is King, and don't get me wrong because it is great, however I believe it is a package deal. Your content must fit in to your navigation system and also blend with your search engine optimization.

5. Navigation and Design

I believe the way your navigation system is setup plays a big part in your SEO. Easy navigation not only improves user experience, but it also helps the search engine bots examine your precious content. Sometimes it is easier for a new Webmaster to create a simple layer of navigation. For example you might have your categories showing on the homepage and all your articles can be found by clicking on those links. Sometimes Webmasters add categories in categories which can get confusing. This is okay to do but it all must be in order somehow which is pleasing to both the search engines and your users.

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Design of a website can also be related to search engine optimization as the positioning of links, social media buttons, and so on, all contribute to the search engines finding your content.

6. Onpage SEO

I am a huge fan of search engine optimization and have been using this [onpage SEO technique](#) for many years now. This is one of the major factors that has helped me dominate Google for certain keywords. When you are starting a new website it is best to start with your search engine optimization from the beginning. This way you do not have to go back and do extra work later. I have actually been doing this so long that it has become a habit for me.

Here is a quick summary of what on page optimization involves:

1. Grab your list with your main keyword and your related keywords on it.
2. Create a catchy title that includes your target keyword.
3. Create subheadings throughout your article that contain your target keyword and your related keywords. It is good to have a variety as you have a chance to rank for more words.
4. The headings should be scattered through the article and you need at least one H1, H2, and H3 heading.
5. Your target keyword should be included in the first sentence of the article and should be bolded. (not necessary but it is what I do)
6. Your target keyword should also be included in the last sentence and should be underlined or made Italic.
7. You should include an image with an ALT tag that includes your target keyword. When people hover the mouse over your picture they will see your target keyword.
8. You need to mention your target keyword throughout your article. It should have a keyword density of at least 1%. Therefore if you have a 500 word article you would need to mention your keyword five times or more to get 1%. This is not set in stone but I find it better to target a keyword so Google knows what your post is about. You want to make it clear.

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9. You should link to several pages internally that are related to your keyword. This means linking to the pages in on your website. These links can be followed as opposed to nofollow.

10. If you link to external pages you should make it a nofollow link unless you feel like giving some link juice away.

I use SEOPressor to keep me on the ball when it comes to sticking to these rules.

7. Internal Linking

If you are really crazy about search engine optimization, when you are creating all of those lists that I mentioned above, you can make a list for internal linking. For example you should know which keywords are being targeted in which posts and therefore should be able to draw a mind map of which posts can be linked together that are related. The sooner you start internal linking the better as it really does make a big difference to your search engine optimization efforts. Yes the link that you create on your website, pointing to your own post, does count in Google's eyes. Why else would they have a whole section of it in Google Webmaster tools.

8. Error Free Website

Avoid having errors on your website even if it is a new website as these errors can snowball into something that cannot be repaired. Some examples of errors that can affect your SEO efforts include:

- Duplicate title and description tags.
- Duplicate pages.
- Broken links.
- Errors on your site map.
- Crawling errors.
- 404 errors.

This is just a sample of errors that can occur on a new website and hamper your search engine optimization efforts. Having your SEO checklist will make you aware of the errors and be ready to repair asap. I personally have had all of the errors mentioned above over the years and I only wish someone had told me that these factors can have a drastic affect on your search engine rankings.

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9. Backlinking - SEO Checklist

Creating back links for your new website is where you really need your SEO checklist to keep you in line. This is one of the parts of search engine optimization that can make or break your new website. People often go a bit over board or try to take the easy way out when it comes to backlinking.

For each new website I start a guest posting promotion and build a few links from other websites I have that are related to the niche. Sometimes I might list the website in some top directories but do not go for bulk directory submissions or bulk social bookmarking. I do not believe in slamming a new website with tonnes of automated links as I do not want to risk all my hard work.

Lucky last on my SEO checklist is...

10. Create a SEO Maintenance Checklist

I know this sounds a bit crazy and you are probably groaning because I am mentioning another list, but this is important. A SEO maintenance list will stop you from falling behind in your SEO efforts. ***This might include:***

- Checking for broken links or any errors
- Checking your rankings
- Keeping an eye on your competitors
- Checking stats in Google Analytics
- Evaluating results of your last SEO campaign
- Investigate rankings that are dropping
- Internal linking upkeep
- A list of jobs to keep up your rankings..

New and experienced webmasters have errors occurring with their websites because they are not keeping a close eye on what is going on. Having a SEO maintenance checklist can keep your website on the straight and narrow.

Hey I never said that creating WordPress website was easy!

5 Hidden SEO Problems Costing You Traffic Right Now

The worst **SEO problems** are the ones you don't even notice, the ones not mentioned in your regular [SEO checklist](#). The good news is that all of these *SEO problems* are easy

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to fix. Although it can take a fair amount of time and effort to find and repair [SEO mistakes](#), it is well worth it.

I love writing about SEO as it is one of the biggest reasons for my success and yours. I believe that great content and SEO go hand in hand. You cannot have one without the other as they are quite useless on their own. Think about it?

If you are having SEO problems then just go through the following list and make any necessary changes.

SEO Problems #1—Weak Titles

I can always tell when a SEO writer focuses too much on keywords by looking at the headlines he or she produces. Missing are the titles that suck you in; gone are the titles that entice people into clicking.

It doesn't matter how great your SEO is if people don't click the links in the search engine results. People open the pages that sound most interesting, whether they appear first in the results or fifth.

A good headline can drive more traffic to your site than any other SEO technique by itself.



For most sites, the best headlines make a solid promise. The headline for this article promises to tell you about 5 [SEO problems](#). Other titles promise to tell you "how to" do something, the "top 10" things, or how to get something for "free."

A strong headline can pull in several times as much traffic as a weak headline, all other things being equal, so it pays handsomely to check the titles of all your content.

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The titles are also extremely important when you are using Comentluv links on other blogs for SEO purposes. Of course a better title attracts the clicks. I am realizing this when I examine the Commentluv premium results for clicks I am receiving. The great titles are really getting the clicks!

SEO Problems #2—Duplicated Content

Back when I started blogging, it was common for blog software to create “pages of pages.” The blog software would combine all of the posts in a single category into a single page for easy reading.

Some blog software still does this. If yours does, see if there’s a setting to turn it off, or use `robots.txt` to block Google from visiting that part of your site.

These combination pages count against you as duplicate content. Google doesn’t want to send people to giant pages full of mostly irrelevant information—it wants to help searchers answer their questions with specific results.

Try not to duplicate any content on your site longer than a paragraph to maximize your ranking.

Also watch out for sites that steal your content. Google reduces your page rank when you host duplicate content—even if it was original content when you first published it.

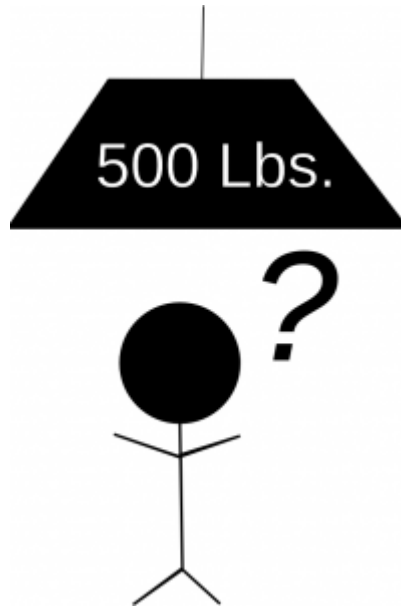
Many sites will take down copyrighted content if you ask. More will take it down if you threaten legal action. The rest can usually be forced out of business if you contact their hosting company. (But be careful attacking hackers—they might attack back.)

You can also take advantage of copyright thieves: include links to your own sites in your content so stolen content at least gives you a backlink.

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SEO Problems #3—Duplicate Domain Names

Did you know that domain names starting with www are completely separate from the same domain name without www? Even if you didn't know that, Google does.



Google also knows that some people use the two variations to do things that fool users. Some people use the two versions to do split testing, others use it to create scam versions of legitimate sites.

For that reason, Google considers the non-www version of a site separate from the www version. That means your site could appear in the Google index twice—making Google think every single page on your site is a duplicate.

To convince Google the www form of your site isn't a duplicate, you need only log in to your Google Webmaster Tools account and set your preferred domain name. Google will give you all the instructions you need to verify you own both the regular and www versions of your site.

SEO Problems #4—Javascript Over-Features

Does your site use AJAX extensively? Then watch out—the Google crawler doesn't do the Javascript that AJAX depends on.

I always run my Web browser with Javascript turned off by default, and I frequently come across sites that simply don't work. To Google and me, these sites are content black holes.

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I suggest you take a look at your site the same way Google sees it. Go into your Web browser settings and turn off all of the following:

Cookies

Javascript

Plugins (like Flash)

Furthermore, when you load your site, look in the menu options for something that says No Stylesheet. Now you're looking at your website exactly the way Google sees it.

Do you see what you expect? Is your content at the top of your page where Google will see it first, or do you have endless rows of navigation features and advertisements?

Of all the SEO problems on this list, this could be the most hidden. It hides in plain sight on the pages you look at every day.

SEO Problems #5—Spamming

Spamming is by far the Internet's top problem. You hate spammers. I hate spammers. And Google hates spammers—so you're in big trouble if Google thinks you might be a spammer.

If you focus too much on writing for search engines, and pay no attention to writing for people, you're likely to run afoul of one of Google's spam identification algorithms.

We don't know exactly how Google detects spammers, but we do know that they're very good at it. One day the spammer ranks first in the search results—the next day they don't appear in the search results at all.

There are a couple ways your site could be labeled as spam. The first happens when you host actual spam on your site. This most commonly happens when you don't police your comments, wiki, or forum.

Another common way to be confused with a spammer is by getting hacked. The hackers may leave all of your content in place so you don't notice the hack while they use Javascript or another tool to host malware on your site. When Google sees malware, it stops directing people to your site.

But the most significant way to get labeled by Google as a spammer is by overdoing your [SEO techniques](#). Put too many keywords into an article, over use words like "free,"

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or create dummy sites that link to your main site and Google might decide that you aren't legitimate.

Conclusion

Please do not mention that "[content is king](#)" in the comment section..Hello!! I am so sick of people being one eyed about what is needed in this business..There is more than just content needed to rank well and create a successful pumping website.

SEO is also an important factor for a websites success and therefore you need to stay ahead of the game! Checking your website for these five hidden SEO problems shouldn't take more than five minutes and can significantly improve your ranking.

Search engine optimization plug-ins

When you are making websites for a living you will definitely have to get familiar with **search engine optimization plug-ins**. It is almost impossible to do the same amount of work that these wonderful plug-ins can do for you. I have to say that I cannot live without my *search engine optimization plug-ins*.

All of the [search engine optimization](#) plug-ins that I use in my websites do not always cost money. In fact most of these helpful tools are actually totally free.

Do you really need search engine optimization plug-ins?

Some Webmasters neglect the fact that must perform SEO on every website you make. This is a highly qualified professional job that people train for and study to perfect, however with the use of a simple plug-in, you too can be an SEO professional. Considering that a good SEO expert can cost you hundreds of dollars a month, using a WordPress plug-in is a no-brainer. The savings are enormous.

Installing search engine optimization plug-ins into your [WordPress website](#) can ease the pressure and do most of the work for you. Search engine optimization is important, because after all, in the end what it means is traffic to your website.

What can search engine optimization plug-ins do for you?

Search engine optimization plug-ins can do an enormous amount of work for you. This includes both on page and off page optimization. You will need a new different plug-ins to perform different tasks. Some tasks that the plug-ins can do include;

- Optimization of your post titles descriptions and meta tags.

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- Keyword density in your posts.
- Submitting your website site map regularly to places like Google and Yahoo.
- Internal linking within your website using keywords and anchor text.
- Image optimization.

The need for on page SEO plug-ins

On page SEO is extremely necessary because you need to tell the search engines what your post is about. If you have not performed on page optimization, the search engines will not be able to figure out who to send to your website. I often hear people complaining that their AdSense ads are not targeted to their posts. Hello! Wake up guys. Google cannot tell what your post is about because you have not performed on page optimization. There is a science to writing a post the correct way and because we are human, and not a machine, it is best for us to use a search engine optimization plug-ins for this purpose. It's all about numbers and percentages and keyword density.

- **All-in-One SEO Pack**

This is a free plug-in that is used by every Webmaster I know. It is a simple plug-in that adds a section at the bottom of the page when you are writing a post, that allows you to fill in details. Search engine optimization details such as post title, description, and tags or keywords. This is a must have plug-in and the free option does the job quite well. Of course there is an upgrade paid option as well but is not necessary for beginner website builders to invest in.

The screen shot below shows the sections that you need to fill in for the all in one search engine optimization Pack.



The screenshot shows the 'All in One SEO Pack' interface. It features a title field with the text 'Desktop Support Technician' and a character count of 26. Below it is a description field with the text 'Desktop support technicians carry the major share of IT support functions in any organization. The importance and scope of this role are often seriously underestimated.' and a character count of 166. At the bottom, there is a keywords field with the text 'IT support, Desktop Support, technicians' and a checkbox for 'include on this page/post'.

SEOPressor

SEOPressor is a fantastic plug-in and is one that I recommend you purchase if you are serious about making a successful business with your website. This plug-in requires a one off payment and has given me returns 1000 times over. This plug-in alone brings you traffic because your posts will be optimized for the search engines. When buying this plug-in I researched other potential WordPress plug-ins that could do the same job,

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however they were a lot more expensive, and I am very happy with the job that [SEOPressor](#) does for me.

As you can see from the screen shot below, SEOPressor can steer me on the right track when it comes to Onpage SEO every single time I write a post. There is no possible way I could simply guess how to do this precise task using these exact SEO techniques. how could you possibly publish a post with such bad statistics attached to it. When I first installed this plug-in on my website, I realized that my on page optimization did not exist. My posts were scoring approximately 20% on average.

SEOPressor Score

Score	SEOPressor Keyword
67.78%	search engine optimization plug-ins

Keyword Density
0.91% Your keyword density is too low

- ✓ You have H1 tag containing your keyword
- ✗ You do not have H2 tag containing your keyword
- ✗ You do not have H3 tag containing your keyword
- ✓ SEOPressor will automatically bold your keyword
- ✓ SEOPressor will automatically italic your keyword
- ✓ SEOPressor will automatically underline your keyword
- ✗ You do not have keyword in the last sentence.
- ✗ Please add rel=nofollow to your external links.

If you look at the screen shot below you will notice that now my posts are optimized and scoring well over 90%. This in turn is attracting an enormous amount of free traffic from the search engines.

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SEOPressor Score

Score	SEOPressor Keyword
93.33%	successful blogger

Keyword Density

1.35%

- ✓ You have H1 tag containing your keyword
- ✓ You have H2 tag containing your keyword
- ✓ You have H3 tag containing your keyword
- ✓ SEOPressor will automatically italic your keyword
- ✓ SEOPressor will automatically underline your keyword
- ✓ You have have ALT tag set to your keyword

- [WordPress SEO by Yoast](#)

This is a free SEO plugin that will do some of what SEOPressor does, (but not all) and do all of what All in one SEO pack does. It also includes sitemap management, and many more features. Installing this plugin means you do not need at least three others. I highly suggest you put this SEO plugin on your list.

- [Google XML Sitemaps](#)

In the good old days Webmasters used to have to generate a site map and manually submit it to Google, Yahoo!, and any other important websites. Now days you can install Google XML site maps to do it all for you automatically. How easy is that? Of course there are other free plug-ins that you can try however this is one of the most popular ones for submitting site maps.

- [SEO Smart Links](#)

Internal linking within a website or blog can have a dramatic impact on rankings. SEO Smart Links does the hard work for you by identifying specific search terms within your website and linking them to relevant pages or content. SEOPressor also reminds you to link to one of your internal related pages.

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- [SEO Friendly Images](#)

SEO friendly images ads and an ALT tag containing your keyword to the images that you neglect to optimize. However my theory is that if you had installed SEOpessor in the first place, it would have told you to add an ALT tag to your image. The less plug-ins the better, I say.

- [Scribe by CopyBlogger](#)

This one requires you pay a monthly fee. It can be as low as \$17 a month but is well worth it. I truthfully believe that this plugin is for the serious blogger that wants to do SEO the easy way to save a bit of time. This plugin is definitely white hat SEO. It brings you ALL the information you need to do both on page and off page search engine optimization. This means you do not have to go out searching for relevant blogs to get back links, possible internal linking pages, and so on. It is far too much to explain so I made you a video.

<http://www.youtube.com/watch?v=C0RO2F7V4ME>

[Visit the Scribe website to see more..](#)

- [Keyword Winner](#)

This is my favorite SEO plugin as I used to spend many hours researching the details that [Keyword winner](#) now gives me. So yes, it saves me a lot of time and obviously now, I cannot live without it. I wrote a detailed article about how to dominate Google and showed how I find related keywords by using the Google Keyword tool. Now I do not have to leave my post editor to find the keywords as it is all done from within my WordPress dashboard.

Notes on search engine optimization plug-ins:

- At the bare minimum I would install the All in one SEO Pack and the Google XML site maps. however when you start making money I would invest in SEOpessor or something similar.
- WordPress plugins I have paid for include: [SEOpessor](#), WP-Robot, [Keyword winner](#), [Subscribers Magnet](#). This is not much money to invest considering the online business I have built is valued at \$400,000.00. I also use a very cool free plugin called Yoast WP SEO.
- Just remember that when you buy a plug-in, in most cases, you can use it for more than one website. This makes a WordPress plug-in great value for money.

SEO Guide for Building Websites

All of the search engine optimization plug-ins are a necessary add on for any WordPress website business.

SEO Do's and Don'ts

SEO Do's

- A website should have clear navigation system and should be easy for your user to navigate.
- A site map is a great way for users to investigate what your website offers. A site map is basically a map of your website.
- Make sure your content is always relevant and falls under your niche. Do not stray from your subject.
- Text on a page is how the search engines recognize what is in your content. Therefore if you have video or simply just pictures, you need to write some text on the page describing what they are.
- Dynamic pages (the URL consisting of a '!' character) should be kept to a minimum as not every search engine spider is able to crawl them. If you except guest posting on your website you must keep an eye on this.
- Vary your anchor text as having the same keywords in your anchor text can be seen as spamming.
- Go with your gut feeling. If it feels good do it.

SEO Don'ts

- When creating your website, deliver the content that you promised. Deceiving visitors will not make them happy.
- Anything that seems too good to be true is most likely to good to be true.
- Using too many keywords on one page can be seen as keyword stuffing. Do not try to cheat as Google will notice.
- Do not take content from other people's websites without permission and without following their guidelines. I have noticed websites that have scraped my content have been de-indexed immediately.
- Do not ignore errors and broken links as they can directly affect your search engine rankings. You can be penalized for having broken links.

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- Do not link out to bad neighborhood websites. These could be X rated, gambling, and so on. It is really up to you but linking out to websites should be monitored.
- Accepting payment for links is a grey area when it comes to Google. Please research this subject before selling links or buying links. (please note that things change and this might be different by now)
- Blog commenting for SEO spamming purposes is not recommended but blog commenting for networking and community purposes is recommended.

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Resources

Keyword Research

[Google keyword tool](#) – Free to use. Enter a keyword and press search.

[Google search](#) – Still need to check out your competition.

[Keyword Elite](#) – What I use to do all this hard work for me. Finding the right keywords is the most important step when building a website.

SEO Wordpress Themes

[Socrates](#) – The theme I recommend for any new webmaster. SEO built in.

[Elegant Themes](#) – Best deal for website themes. Over 60 themes for \$39. You can download them all. Ecommerce, real estate, review themes, restaurant themes, blogging, and more. You will never see anything like this on the internet. SEO built in.

[Thesis](#) – An amazing framework to build on. All the big bloggers use this. Full SEO built in. Even on everypage.

[Thesis Skins](#) – Amazing skins for Thesis including blogs, sales pages, and more.

SEO Wordpress Plugins

[Keyword Winner](#) - You can drill down and dig even deeper to find the WINNING keywords you need to get you 1st page in literally hours.

[SEOPressor](#) – The number one on page SEO plugin.

[Commentluv](#) – Amazing spam protection along with the best commenting system money can buy..Only \$40 which is a steal!

SEO Guide for Building Websites

[Wordpress SEO](#) – Amazing and free. Includes breadcrumbs, xml sitemaps and more.

Of course there are plenty of resources missing here. Please visit my website to [find out more](#).

Kind Regards

Mitz Pantić



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