

# **The SEO Workbook**

**By**

**Rick Bateman**

**Search Engine Optimization**

**For Small and Medium Sized Businesses**

**A Step-By-Step Guide to Effective Website Promotion**

About the Book .....	2
Part One—Planning, Content, and Design.....	3
F.A.I.D.A.....	3
How Search Engines Work .....	4
How Online Directories Work .....	4
Step One—Define the Keywords and Phrases.....	5
Step Two—How to Write Optimized Content for Websites .....	11
Step Three—How to Design Websites for Optimized Content .....	15
Step Four—Coding the Page for Search Engines .....	17
Part Two—Submitting to Search Engines .....	19
How to Submit Your Website.....	19
Paid Services .....	21
SEO Spam - What Not to Do .....	21
Part Three—Measuring Results: Traffic, Statistics, and Metrics.....	23
What are Metrics and Website Traffic Statistics and how are they Used? .....	23
Website Traffic Statistics .....	24
Metrics.....	31
SEO Maintenance.....	32
Part Four—The Bigger Picture .....	33
Internet Marketing.....	33
Who Should Do All This: You, A Web Developer, Or An SEO Professional? .....	35
Resources .....	36

## About the Author



Rick Bateman is a Search Engine Optimization Specialist with over 20 years experience in every aspect of information technology. He has specialized in Internet and Web communications and marketing for the past ten years.

Rick has worked as a consultant to large corporations such as IBM, EDS, and the top ten ranked web destination About.com. An author and recording artist, Rick operates an online book publishing business and a music promotion business independently from his work at Etraffic Solutions Inc. He is also an instructor in college level database development and web design programs where he teaches Search Engine Optimization.

Introduction

## ***About the Book***

### **Who is this Book For?**

This book is meant for two audiences:

The business owner who maintains their own website and wants more people to find it. We will tell you what you need to know to be effective. You don't need to know about cookies, Pay For Inclusion, Pay Per Click, or Pay for Anything for that matter! In this book we will largely ignore any SEO methodology that requires financial outlay.

The web professional who wishes to add SEO to his or her web development skills and marketable skill set. The approaches detailed are suitable to the small and medium sized business but large organizations also need to implement additional approaches.

For either audience, this book focuses on action, not theory. It is a workbook, and the emphasis is on HOW. The WHY is only explored so far as is required for the reader to understand the rationale behind the implementation.

### **How to Use This Book**

This book is meant to be used as a workbook. It is arranged in such a way as to lead you reader in a step-by-step fashion through all the requirements of SEO. It is recommended that this book be read and implemented in a linear fashion. By the time you are finished you will be thoroughly knowledgeable regarding the SEO process and will have a highly optimized website. Ideally, you want to apply what you learn here before you start your website creation. If you already have a website, you will be able to apply everything you learn here to improve your websites rankings in the search engines and web directories.

## **Part One—Planning, Content, and Design**

Finish this sentence. “The purpose of my website is to...”

Every website on the internet was created because the website owner had an objective in mind. They wanted to:

- Provide information
- Sell something
- Persuade others
- Share something
- Provide service
- Facilitate community

All of these objectives assume that others will be able to easily find the website. Yet, many people never put any thought whatsoever into what they should do during the development of a website to make it as likely as possible that those who might be interested in what it has to offer can find it. They focus entirely on their message, little realizing that without others finding their website in the first place, their message will go unheard and unseen.

### ***F.A.I.D.A.***

An old formula from the advertising industry can be modified to address this. Much of the advertising we see today is still built up from a decades old advertising formula, A.I.D.A., which stands for: get their Attention, develop Interest, build Desire, call for Action. We must now prefix this with the letter F, the customer must first find your website. Without the “Find” part of the formula, no one will ever get to the A.I.D.A. parts of your website.

The question for business for the past ten years has been to decide whether or not to have a website. The paradigm now is that any reputable company will have a website (what is the first thing you do after you get home with someone’s business card in your pocket?) and the question is how it stacks up in the search engines with the competition!

Research into web surfing behavior has shown that most ‘surfers’ abandon their search if they do not find what they are looking for in the first three pages.

Why do we need SEO? Simply because there are so many other websites competing for your customer's, peer's, or community's eyeballs that without SEO your message will never be seen.

### ***How Search Engines Work***

Search engines are looking for relevant content. The search engine will start its search for content by scanning the pages in its database from the top left corner and proceeding back and forth down the page in the same manner that English is read. If someone is using Google to look for information about dogs, the search engine will first find pages with the maximum amount of content that uses the keyword "dogs". Pages where the term dogs is also in the URL, title tag, headings, or emphasized text will be bumped up on the list. Then it will sort the websites with the most incoming links (therefore the most "popular" websites) to the top of the resulting list. Any pages where the search engine finds the website is attempting to trick the search engine will be either dropped or moved further down the list or Search Engine Results Page (SERP).

### ***How Online Directories Work***

I am not going to spend much time on how web directories such as About.com, Yahoo! or DMOZ work. The entry of a website into one of these directories is dependent entirely upon the human being who reviews your submitted website and their decision as to whether or not they choose to include it in the directory. As a former guide with About.com, one of the top ten web destinations, this was a part of my role. They simply look over your website and decide whether or not it really adds significant value.

That's it. That's what you need to know. Next we will drill down into the details.

Now that you know how search engines work, we will walk through the step-by-step process of explaining how you make your web pages and website to so that they end up as optimized as possible. This does not start with a discussion of anything technical but with business issues. Let's go back to the statement I asked you to finish earlier on, "The purpose of my website is to ..."

## **Step One—Define the Keywords and Phrases**

Keywords and phrases should be used throughout the content of your website and added to several key HTML tags on all your pages. This is the single most important thing you can do to improve your search engine optimization! The content of your pages is the most important thing search engines use to determine your position on the results pages returned from a query.

The goal of this step is to develop between 20 and 60 keywords and phrases that someone looking for products or services similar to yours is most likely to be typing into a search engine. It consists of three steps:

1. Define the objective of the website
2. Profile the customer
3. Determine keywords used

### **Define the Objective of the Website**

In order to perform the next steps of SEO you must make the purpose of your website crystal clear. This is one ‘end’ of the process. The other ‘end’ is the customer profile. Everything else we will do represents a link in the chain between the two.

Lets review again a few of the reasons people put up a website:

- Provide information
- Sell something
- Persuade others
- Share something
- Provide a service
- Facilitate community

You may feel this should be a multiple choice question and that there should be a box for “All of the above”, but there must be one overriding purpose. I know your website may ‘provide’ all of the above but which one is its ultimate purpose? Try a process of elimination. Would it be OK if you provided a service but did not actually sell anything? Would it be OK if you sold things and did not actually provide anything else?

At this point in the workbook you need to finish the sentence, “The purpose of my website is to ...”

Here are some examples:

“The purpose of my website is to facilitate community among people with an interest in dog training.”

“The purpose of my website is to share my love of American poets.”

“The purpose of my website is to sell my music CD.”

“The purpose of my website is to provide information about local hiking trails.”

Lesson Exercise: Define the objective of your website

“The purpose of my website is to \_\_\_\_\_.”

### **Profile the Customer**

Now that we have defined what we have to offer we need to profile the person who would be interested in what we have to offer. Who are they and what is the need or problem that they have that our product or service will satisfy or resolve? Let’s work through a couple of the examples above.

“The purpose of my website is to facilitate community among people with an interest in dog training.”

First of all, what are the demographics of this person? Interviewing a dog training business owner reveals that significantly more of their clients are female rather than male. They are mostly middle class or upper middle class with some level of university or college education. They mostly live within the region. Further discussion shows that these are mostly women who wore little makeup, dress casually, and enjoy team sports or outdoors activities. She is likely to be an extrovert, a concrete thinker, and conservative in her politics. Let’s call this woman Bev.

What need or problem does our product or service satisfy or resolve for Bev? Bev enjoys the companionship she gets from her dog, but she is a sensible, organized person and wants a pet that will fit with her style. No doubt Bev would also enjoy meeting some like minded people and hopes to do so through a dog training program.

“The purpose of my website is to sell my music CD.”

In this case, before we proceed with the profile, we need to define our product or service a bit more. There are a lot of different kinds of music CDs. The music on the CD is adult contemporary. The CD is called Island Love Songs and the theme is romantic songs from the Pacific Northwest, in particular from Victoria on Vancouver Island in British Columbia, Canada.

Given that refined product definition, what are the demographics of someone who might be interested in this product? First of all, they are more likely to be female than male and more likely to be middle class or upper middle class. She may live anywhere. With an interest in romantic music, she is more likely to be interested in aesthetics, reading, the arts, and social issues although she is likely less social. She is likely to be an introvert, an abstract thinker and liberal in her politics. Let’s call this woman Sarah.

What need or problem does our product or service satisfy or resolve for Sarah? Sarah enjoys a pleasant and pleasing environment. She also enjoys the inner world of thought and so is attracted to lyrical music. She is always looking for ways to cultivate a more pleasant and intellectually interesting environment.

#### Lesson Exercise: Profile the Customer

Write a brief one paragraph description of your ideal customer. What are his or her demographic details? What is their psychographic (interests and traits) profile? What problem does your service or product solve or what need does it satisfy?

#### **Determine the Key Words and Phrases**

Here are the steps in key word and key phrase definition:

1. Identify all stakeholders
2. Solicit key word and key phrase suggestions from all stakeholders
3. Identify the key word and key phrases (hereafter referred to as ‘keywords’) on websites with similar or related subject matter
4. Determine any industry jargon and cultural or regional forms of terms
5. Develop a keyword list with combinations and variants
6. Check the key word and key phrase rankings

### ***Identify All Stakeholders and Solicit Key Word and Key Phrase Suggestions***

Stakeholders normally refers to anyone who has or might have an interest in your activity. For our purposes stakeholders are anyone who can provide input or insight into the process of keyword definition. In larger organizations this might include a customer focus group and people from the content (writers), design, and development (programmers) groups as well as business owners and management. Lots of fun getting this bunch to agree on anything!

Realistically, for the small business owner, you want to put your question to as many people you know who can relate. What question is that? It's this: "If you were searching the web for [insert product or service here] what would you type in?" You have to ask yourself this question too of course but do not trust your answers. You are too close and whether you know it or not you are in a mental box. Ask everyone you can think of and especially people who do not know really what it is that you do. Compile a list of between 30 and 60 keywords. Group them by categories that make sense for your website.

For example, here is a list of key words and phrases for the Island Love Songs website:

Product: Music CD, disc, ...

Style: Adult contemporary, country, folk, easy listening, ...

Theme: Love songs, romantic, romance, ...

Location: Victoria, Vancouver island, British Columbia, West Coast, Canada, ...

#### Lesson Exercise: Identify the Key Words and Phrases

Document your list of key words and phrases. Organize them by category.

Identify other stakeholders and solicit input from them.

### ***Identify the Keywords on Websites with Similar or Related Subject Matter***

Now that you have your list of keywords, use them to identify additional keywords you may have missed that are used by websites similar to yours. Simply enter your keywords and visit the websites that come up in the top listings. Once you are there look in the HTML for the META keywords tag. It looks like this on one of the pages that came up in our search: <meta NAME="keywords" CONTENT = "romantic travel, romantic resorts, honeymoons, weddings, destination weddings, romantic getaways, romance">

Notice there are some terms we might not have thought of like “wedding”, “getaway”, and “resort”, all terms people use when looking for romantic resources of one kind or another. Add these to your list for now, we will prioritize and cull them later.

Remember the main reason those pages came up on the searches is because the website owners have used the same terms in the actual viewable content of the page, not only in the META tags.

While you are at these pages look at the top or upper left hand quadrant of the actual web page, which is most likely where the search engine has taken the content to be analyzed for keywords from. You will most likely see the exact terms you typed in somewhere here. Keep this in mind. We will revisit this point when we cover the section on page design and layout.

#### Lesson Exercise: Determine Related Keywords and Phrases

Add any keywords or phrases to your list that you have identified from other related websites.

#### ***Determine Any Industry Jargon and Cultural or Regional Forms of Terms***

At this stage of the process of keyword definition we need to consider any cultural or industry specific terms (jargon).

Examples of cultural terms would be Americans having hot cereal for breakfast, taking their lunch to work in sack, and drinking soda’s. Canadians have porridge for breakfast, take their lunch to work in a bag, and drink pop.

An example of industry specific terms is that this book is about Search Engine Optimization, or SEO, the industry specific term used in the Information Technology industry, but the small business owner of a craft store may never have heard of that term and may type in “website promotion”. So if the target market for this book is the small business owner, we must include “website promotion” as a key phrase. Review your keyword list and consider what cultural or industry specific terms may need to be added.

#### Lesson Exercise: Determine Industry Jargon or Regional Terms

Add any local or regional usages or industry jargon terms of your keywords to your list.

### ***Add Variants and Build Phrases***

The final step in refining your list is to add word variants and build phrases. Variants on the word “song” for our CD website would include song, songs, songwriter, sing, singer, singing, lyrics, vocals, etc. In search engine terms adding endings like “ed” or “ing” is referred to as “stemming”. Some search engines now automatically add word stems to search terms. We also need to add terms that you might find in a thesaurus such as “lyrics” or “vocals”.

Finally we need to build phrases using our keyword list. Phrases added to the list could include: love songs, British Columbia Canada, romantic getaways, etc. Remember that searchers almost never use a single word and that their searches usually include two or more categories (i.e. love songs west coast folk).

At this point you should have a fairly extensive list of key words and phrases. Now we will use this list as a resource while we proceed to the next step in optimizing a website for search engines - writing “keyword rich” content.

### **Lesson Exercise: Determine Variants and Build Phrases**

Add any word variants to your list and now build logical phrases for all your keywords. This is now your master list of terms you will use to enrich all the content, headings, tags, and links on your website.

## ***Step Two—How to Write Optimized Content for Websites***

I cannot overstate this fact: Content is THE most important aspect of SEO

Writing optimized (keyword rich) content is an art. It's tough because you need to use your keywords and phrases as the building blocks of your text, but at the same time you have to write material that appears natural. The upside is that it forces you to stay focused on the goal of the website and speak in terms of the reader's interest rather than your own.

Before you begin to write the content you need to structure it in what is called a "website architecture". This refers to the order of the web pages and the paths by which they link to each other. There are entire books devoted to this subject and you will need to consider the website structure for ease of use, convenience, and customer expectations, but here we are only concerned with the website architecture from the SEO point of view.

The key issue for us is that you can really only optimize pages and keywords on a one-to-one basis. Each page should be optimized for a single keyword or phrase. That means that you need to identify your top keywords and plan on having a page for each of those. In the case of the music CD we would need a page about the CD itself, a page for each song (story, lyrics, style, etc), another page about love songs in general (history, artists, styles, etc), another about Victoria and the Vancouver Island region with a focus on its romantic atmosphere and getaways, and finally a page about the artist.

Each of these pages will have its content sprinkled liberally with keywords in general but will also have a single keyword focus. Also each page will have a unique HTML title, and ALT and META tags, all optimized for the single keyword. Once you have your website architecture mapped out, based on your keywords, you then begin the process of writing the content for each page according to the guidelines below.

### **Optimized Content Guidelines**

Search engines read web pages in a certain way and they 'rank' a page according to certain rules. Ranking refers to the position your web page is given by the search engine on the search engine results page (SERP). Some searches return thousands or even millions of matches. Research has shown that the average user is only going to get as far as the third page of results before they change their search phrase. So the rule of thumb in the SEO industry is that you want your link to show up on those first three pages.

There are certain things most search engines look for in order to decide where in the SERP to place the link to your page. They look for content that meets the guidelines below and they calculate the pages "popularity" based on how many other websites link to them. We will spend some time on the latter in another chapter but for now, let's look at the content guidelines.

The following list is an overview of the essential points to keep in mind when writing content for websites. The more your content complies with these guidelines, the higher up in the SERPs your website will be.

1. Define the websites keywords before creating the content
2. Use the keywords to write the content
3. Use variations of keywords (i.e. learn, learns, learning, learner)
4. Use keywords in headings (HTML <H#> tags)
5. Place keywords at the beginning of a sentence
6. Place keywords as close to the beginning of any paragraph as possible
7. Place keywords in content as close to each other as possible
8. Use keywords two to ten times (as reasonable)
9. Use keywords as the link text of hyperlinks
10. Create “themed” pages.

### ***Use the Keywords to Write the Content***

Your content will be structured by the pages you defined as a result of your primary keywords. Remember your identified top keywords and have a page for each of them. These are the headings you will use to begin your outline. Next, look at the remaining keywords and see if there are any groups that are not covered by your planned pages so far. Write those points down in a logical place within your outline.

Begin writing your content under each heading, as you normally would, fleshing out the points. Of critical importance here is to keep in mind that you are writing your content for your customers, not for search engines. Apply these SEO guidelines, but be sure to write from the point of view of your customer. You will find that because you are writing about these specific points, the other keywords and phrases you want to use come naturally to mind.

Once you have written out the content for a page, review it to see if it complies with the remaining content guidelines listed below, and expand or add in words, sentences, or paragraphs as needed. Be sure to remember to include word variants in your content. Each page should have a minimum of 300 words of content.

### ***Use Keywords in Headings***

Search engines give pages with keywords in heading tags (e.g. <H3>Title of paragraph</H3>) a higher ranking. A fairly common oversight of content writers (and page designers) is to put headings in as graphics and this causes the page to have a lower ranking than it easily could. Always use heading tags in your content. This also contributes to the search engine perceiving the page as having a consistent ‘theme’, something we will discuss further shortly.

#### Lesson Exercise: List Key Phrases to be used for Headings

Using your list, select the key phrases from each category to build the headings of your content areas.

### ***Place Keywords at the Beginning of a Sentence or Paragraph***

Since search engines are not just searching for keywords but the importance of those keywords on a page, keywords placed at the beginning of sentences and paragraphs are given a higher weighting than keywords placed elsewhere.

### ***Place Keywords in Content as Close to Each Other as Possible***

Try to use keywords in groups, as close to each other as possible. Again, this is something search engines give additional weighting to. You will be creating keyword phrases by doing so.

### ***Use Keywords Two to Ten Times***

Try to use keywords two to ten times. I have to add the caution “as reasonable” here because though you want to use the keywords as often as possible you can only do so so often without becoming repetitive. It’s an art, not a science.

### ***Use Keywords as the Link Text of Hyperlinks***

Just as keywords in heading tags are recognized as significant, so are keywords in link text. Link text is the hyperlinks that link your page to another page. The common mistake made on most websites is that the links do not contain the keywords. Let’s use our CD website for an example. Instead of using generic terms such as “Listen”, “Contact” or “Lyrics”, the link text should say “Listen to Soft & Romantic Music”, “Contact Island Love Songs”, and “Song Lyrics”, “Learn About Vancouver Island”, etc.

#### Lesson Exercise: Write One Paragraph Based On the Above Rules

Using all the information and rules established up to this point. Write one paragraph that uses your keywords and phrases and abides by all the rules you have learned so far.

### **Create “Themed” Pages**

As you are creating your content, be sure to create ‘themed’ pages. Themed pages and websites have as narrow a subject matter as possible from beginning to end of a page and throughout the website. If a page starts out talking about dogs, then ends up talking about cars in the middle, and Mozart at the end, it is not going to be given the same weighting as a page that talks about dogs in every paragraph. Dogs in the page title, dogs, in the paragraph titles, dogs in the beginning of sentences and paragraphs, dogs in the alt tags, dogs in the links. Dogs, dogs, dogs. The same theory applies for the entire website.

This work is worth your time. Remember, there is nothing that comes anywhere near the power of keyword rich content to optimize your web pages.

### ***Step Three—How to Design Websites for Optimized Content***

Layout is the second most important aspect of SEO because where your keywords are found on a page affects the weight they are given by search engines. Keywords that are found closer to the top left hand corner of a page are given more weight than keywords found closer to the bottom right corner of a page.

The following list is an overview of the essential points to keep in mind when designing (graphics and layout) for content optimized websites. As with the content guidelines, the more your design complies with these guidelines, the higher up in the SERPs your website will be.

#### **Reserve a Part of Each Page for HTML for Optimized Content**

Many websites have a home page, often the whole website, that is all graphics or Flash. No HTML at all! The text is all placed on the graphic or in the Flash. Search engines cannot read the text on graphics or in Flash files. When a search engine looks at such a website they see blank pages and zero content.

#### **Place Optimized Content as Close to the Top Left on Any Page as Possible**

The top left of a page is often the area where search engines get the description to present the link on the results page, especially if there is no META description tag. It is also highly graded by search engines. Try to get some of your optimized content here if possible.

#### **Do Not use Frames**

Many search engines cannot handle frame-based pages. A home page for a frame based website contains no content, so the search engine again sees a blank page and may not be able to follow the links to the content pages. Here is what a frames based website looks like to a search engine:

```
<FRAMESET FRAMESPACING=0 frameborder=0 BORDER=0 resize=no  
ROWS="100,399">
```

```
<FRAME MARGINHEIGHT=0 MARGINWIDTH=0 FRAMESPACING=0  
scrolling=no SRC="header.htm" name=header>
```

```
<FRAMESET FRAMESPACING=0 frameborder=0 BORDER=0 resize=no  
cols="203,580" rows="*">...etc...
```

On this particular page the content the user sees is pulled in from the pages called toc.htm, home.htm and header.htm, which this page then arranges but if the search engine can't 'parse', or process the page; it never sees that content. If you must use frames be sure to use the <NOFRAMES> tag. This allows you to put search engine readable content on a web page. Of course, this tag is a likely candidate for search engine spamming so I don't recommend using frames.

## **Dynamic Content**

Pages generated from data bases cannot be searched by regular search engines. Companies such as Amazon.com and About.com, who generate dynamic pages, have special financial and technical arrangements with the search engine companies.

## **File Formats**

During the process of considering your design issues, it is of critical importance that you keep in mind that search engines read only HTML content. They do not read the content of graphic, Macromedia Flash, or most other file formats.

### A Note Regarding Flash Files

Search engines can only see and follow the links in Flash files, not any other content. It is recommended that you add ALT and NOEMBED tags to Flash code as in the following example:

```
<OBJECT ...>
```

```
<PARAM name="movie" value="mymovie.swf">
```

```
...
```

```
<EMBED ... src="mymovie.swf" alt="This animation shows clouds moving across a sky."></EMBED>
```

```
<NOEMBED>This animation shows clouds moving across a sky.</NOEMBED>
```

```
</OBJECT>
```

## ***Step Four—Coding the Page for Search Engines***

There are a number of issues to keep in mind when considering the HTML aspect of a web page. Some of them are critical, such as the title tag or redirects, and others are less important but cumulative, such as the heading or alt tags.

### **Code Guidelines**

#### ***Title Tags***

The most important HTML tag in SEO is the Title tag. Try a search for anything on Google. Notice how almost all the top listings have the word you searched for in the listing title. That line is being taken from the HTML title tag on the web pages.

As a general rule, enter less than ten keywords (50-80 characters including spaces) and start with your most important keywords as search engines stop reading them at some point but it is not clear where. Enter your keywords here but not your company name, product name etc.

#### ***META Tags***

META tags should have 35 words or 250 characters maximum, no special characters, and no line breaks. Some search engines like Google ignore these now but many still use them. Enter your most important keywords first. For the description tag simply construct a sentence from your keywords.

#### **Lesson Exercise: Write A Set Of Title And META Tags**

Using all the information and rules established to this point. Write a title tag and META description and keyword tags that use the keywords and phrases and abides by the rules.

#### ***Graphics ALT Tags***

Limit these keywords to between one and three.

#### ***Image Maps***

Like Flash files, many search engines can not read or follow the links in image maps. Therefore, if you use them you will need to duplicate that information somewhere else on your page.

#### ***Heading Tags***

Try to use heading tags for your paragraph headings and incorporate your keywords. You can use Cascading Style Sheets (CSS) to modify heading tags so their formatting need not be limited to the way they handled presentation in the past.

### ***Emphasis Tags***

Like heading tags, search engines give extra weight to emphasis tags like bold, italics or underlined. Again CSS can modify these.

### ***Links***

Place keywords in the text part of the anchor tag. For example an elearning company would use 'About Our Elearning Services' instead of just 'Services'. This way the keyword 'elearning' is found in the link text by the search engine.

### ***Miscellaneous Tags***

Keywords should not be placed in the "name" or "id" parameter of any tags. This can often confuse search engines which can interpret them as "session ids" and this can cause the search engine to abandon the website.

### ***JavaScript and Links***

It is almost impossible to escape the use of JavaScript when creating websites but be aware that text links in JavaScript are not read or followed. If you use JavaScript for your navigation (i.e. rollovers) be sure to have alternative non-JavaScript navigation somewhere else on each page.

### **Do not use Redirects of Any Kind**

Search engines may assume your website is attempting to mislead them if you use redirects to attract users to one page and then bounce them to another. Though it is unavoidable at times, try not to use redirects whenever possible. This includes DNS, HTML, and JavaScript redirects.

### **General Code Guidelines**

The text of your title tag and META tags should be unique for each page. You only need to alter them slightly, by one word changed or rearranged. The search engines see repetitive text tags as possible spam or may not index as many of your pages as they would if they have unique tags.

Don't use characters like @, >, <, #, &, ::, etc. in the title tag, META tag or any tag. Only use the period, comma or dash. Other characters may cause the search engine to stumble.

All tags in the HEAD section of your HTML should be on their own line. This reduces the possibility of confusing the search engines as they parse the page.

## Part Two—Submitting to Search Engines

### *How to Submit Your Website*

Once you have created an optimized website, it is time to register it with the search engines and directories. Before you do, create a document with the following information for your home page and each key page on your website which you will use to submit your website to the top ten to twenty search engines and directories.

#### Lesson Exercise: Prepare To Submit

Gather information listed in the table below in a document ready to be repeatedly copied and pasted into search engine and directory “Add your page” forms.

<b>Property</b>	<b>Value</b>
Website name	_____
Domain name	_____
Company name	_____
Contact person name	_____
Geographic location and address	_____
Page title	_____
META tag keywords	_____
META tag description	_____
Email address	_____

Here is the list of search engines and directories you should consider submitting your website to:

<b>AOL</b>	<b>Fast</b>	<b>Altavista</b>	<b>Looksmart</b>
<b>Ask Jeeves</b>	<b>Alltheweb</b>	<b>DMOZ</b>	<b>Yahoo</b>
<b>Teoma</b>	<b>Netscape</b>	<b>Lycos</b>	<b>MSN</b>
<b>HotBot</b>	<b>Google</b>	<b>Inktomi</b>	<b>Overture</b>

See companion website at <http://seoworkbook.com/> for current 'Add URL' links.

The reason you only need to submit to these few search engines and directories is for two reasons: (1) they represent 99% of all searches done and (2) most other search engines pull their results from these few. It is important to submit to as many on this short list as possible however because the effect is cumulative; if you are listed on one you will come up higher on the SERPs on the others.

This list will evolve over the next few years. To check the latest list visit [searchenginewatch.com](http://searchenginewatch.com) and look for its list of "Major Search Engines and Directories".

Do not use bulk submission services. When they tell you they will submit your website to hundreds or thousands of websites they are offering to sell you something that is in fact worthless. The worst part of it is that you will immediately be swamped by spam.

You will notice that some of the websites above require payment. I do not recommend you register with those immediately. First, those that ask for payment also often have a free submit service. Take this approach for now. It is important to be aware that your website may not show up in these listings for up to three months!

In addition to the list above, you may wish to submit to regional specific engines such as [sympatico.ca](http://sympatico.ca), or search engines specific to your industry.

## ***Paid Services***

After about three months, if you are still not listed on all the search engines you would like, then consider the pay option. This is the only time I recommend you pay for SEO. I do not recommend you indulge in pay-per-click, or pay for anything for that matter other than the pay-for-submission fee for the search engines on the list above. I recommend you use the services of Position Tech ([positiontech.com](http://positiontech.com)). They cover the most important search engines and they are very reasonably priced. For about \$100-\$150US/year/domain you will be submitted to multiple search engines within three to seven days.

## **Domain Names**

When registering a domain name, do not use any characters other than letters of the alphabet. Use full words and use memorable words. Notice that the names of the most popular websites, Google, eBay, Amazon, etc. are above all easy to remember. This follows a 100 year old advertising tradition that brought us Kodak, Xerox, and Hormel's Spam. Always have your own unique domain name for any website. Never use someone else's domain name with your name tagged on the end (e.g. <http://bighostingcompany.com/~yoursitename>).

## ***SEO Spam - What Not to Do***

Search engine spamming is when you do something to your web pages to try to trick search engines into giving you a higher SERP position. Anything you do to your pages other than what we cover in this workbook is going to be considered SEO Spam! If a search engine detects that you are attempting to mislead it, they may drop your website. That is simply too high a price to pay to take the risk. If you write your content for your customers and optimize that content for search engines within these guidelines your efforts will put you far ahead of your competition.

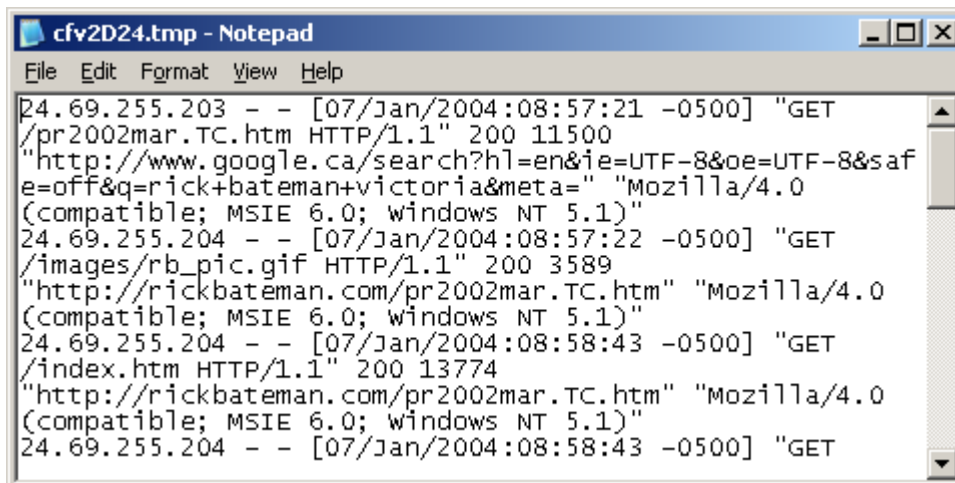
## **Specific Things to Avoid**

- Keyword stuffing – jamming your tags full of keywords
- Hidden text or links – putting you keywords in the same color as the background of your page or table
- Doorway, portal, or hallway pages – pages that are highly optimized with the same or separate domain addresses which just re-direct the person to your real website

## Part Three—Measuring Results: Traffic, Statistics, and Metrics

### *What are Metrics and Website Traffic Statistics and how are they Used?*

Website traffic **statistics** are records showing details about who came to visit your website and what they did there. These are kept in a log file at the ISP that hosts your website. The log file will generally show things such as the domain name or IP address your visitors are coming from, which files they looked at, and how long they were on your website. It will usually also show which file they entered and exited your website by and the path of the files they viewed while visiting. The logs may also show any search engines and keywords visitors used to find your website.

A screenshot of a Notepad window titled "cfv2D24.tmp - Notepad". The window contains a log of web traffic entries. Each entry shows an IP address, a timestamp in brackets, and an HTTP request line. The requests include paths like "/pr2002mar.TC.htm", "/images/rb\_pic.gif", and "/index.htm". Some entries also show the user agent string, such as "Mozilla/4.0 (compatible; MSIE 6.0; windows NT 5.1)".

```
24.69.255.203 - - [07/Jan/2004:08:57:21 -0500] "GET
/pr2002mar.TC.htm HTTP/1.1" 200 11500
"http://www.google.ca/search?hl=en&ie=UTF-8&oe=UTF-8&saf
e=off&q=rick+bateman+victoria&meta=" "Mozilla/4.0
(compatible; MSIE 6.0; windows NT 5.1)"
24.69.255.204 - - [07/Jan/2004:08:57:22 -0500] "GET
/images/rb_pic.gif HTTP/1.1" 200 3589
"http://rickbateman.com/pr2002mar.TC.htm" "Mozilla/4.0
(compatible; MSIE 6.0; windows NT 5.1)"
24.69.255.204 - - [07/Jan/2004:08:58:43 -0500] "GET
/index.htm HTTP/1.1" 200 13774
"http://rickbateman.com/pr2002mar.TC.htm" "Mozilla/4.0
(compatible; MSIE 6.0; windows NT 5.1)"
24.69.255.204 - - [07/Jan/2004:08:58:43 -0500] "GET
```

An example of a web traffic log.

Most basic website statistic packages show more details than the example shown above but you get the general idea. These packages are generally free and are provided by your hosting company. There are software packages you can buy which will show a staggering amount of detail but those are usually used by large corporations, not small to medium sized businesses. Such packages cost many thousands of dollars per month, may require special hardware and usually require a full time staff person or more to operate and manage.

Website traffic statistics give you some idea of whether or not your website is working in any way for you as far as communicating your website's purpose. Closely related and more important are website metrics.

**Metrics** are the measurements that tell you whether or not your website is actually contributing in a measurable way towards your goal. If statistics tell you how many people saw your website, metrics tell you how many people took the action or actions your website is designed to solicit. Metrics report data such as how many people actually downloaded a product, made a purchase, linked to your website, or contacted your company. Metrics may use website traffic statistics as part of their data.

## ***Website Traffic Statistics***

### **Where do you get them?**

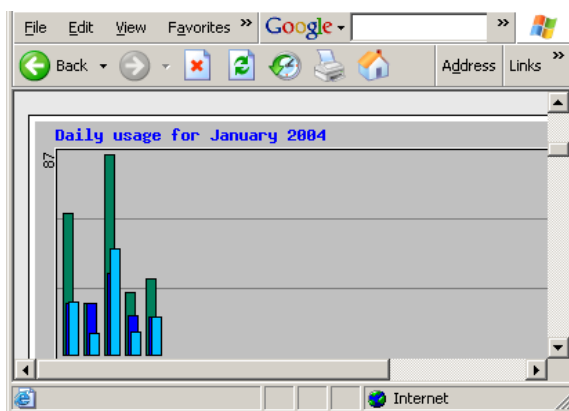
You normally get website statistics by following the instructions on your hosting companies website or by sending them an email to request the service. Logs take up a lot of room on a server so hosting companies will not turn them on for a domain unless requested to do so. They will normally archive or delete them on a regular schedule for the same reason.

### **Common Types of Traffic Reporting Software**

Reporting software takes the data from the raw logs and displays it in a way that is easy for people to read and understand. Webalizer, eXTReMe Tracker and WebTrends are examples of the main three types of reporting software used by small or medium sized businesses.

#### ***Webalizer***

Webalizer (webalizer.com) is a good example of the majority of free packages you will get from your hosting company. Usually the data is shown in tabular and graphical format but you can also get the raw log files if you request them.



**Example of graphical display for Webalizer**

File Edit View Favorites Tool >> Google >>

Back > > Address Links >>

### Top 4 of 4 Total Entry Pages

#	Hits		Visits		URL
1	54	23.48%	27	77.14%	/
2	8	3.48%	4	11.43%	<a href="#">/ozymandias.htm</a>
3	3	1.30%	3	8.57%	<a href="#">/desktop/home_new.html</a>
4	3	1.30%	1	2.86%	<a href="#">/pr2003apr.vitn.htm</a>

### Top 7 of 7 Total Exit Pages

#	Hits		Visits		URL
1	54	23.48%	24	70.59%	/
2	3	1.30%	3	8.82%	<a href="#">/desktop/home_new.html</a>
3	8	3.48%	3	8.82%	<a href="#">/ozymandias.htm</a>
4	6	2.61%	1	2.94%	<a href="#">/contact.htm</a>
5	3	1.30%	1	2.94%	<a href="#">/pr2003apr.vitn.htm</a>
6	4	1.74%	1	2.94%	<a href="#">/pr2003mar.vitn.htm</a>
7	9	3.91%	1	2.94%	<a href="#">/press.htm</a>

Internet

Webalizer tabular data

### **eXTReMe digital**

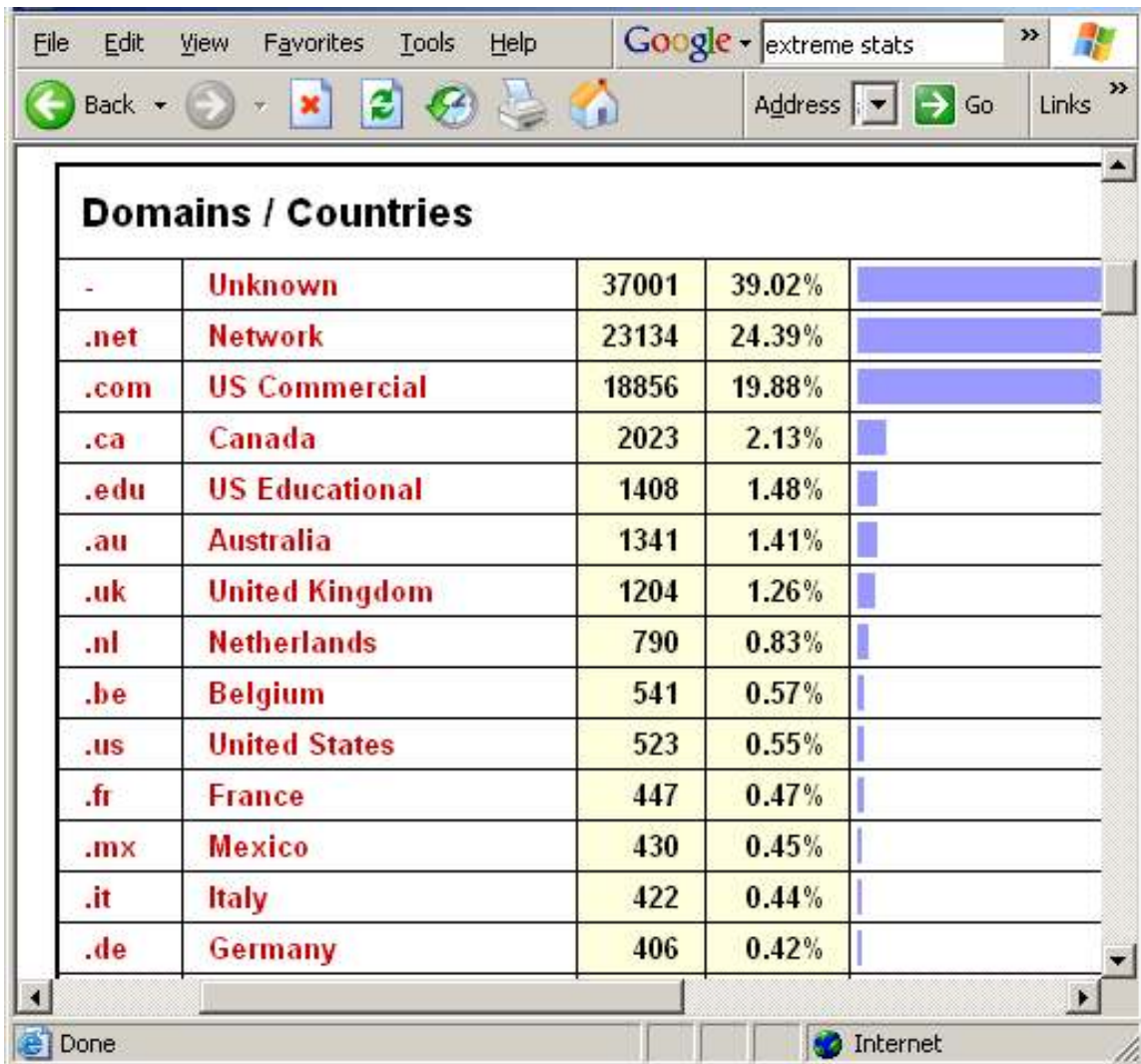
eXTReMe Digital (www.extreme-dm.com) is a good example of the kind of free software that is independent of your hosting company but requires you to add code and graphics to every page of your websites.



The screenshot shows a web browser window with the address bar set to "extreme stats". The main content area displays a table titled "Last 20 Searchengine Queries" with a sub-header "Unique Visitors". The table lists 20 rows of data, each containing a timestamp and a search query. The search engines mentioned include Google, Yahoo, MSN Search, and Altavista. The queries are related to web design, templates, and backgrounds.

	Unique Visitors
07 Jan, Wed, 17:38:03	<a href="#">Google</a> : "how to" design web templates
07 Jan, Wed, 20:39:46	<a href="#">Yahoo</a> : web page templates
07 Jan, Wed, 21:10:53	<a href="#">Google</a> : free classy web page backgrounds
07 Jan, Wed, 21:36:20	<a href="#">Yahoo</a> : web page templates
07 Jan, Wed, 21:40:33	<a href="#">Google</a> : shy
07 Jan, Wed, 22:44:06	<a href="#">Google</a> : kanoodle \$5.00 free
07 Jan, Wed, 22:57:52	<a href="#">Google</a> : web page themes templates
07 Jan, Wed, 23:05:35	<a href="#">Google</a> : kanoodle \$5.00 free
08 Jan, Thu, 00:48:51	<a href="#">Yahoo</a> : web page graphics
08 Jan, Thu, 02:33:15	<a href="#">MSN Search</a> : web page templates
08 Jan, Thu, 04:21:20	<a href="#">Google</a> : web design logos
08 Jan, Thu, 05:00:52	<a href="#">Google</a> : download web page templates
08 Jan, Thu, 06:03:21	<a href="#">Altavista</a> : free web page templates
08 Jan, Thu, 07:21:53	<a href="#">Yahoo</a> : web page layouts
08 Jan, Thu, 11:23:01	<a href="#">Yahoo</a> : web page textures
08 Jan, Thu, 12:43:50	<a href="#">Google</a> : sewing templates
08 Jan, Thu, 12:47:24	<a href="#">Google</a> : free PAY PER CLICK EBOOK
08 Jan, Thu, 12:49:35	<a href="#">Google</a> : web design logos
08 Jan, Thu, 17:59:30	<a href="#">Google</a> : premium templates
08 Jan, Thu, 18:09:22	<a href="#">Google</a> : premium templates

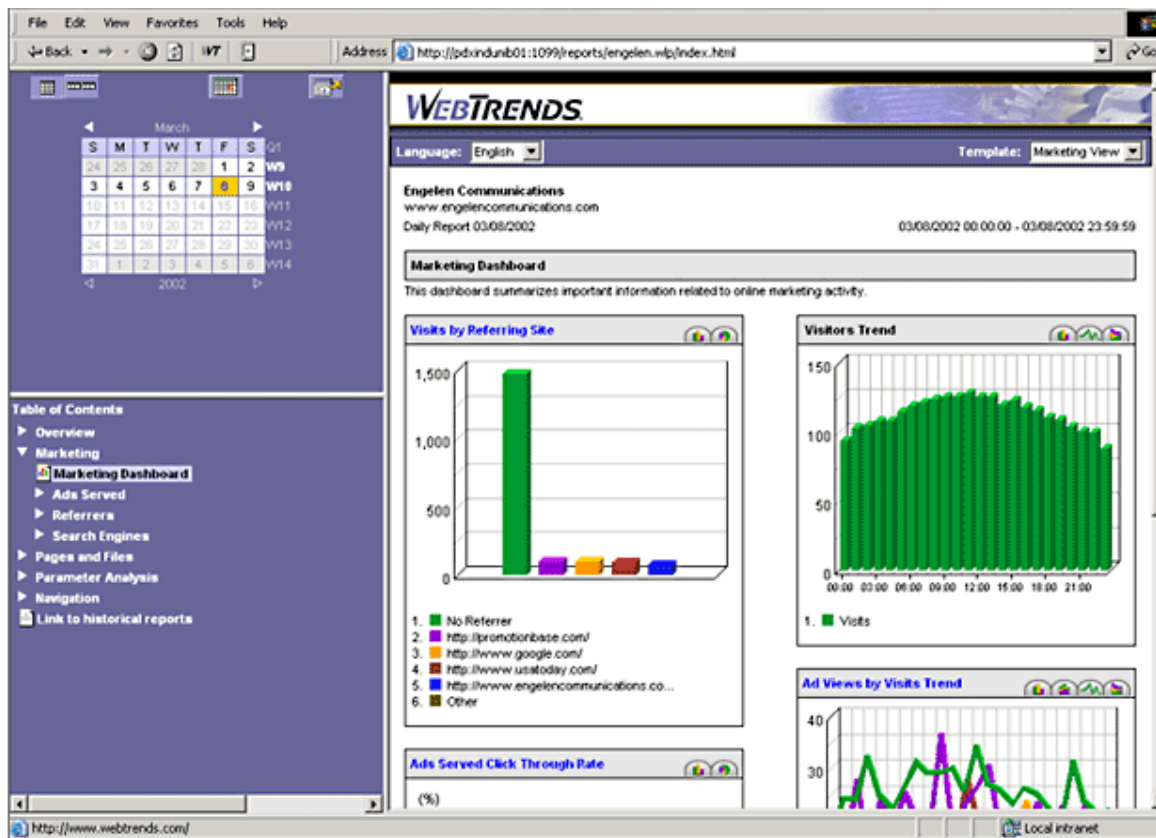
Example of eXTReMe tabular data



Example of graphical data from Extreme Digital

## WebTrends

WebTrends ([www.netiq.com/webtrends/](http://www.netiq.com/webtrends/)) is the third kind of software commonly used by small or medium sized business. This software is purchased as a package and installed on your desktop or on a separate computer. It is highly scaleable and can easily be upgraded to serve the needs of very large corporations. Highly detailed, a report for a single website for a single month can fill a 1” binder. WebTrends is an HTML based package which downloads and stores log files on the local computer. It can be integrated with web design tools like Macromedia’s DreamWeaver and can also use cookies to report individual browser activities.



Example of WebTrends dashboard.

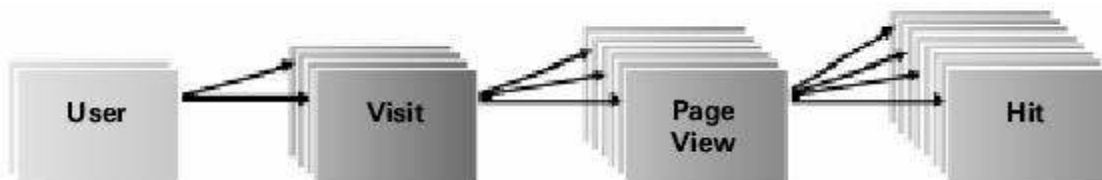
## Which Statistics Matter and What do they mean?

So you have your website traffic reporting software running and now you wonder just what it all means and more importantly, which of the many things it reports matter and why.

All reporting packages report a wide variety of data but they report the following basic families of information by providing answers to the following:

- Who visited your website and from which country and which domain?
- What files did they look at?
- When did they visit and for how long?
- What operating system, browser, etc. did they use?
- What search engine did they use to find you?
- What keywords did they type into that search engine?
- How many search engines visited your website?
- What other websites did they come to yours from?

Be aware that the statistics are only reporting traffic from a specific computer, an IP address to be exact, not individual people. To track people you need to use cookies. The way traffic is recorded is shown by the following picture.



Users (that's people who are surfing the web) visit websites. Each time they 'visit', they 'view' a number of pages. Each page they view downloads one or more files to their computer. Each graphic file on a website, for example, is a separate file, as is the page itself. There may also be Server Side Includes, Style Sheets, and other files. Each file counts as one 'hit'. Lets say 1400 people visited your website but most of them only once. Each visitor viewed maybe five pages per visit and each page generated twenty hits (nineteen graphics plus the page itself).  $1400 * (5 * 20) = 140,000$  hits.

You can see by the previous illustration that 'hits' are a highly inflated view of website traffic. What matters is visitors, page views, and perhaps the length of time your visitors spent on your website.

### **How do you the statistics?**

A comprehensive overview of how to best use web traffic data is separate a book in itself. A very high level review which is really meant to serve as an example of the kind of thinking to apply to the data will have to suffice here. Lets look at each of the above mentioned stats:

#### ***Who Visited your Website and from Which Country and Which Domain?***

Look for significant trends here. Are these the countries, domains, etc that you expected to be visiting your website? Does this mean your website is of interest to some group you had not thought of or is your website being found for the wrong reasons?

#### ***What Files (Web Pages) did they Look At?***

Are these the pages you expected to be popular? The popular pages show you what part of your website you may want to expand. Are there areas of your website that you invest a lot of time in maintaining but no one ever goes there?

#### ***When did they Visit and For How Long?***

Does your website traffic reflect off-line events, or your marketing activities? Very short visit times indicate that your keywords are not matching your visitors content expectations. Do you need to adjust your keywords?

#### ***What Operating System, Browser, Etc. did they use?***

In some instances knowing the hardware and software your visitors are using matters. If you are selling to the education or graphics design markets, then your website should view well on a MAC. What percentage of your visitors use something other than Microsoft Internet Explorer 6.0 on a PC using Windows XP?

#### ***What Search Engine did they use to Find you?***

By knowing which search engine or search engines your visitors are most often using to find your website, you can visit those search engines and see if they provide any suggestions regarding how you could optimize your website for them specifically.

#### ***What Keywords did they Type Into That Search Engine?***

Do the keywords you see here reflect what you expected to see? If not, do you need to adjust your keywords or do you need to add more content in a certain area? Perhaps the

keywords are heavily laced with other languages. Perhaps you should put up a version of your website in that language.

### ***How Many Search Engines Visited your Website?***

If few search engines ever visit your website, you need to re-submit. Also check to see if there may be anything preventing those visits. Is there a robots.txt file you don't know about? Are you using frames, dynamic pages, etc.?

### ***What Other Websites did they come to yours from?***

The referrer list shows other websites where your visitors clicked on a link to visit your website. Take a look at those websites. Is there anything about them that you might add to your website?

### ***Metrics***

Metrics are a kind of 'feedback' mechanism. They are measurements that tell you if you are on track and making progress towards your websites goal or not. They are indicators of ROI, the return on investment, you are getting from your website. If the goal of your website is to sell something, a metric would be your 'conversion rate', that is, how many visitors are converted into purchasers. Your conversion rate metric would be the number of visitors divided by the number of purchasers or some similar formula.

Some web traffic statistics might also be considered metrics by you. If you have a website for a political candidate, the number of visitors who took a specific action such as downloading a file, filling out a form, or taking a poll or survey might be your metrics. A couple of other important metrics are keyword ranking and your 'popularity' index.

### ***Popularity Index***

Determine your websites popularity index by using online tools to find out how many websites link to your website. MarketLeap.com provides a tool to show you your link popularity and other measurements.

Armed with your websites traffic stats and a good set of metrics, you should now be able to track how your website is performing in relation to your goals and objectives.

## Keyword Ranking

Use WebPosition Gold or a similar package to determine your website's search engine ranking results based on keywords. Determine if the website comes up in the first three pages of the search results when you search with the website's keywords. The goal is to have the website appear in the first three pages.

Here is an example of a part of a WebPosition Gold keyword ranking report:

Page: <a href="http://www....com/osteonecrosis.htm">www....com/osteonecrosis.htm</a>					
Keyword	Position	Page	Last Position	Change	Search Engine
<a href="#">Osteonecrosis</a>	15	1	19	+4	<a href="#">AOL Web Sites</a>
<a href="#">Osteonecrosis</a>	15	2	19	+4	<a href="#">Google</a>
<a href="#">Osteonecrosis</a>	15	2	19	+4	<a href="#">Netscape</a>
<a href="#">Osteonecrosis</a>	12	1	16	+4	<a href="#">Yahoo Web Matches</a>

## SEO Maintenance

Nothing remains the same for long. Your products and services will evolve. The internet will evolve. A website built a year or more ago usually looks dated. Most importantly, the search engines and the rules they use are constantly changing. SEO is not a one-time thing. You must keep yourself informed about important changes that may affect your website either positively or negatively. For example, if META tags were all your website had going for it in the SERPs, it would have disappeared entirely by now.

Normally, you will need to implement everything I have recommended in this book initially and then track your stats and metrics monthly. Remember that you will not see your efforts reflected in the search engines for up to three months, as it takes that long for the search engines to retrieve and index all websites. After that period you should begin to see a slow and steady rise in your website traffic.

## **Part Four—The Bigger Picture**

### ***Internet Marketing***

Internet Marketing is a subset of the general practice of marketing. SEO is a subset of Internet Marketing. SEO (also known as ‘SEM’ or Search Engine Marketing) involves *everything that can be done to a website to increase the likelihood of it coming up as close as possible to the top of an internet search engine results page*. Internet Marketing involves *all the ways you can use the internet to promote and sell your products or services*. Below are the three most popular Internet Marketing strategies often used along with SEO. They are worthy of entire books themselves, and those books are available, however we will only look at them as far as their relationship to SEO goes.

### **Email Newsletters**

On most websites you will see a little box and the familiar, “Sign up for our newsletter” offer. Newsletters provide several SEO benefits including giving you additional communication opportunities. Most importantly, you can post them to your website.

### ***Newsletter Statistics and Metrics***

The second SEO aspect to consider with newsletters is measurement. Make sure your newsletter is HTML and not text. This allows you to use a uniquely named graphic in your newsletter (a graphic that is not so named on your website when you post the document to it) which will be downloaded from your website every time someone opens the newsletter. By observing your stats to see how often that graphic is downloaded over the next few days, you are able to see how many of your newsletters were opened compared to how many you sent. This provides you with a useful metric for this marketing channel.

### **Press Releases**

You can pack a lot of key words into a press release and *this is exactly the approach to take*. Write a press release with your keywords at your elbow. All the keyword rich content rules are the same because it is going on the web. If the rules don’t make sense as far as the traditional media outlets go, then create one version for them and another for the web. Finally, post it to the web and to the free press release services on the web ([www.prweb.com/](http://www.prweb.com/)). The press release strategy is a very effective SEO practice.

## **Reciprocal Linking**

Reciprocal linking is the term used when websites link to each other. If there is only a one way link, this is not reciprocal. Offering to exchange links is done in order to create more links that link to your website.

### ***Why is Reciprocal Linking Important?***

Reciprocal linking is very important because one of the most significant measures that search engines make in relation to determining where you should be placed in the SERP is “how many websites link to your website”. This metric is known as your websites ‘popularity index’. The more websites that link to your site the search engines feel the more valuable your information must be. It does get a little more complicated and it is important that you are aware of one additional factor: it is not just how many other websites link to your website, it is also how many websites link to those websites. The metric is actually a part of a lengthy and complex algorithm. The more links the better and a link from a website like Yahoo!, which has thousands of websites linking to it, that’s a major bonus.

### ***How to Implement a Reciprocal Links Strategy***

Reciprocal linking strategies are best implemented using software applications built for this exact purpose. These packages allow you to search for websites that link to your competitors or based on keywords. After considerable grooming and selection on your part, the software then builds web directory pages from those results. After you upload the directory to your website and link it, you then begin the on-going task of emailing the entries one at a time and requesting a reciprocal link. As you can imagine, it is a fair amount of work. However after optimization it is the most important factor in promoting your website on the web.

### **Advertising, Link Exchanges, Banners, Etc.**

Don’t use web based advertising, link exchanges or banner ads. They are all a waste of time and money for small and medium businesses.

## **Who Should Do All This: You, A Web Developer, Or An SEO Professional?**

The whole point of the information in this book is to demonstrate that the most important SEO work can be done by anyone with minimal web skills and no financial outlay. If you manage your own website, you can do everything in this book, but as you see it does take time. If you do not have any web skills, or you don't choose to spend the time, you can ask the person who has created or will create your website to implement everything here. Be prepared to pay an hourly rate for the service. The one exception is if your business is not small to medium. In that case, this book is not meant for you and you will need the services of a professional SEO shop to get the best results.

For a list of SEO organizations and companies see the resources section.

## **Resources**

I have included in these resource lists the ones that I feel most useful. There are many more and a little searching will turn them up. You may find others you prefer. The usefulness of these resources, like all things, changes over time, but this bunch will get you started. For a comprehensive and clickable list visit <http://seoworkbook.com>

### **Books**

#### **Search Engine Visibility**

by Shari Thurow

The author has done a great job of producing a comprehensive product that will take a person who wants to learn SEO from knowing nothing to the point where they know the basics. And the basics are really what counts in this business. I am employed full time as a Search Engine Optimization Specialist by a multi-million dollar company and no, this book is not for SEO professionals but it is definitely the best book for developers who want to add SEO to their skill set.

#### **Web Metrics: Proven Methods for Measuring Website Success**

by Jim Sterne

As a Search Engine Optimization (SEO) Specialist I found this book to be an excellent resource to clarify the differences between website traffic analysis, search engine optimization, and tracking business success metrics.

This book makes very clear which numbers matter and why, including web traffic, sales, and marketing. I especially like the focus on "actionable" intel: metrics are great but what do they tell us to DO differently? How will this give us a competitive advantage? What does it tell our sales people?

I recommend this book for beginners as well as pros. If you're a pro there is so much in this book that there has to be something new that will help you compete. If you're a beginner you will soon be talking like a pro. Career advantage. It is written so anyone can understand it in a kind of Dr. Phil tone.

There is a lot of information here, it will take you a while to read it. No I did not find every chapter riveting but I seldom find that in any non-fiction book. Many times however I put the book down, weighed the insights provided against how we do things presently and pondered how I could convey the points to the marketing department. If I can give the sales force an edge we all win.

## **Industry News**

**Pandia** - [pandia.com/searchworld/](http://pandia.com/searchworld/)

**Search Engine Watch** - [searchenginewatch.com/](http://searchenginewatch.com/)

**SEO Today** - [seotoday.com/](http://seotoday.com/)

**Market Position** - [marketposition.com/newsletters.htm](http://marketposition.com/newsletters.htm)

## **Forums**

**I Help You** - [ihelptouservices.com/forums/](http://ihelptouservices.com/forums/)

**Spider Food** - [forums.spider-food.net](http://forums.spider-food.net)

**JimWorld** - [jimworld.com/](http://jimworld.com/)

## **Software**

**Arelis from Axandra Software** – [axandra.com](http://axandra.com)

Used to build directories for reciprocal link campaigns.

**WebPosition Gold from FirstPlace Software** - [www.1stplacesoft.com](http://www.1stplacesoft.com)

Used to measure your SERPs on multiple search engines and directories and to measure keyword density, frequency, etc of your web pages. Provides compliance analysis and reporting for most recommendations in this book.

**Extreme** - [www.extreme-dm.com](http://www.extreme-dm.com)

Free – requires icon placed on each page

**Webalizer** - [webalizer.com](http://webalizer.com)

Example of software provided by most ISPs.

**Webtrends** - [www.netiq.com/webtrends/](http://www.netiq.com/webtrends/)

Website stats reporting tool

## **Blogs**

**Search Engine Blog** - [searchengineblog.com](http://searchengineblog.com)

**John Battelle's Searchblog** - [battellemedia.com](http://battellemedia.com)

**Roundtable Weblog** - [seroundtable.com](http://seroundtable.com)

## **Free Online Tools**

**Search Engine Chart** - [ihelpyou.com/search-engine-chart.htm](http://ihelpyou.com/search-engine-chart.htm)

Good animated graphic of relationships between search engines

**Marketleap** - [marketleap.com/services/freetools/](http://marketleap.com/services/freetools/)

Check your link popularity, keyword verification and saturation.

**Overture** – [www.content.overture.com/d/USm/adcenter/tools/](http://www.content.overture.com/d/USm/adcenter/tools/)

Keyword suggestion tool and others.

**Lynx Viewer** – [www.delorie.com/web/lynxview.html](http://www.delorie.com/web/lynxview.html)

See your website the way the search engines do

There are many more. Far too many to list here, and always new ones being developed.

## **Professional Organizations**

**Search Engine Marketing Professional Organization (SEMPO)** - [sempo.org](http://sempo.org)

**SeoPros** – [seopros.org](http://seopros.org)

**Search Engine Consultants Directory** - [seoconsultants.com](http://seoconsultants.com)