

Improving Search Engine Ranking

Mark Lemon

DisruptiveWeb.com



Outline

- What is Search Engine Ranking?
- How to improve it
 - Keywords
 - Link building
- Examples



What is Search Engine Ranking?

- Getting on the first page of Google
 - for your 3-5 keywords / phrases
- How you do it:
 - SEO - "making your web page look better to Google than a million similar pages"
 - Keywords
 - Link building



Where you are today

Meta tags analysis

i Attention: Please note that this analysis does not check your title, description, or keyword meta tags for certain issues such as keyword repetition. Such practices can be seen as spam indexing techniques by search engines, triggering spam filters, and should be avoided.

Title:

✓ The Title meta tag contains **49 characters** with no errors. The Title relevancy to page content is **86%**, which is **good**.

Description:

✓ The Description meta tag contains **79 characters** with **no errors**. The Description relevancy to page content is **100%**, which is **perfect**.

Keywords:

! **Warning:** This tag contains too many keywords. This tag contains **12 keywords**. This is too many for what we would consider a 'robot friendly' web page. The maximum number of keywords we recommend for this tag is **8**.

✓ The keywords relevancy to page content is **100%**, which is **perfect**.

www.seoworkers.com/tools/analyzer.html



Pick your keywords

<https://adwords.google.com/select/KeywordToolExternal>

How would you like to generate keyword ideas?

Descriptive words or phrases
(e.g. green tea)

Website content
(e.g. www.example.com/product?id=74893)

Enter one keyword or phrase per line:
senior photographer

Use synonyms

[Filter my results](#)

Choose columns to display: [?](#)
Show/hide columns

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?	Match Type: ?
Keywords related to term(s) entered - sort by relevance ?				
[senior photographers]	<input type="checkbox"/>	Not enough data	720	Add Exact v
[senior portrait photographers]	<input type="checkbox"/>	Not enough data	480	Add Exact v
[senior photographer]	<input type="checkbox"/>	Not enough data	390	Add Exact v
[senior picture photographers]	<input type="checkbox"/>	Not enough data	260	Add Exact v
[senior photographs]	<input type="checkbox"/>	Not enough data	210	Add Exact v
[senior portrait photographer]	<input type="checkbox"/>	Not enough data	210	Add Exact v

- Senior photographer



Competitor's keywords

How would you like to generate keyword ideas?

- Descriptive words or phrases
(e.g. green tea)
- Website content
(e.g. www.example.com/product?id=74893)

Enter a webpage URL to find keywords related to the content on the page. [?](#)

Include other pages on my site linked from this URL

[▶ Or, enter your own text in the box below. \(optional\)](#)

[▶ Filter my results](#)

Choose columns to display: [?](#)

Show/hide columns

Group keywords by common terms

Showing keywords grouped by these terms:

[high school senior](#) (5), [wedding photography](#) (30), [wedding photograph](#) (20), [senior portrait](#) (6), [family portrait](#) (6), [senior picture](#) (5), [photography](#) (36), [wedding](#) (15), [photograph](#) (35), [portrait](#) (21), [photo](#) (7), [photos](#) (7), [Miscellaneous keywords](#) (7)

Keywords	Advertiser Competition ?	Local Search Volume: April ?	Global Monthly Search Volume ?	Match Type: ? Exact <input type="button" value="v"/>
Keywords related to high school senior - sorted by relevance ?				
[high school senior photography]	<input type="checkbox"/>	590	480	Add Exact <input type="button" value="v"/>
[high school senior pictures]	<input type="checkbox"/>	Not enough data	1,300	Add Exact <input type="button" value="v"/>
[high school senior portrait photography]	<input type="checkbox"/>	Not enough data	110	Add Exact <input type="button" value="v"/>
[high school senior portraits]	<input type="checkbox"/>	1,900	1,000	Add Exact <input type="button" value="v"/>
[high school senior photos]	<input type="checkbox"/>	Not enough data	320	Add Exact <input type="button" value="v"/>



Test your keywords

Google [Advanced Search](#) [Preferences](#)

Web [Show options...](#) **128,000 hits**

[Senior photographer](#), senior Photography, senior portraits, senior ...
Senior photography, Baby Photography, Family photography, Senior photographers, family photographer, children photography, Senior Photography, Senior photos, ...
www.jbfocus.com/Seniorpage.htm - 11k - [Cached](#) - [Similar pages](#)

Google [Advanced Search](#) [Preferences](#)

Web [Show options...](#) **5,950 hits**

[The Best Senior Pictures and Portraits in Michigan](#)
Our photographers in **Michigan** strive to capture what a lot of others can't see- the real you. We will not settle for the generic cookie cutter photos that ...
www.highschoolseniorphotographers.com/michigan/ - 16k - [Cached](#) - [Similar pages](#)

Google [Advanced Search](#) [Preferences](#)

Web [Show options...](#) **1,890 hits**

[Trillium Imaging Photography. Michigan Wedding Photographer ...](#)
Michigan Senior Portraits. Michigan Senior Photography. Michigan Senior Photographer.
Belleville Senior Portraits. Belleville Senior Photographs. ...
www.trillium-imaging.com/ - 6k - [Cached](#) - [Similar pages](#)

- 3-5 Keywords / phrases
- Targeted geographical area



Edit your webpage

```
<title>The Best Senior Pictures and Portraits in Indiana</title>
<meta name="keywords" content="senior pictures portraits photographers indiana"/>
<body>

<h1>Photographer Directory for Senior Pictures and Portraits</h1>
<div id="welcome">Our directory is more than just another random list of photographers.
  It's an excellent selection of amazing photographers that specialize in trendy
  senior pictures and capturing the real you
</div>

<a href="/images/senior.jpg" alt="You are a senior now" />

<h2>Senior Portraits Photographers</h2>
<div class="content">It's your senior year, you've made it at last. The highschool is
  yours to rule and this year everything will be perfect. Everything, including your
  senior pictures. Yes, gone are the days of those tiny, generic yearbook pictures.
  Those are for the underclassmen. You are a senior now and only the best will do.
  Our goal at www.highschoolseniorphotographers.com is to give you just what you
  deserve, the best. We understand how important your senior yearbook photo is. That
  is why we compiled a list of the finest senior portrait photographers in the
  country. You WILL stand above all of the rest, not only because you are a senior,
  but because your senior pictures will be one of the best. Our photographers in USA
  strive to capture what a lot of others can't see- the real you. We will not settle
  for the generic cookie cutter photos that some other Senior Portraits Photographers
  take. We know that years from now you will open your senior yearbook and remember
  what was. Then you will not see a gawky teenager. You will see someone with style,
  someone with class, someone trendy. For when it came to choosing a USA senior
  portrait photographer you went with the very best.
</div>
</body>
```



High-Quality 1-Way Links

- What makes a high-quality 1-way link?
 - From other websites to yours
 - Not reciprocal links if possible
 - Their site is popular
 - Their site has same keywords as yours
- How to get them
 - Press releases
 - Join groups / blog
 - Guerilla / viral / social marketing
 - Directory submissions do not work



Final thoughts

- This is hard work
 - 3-6 months before any results
 - Shortcuts don't work
- Set goals and measure them
 - <http://www.google.com/analytics/>

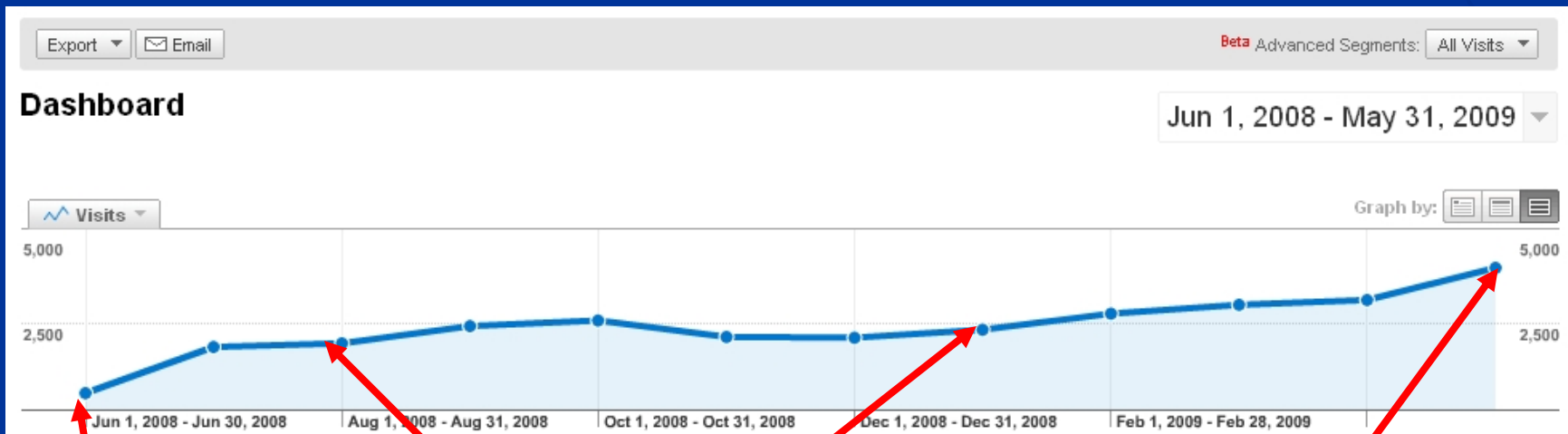


Google Analytics

Google™ AdWords **JD Color Lab Inc** : (Client ID: 4850100899)
My Client Center

Campaign Management Reports **Analytics** My Account

Analytics Settings | View Reports:



June 2008
Started
1,400 / mo

Aug 2008
New website
2,300 / mo

Jan 2009
keywords
2,500 / mo

May 2009
Newsletter, blog
4,100 / mo



Improving Search Engine Ranking

Mark Lemon, DisruptiveWeb.com

1. What is Search Engine Ranking?

- Your website on the first page of Google for 3-5 keywords / phrases
- How to do it?
 - Search Engine Optimization - SEO
 - "Make your page look better to Google than similar pages"
- Steps to Improving Search Engine Ranking
 - Keywords
 - Link building

2. Keywords

- Discover where you are today
www.seoworkers.com/tools/analyzer.html
- Pick new keywords
<https://adwords.google.com/select/KeywordToolExternal>
- Test your keywords by Googling them in quotes
- Edit your webpage with unique and appropriate content. Example:

```
<title>The Best Senior Pictures and Portraits in Michigan</title>
<meta name="description" content="Acme Photo Studios your Senior photography specialist." />
<meta name="keywords" content="senior, pictures, portraits, photographer, Michigan"/>
<h1>Photographer Directory for Senior Pictures and Portraits</h1>

<div id="body">We specialize in trendy senior pictures and capturing the real you.</div>
<a href='pages/senior.html'>You are a senior now</a>
<a href="http://www.myschool.com"> alt="Senior Grad photo" src="senior.gif" width="100" height="100" />
```

3. Link building

- What makes a high-quality link?
 1. From other websites to yours
 - Not reciprocal links if possible
 2. Their site is popular
 3. Their site has same keywords as yours
- How to get them
 1. Press releases
 2. Join groups / blog
 3. Guerilla / viral / social marketing
 4. Directory submissions do not work

4. Final thoughts

- This is hard work. Expect 3-6 months before results. Shortcuts don't work
- Set goals and measure them:
<http://www.google.com/analytics/>