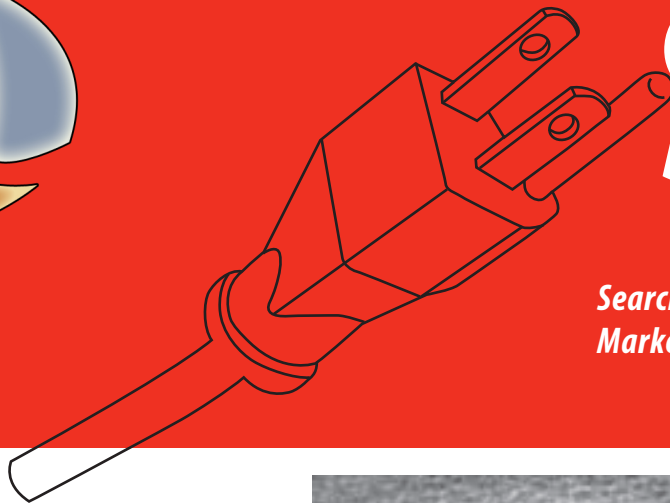
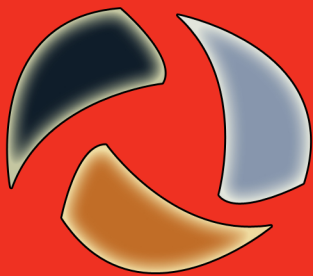


# SEO 101

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# SEO

[WWW.MAINEWEBDESIGN.NET](http://WWW.MAINEWEBDESIGN.NET)

*Search Engine Optimization & Search Engine Marketing - Building Connections*

## CONNECT

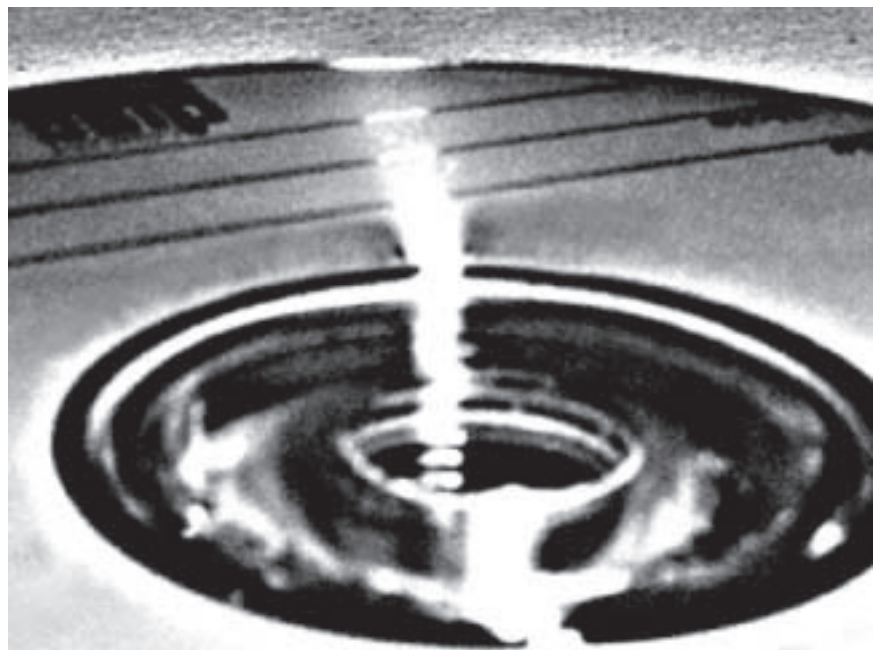
Search Engine Optimization (SEO) and Search Engine Marketing (SEM) is all about making the right connections.

Connecting other web sites with your web site, connecting your web site with your potential customers, and connecting your customers needs with your services and products.

**MaineWebDesign.net**

**Search Engine Optimization**  
for your web site

**Search Engine Marketing**  
for your customers





# TALK OF THE TOWN

Nobody likes to be the talk of the town, the focus of all of the gossip right?.....Wrong!

Your aim as a web site owner is to have the whole internet buzzing about your web site, your services, and your products. The idea of "build it and they will come" is best left to where it belongs - out of your mind.

The internet is based on connections. The search engine results pages (SERPs) are a popularity contest on who is the most talked about - your focus needs to be on getting the word out quickly, efficiently, and effectively.

You have to start making those connections and in this brochure we will show you how.



## IN IT FOR THE LONG HAUL

### SEO & SEM is a process not an event

A web site is part of your business and in a lot of cases the web site is your whole business. Where most people go wrong is they launch their web site and then think that they are done when in reality it is just one step in creating a valuable internet presence.

You need to start viewing your web site as you would any other part of a business model - something that needs goals, focus, and effort. Without these three elements you simply have a nice looking web site for you to admire



whilst nobody else knows about it.

It all starts with the initial coding of your site and it never stops - it's a process, and one that if adhered to will pay dividends in the progression towards achieving the goals you set out for your business. Thousands of sites are launched every day - few take the next step



## GOOGLE WANTS TO KNOW ABOUT YOU!

### It's nice to be a friend of Google but they only like the popular kids

Let's take a look at how Google works. Google looks at two main areas - you and your friends.

#### How do you make friends?

Your friends on the internet are web sites that link to your site. Think of it like citation or a bibliography - when writing a research paper at college you read through a whole bunch of stuff and take the best information you find citing the sources of where you found it. It is like a recommended reading list and the more people that recommend one particular book the more apt we are to follow that advice.

Google works in a similar way as the recommended reading list does, it looks at who is

recommending what and places emphasis on that which appears to be the most valuable information.

Here is the most valuable piece of information you must hold onto about search engine optimization: GET LINKS!

When another web site links to your site then that is a vote for you from an independent source - Google likes that and you should learn to crave that attention. However, Google is not stupid, you cannot get 100 friends one day and none the rest of your life as this just means you were once popular. Your aim is a constant and ongoing influx of friends which means you truly are valuable and worthy of recognition.

Call [MaineWebDesign.net](http://MaineWebDesign.net) for advice on what your next step should be in your search engine optimization and marketing strategy: 207-876-6009

# EVERY CONNECTION MATTERS

## A good link can work wonders.

Backlinking (where one site links to your site) is the foundation of good SEO.

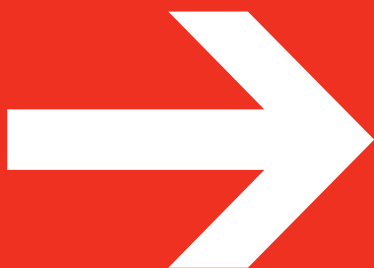
You should try and develop as many high quality backlinks as possible.

The higher the quality of the site that is linking to you the more weight this will carry with the search engines. If I said to you that Joe Bloggs is a great boxer then that might mean something but imagine if Mohammed Ali said the same thing! In the world of search engines who says what really, really matters. One backlink from a highly trusted web site can be worth a lot more than many links from lesser sites.



*MaineWebDesign.net has a proven track record of getting web sites to the top of the search engines, call today for a free consultation.*

 207-876-6009



*Think logically.*

*Your cousin recommends a book and a few people will go and read it, Oprah recommends a book and it jumps to the top of the New York Times bestselling list. Who says what really does matter.*



## WHAT ARE THEY TALKING ABOUT?

### Building link popularity one step at a time

Before you rush off and start asking every web site you visit to link to your site stop, look, and think.

You have already learnt that who says what matters but what they are saying is just as important. If another web site links to you saying "click here for great information on shoes" but you sell hats then that is not a good thing. Your back links should contain relevant words; your chosen keywords.

Hold on....what's a keyword?

A keyword, or key phrase, is what people type into the search box at Google, MSN, Yahoo!, Ask, or any of the other hundred and one search engines. They are the words or phrases that you want to optimize your web site for. People want relevant information when they enter a phrase into Google and Google wants to provide relevant information to their users so having backlinks about shoes when your site is about hats is not only irrelevant it can also be a red flag to Google that links to your web site might not be so trustworthy.

The text that appears in a backlink to your site is called "anchor text" and it is here that you want your relevant keywords to be placed for example "click here for great deals on hats".

# LINK POWER

## LINKING 101

**Anchor Text:** The words contained in the link to your site.

**Backlinks:** Links from other sites pointing to your site.

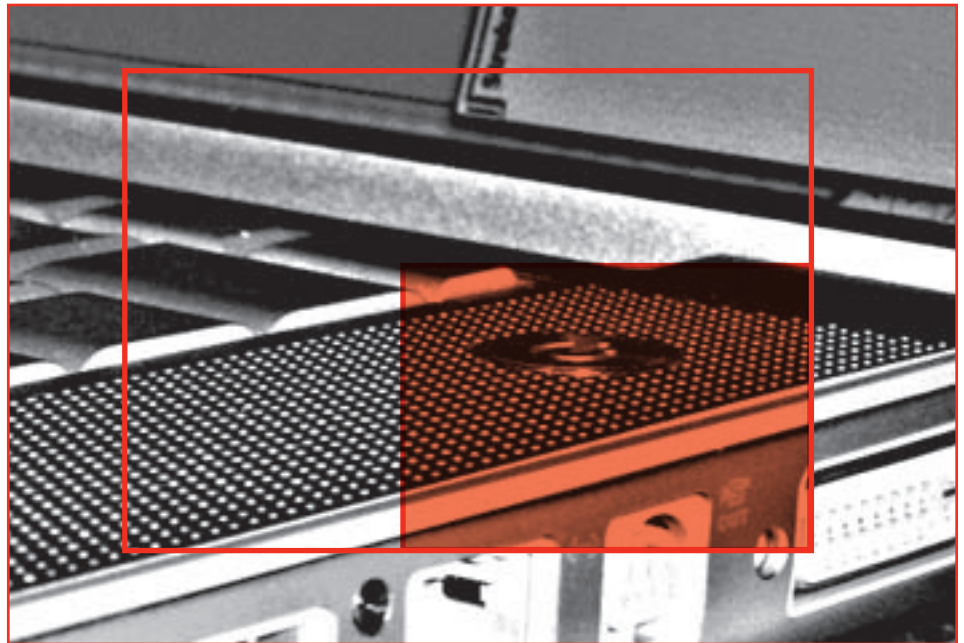
**Keywords:** The words typed into a search engine to get results.

The more that a specific set of keywords (keyphrase) is searched for using a search engine the more popular that search term is.

The more popular a search term then typically the more web sites want to be at the top of the search engine results pages (SERPs) for that search term so that they can get all of those potential viewers.

The more competition then the more difficult it is to get to the top of those search engine results pages.

If you wanted to get to the top of the SERP's for the term "microsoft" then you have got a mountain to move but if you want to get to the top for the term "XYZ-2U Computers" then your in luck! But you are obviously not going to get the visitors that the term "microsoft" generates. You need achievable goals that will progressively build towards those bigger and better search terms. Call it baby steps, call it common sense, whatever you call it you should put it into practice.



**O**ur company would love to be at the top of the search engines for the search term "web design" but being the realistic souls that we are we took the common sense approach. Firstly, what do we do? Well, we offer web design services for companies based in the state of Maine.

So if we don't have the resources to compete for the search term "web design" what about "Maine web design"? Bingo! A realistic goal.

Here is the clever part though - if someone searches for the term "web design" then that is a very broad and generic term that could mean many things so the person could be looking for a whole range of content but when someone searches for "Maine web design" they are already pre qualified as a highly potential customer who would be interested in the services that we offer. WOW! we should do this for a living...oh, hold on we do. Anyway lets walk through this one example of how our company got the top of Google for the search term "Maine web design".

We had a good start in that the domain name [www.mainewebdesign.net](http://www.mainewebdesign.net) was available - the search engines like it when the search term is in your domain name. What did you think we put as the title for our web site? You got it! "Maine Web Design" was the text we placed in our code that appears at the top of the browser window - they like that too!

With the above two things in place anybody who wants to link to our site wouldn't have to think too long and hard about what anchor text they could use in their backlink to us and so our backlinks usually contain the words "Maine web design" - hehe, they like that too!

These initial steps, along with the content on our web pages (more about that later), formed a very solid foundation which enabled us to achieve our goal of being number one on Google for our chosen key phrase. Sure, we did a whole lot more than this but you can really not overestimate the importance of getting this part right.

Did you notice what two words we also ensured were in our key phrase? We made sure that we included the words "web design" so the backlinks we get have a targeted key phrase of "maine web design" but also include the more generic, and more difficult, key phrase of "web design".