

SEO

THE NEW SEO OPTIMIZATION STRATEGY
2016 - AMAZING MARKETING STRATEGIES
TO GET ON THE TOP OF SEARCH ENGINE
RANKINGS!



ROBERT FORD

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Introduction

The year is finally 2016 and the World Wide Web or Internet as it has been called is finally out of its infancy and growing into a full fledged usable, manageable asset. In its humble beginnings the Internet was something new to explore, a digital frontier where anyone could come and stake their claim and find digital gold.

As the net began to form however rules, policies and global giants began to come on the scene. These rules and initial pioneers set the stage for what the net would ultimately become and just as the founders of the United States were wise to know that things needed to change so were the founders of the Internet.

When the Internet first started no one really knew where it would go and how it would grow. Many felt that it was a place for free expression while others thought it was a place to make money.

As new companies made claim and invested millions into new technologies and cementing their infrastructure there were others who were out to get what they could however they could.

As we embark on the New Year I felt it wise to give you the reader a fresh perspective as to where the Internet is today. I wanted to give you some tips, tricks and some general advice that you can use to stake your claim in the new digital frontier.

Chapter 1 – The Web and What it Means

Before I started telling you how to make the web work for you I thought it would be a good idea to go down to the basics and give you a general overview of what the Internet is, how it works and why you would want to master SEO.

Frist off what is the Internet?

In its simplest terms the Internet is nothing more than a collection of computers connected together over a digital connection. In simpler terms a lot of desktops, laptops, phones, tablets and other computer driven devices connected to a larger computer that is connected to even larger computers.

How the Internet works is you will sit in front of your computer driven device be it a phone, desktop, laptop or tablet.

You will have a service provider in your home, office or public network such as a library, coffee house or wherever, offering up an access point.

Your computer will then locate that device and establish a connection. In essence they will begin to talk to each other in computer talk.

Once your computer and the service computer are talking you will need to load up a piece of software known as a web browser.

A web browser is nothing more than a visual interface for people to read the information that is created on the other computers you are talking to and converts it into something readable and enjoyable.

How to navigate?

Just like in the real world computers have an address. This address is known as an IP. This IP is a standard number assigned to a particular web site.

So for example 255.255.255.255 is the maximum address that a web site can have. So if I have a web site and I have a number 13.55.155.0 that would be how you could find me on the Internet.

Now, I don't know about you but trying to remember my own phone number is a pain sometimes. I don't need to try and remember a bunch of random numbers for a site I want to visit.

Well the good thing is that you don't have to worry about that. The founders of the Internet in their grand came up with a way to get you to visit these sites using what is known as a domain name. The domain name in essence is the name of the owner of the house that lives at that number.

How do domains work?

Domains work by connecting to that particular number. So if I wanted to have the name John Smith I could do that. With the development of domain names the Internet has just

become a more fun and enjoyable place. But there is a problem.

What if I want to have the name John Smith and my brother wants to have the same name? Unlike the real world we can't have two people at the same house with the same name. So again in their wisdom the creators of the Internet created what is known as domain extensions.

These domain extensions allow people to have the same name but be different. The most common domain names are .com .net .org .edu.

.com – Commercial – This is the most popular and most common domain extension that you can get. When most people look at the Internet they see anything.com and really don't focus on the other extensions.

.net – Network – This will usually be the next common domain extension that people will get. It is just as good as any of the other domain extensions but has not been spoken of much. So if you want a .com name and it is not available you will want to choose .net.

.org – Organization – This is for people who are looking to run a non-profit or some type of organization. When people see this extension they can relate it to that and not a commercial or network property.

Now if you get a .org this doesn't mean you can't run it as a commercial property or a network it just means that it will be perceived as an organization.

.edu – Education – This extension refers to a site related to education. This extension was designed mostly for schools and universities.

Now when it comes to domains these are just the standard four that most people will try to get a name for.

In 2015 however a whole new class of domain extensions were created to help fill demand for web sites as well as help brand all the different types of sites that people can create.

To get a full list of these extensions just Google search "Domain Extensions List" and you will find a complete listing of all the possible domain extensions.

Now that we know how the Internet works I wanted to talk to you about how it functions. Now, in the real world we have directories, phone books and other lists and locations where we can retrieve this information.

The Internet needed to have such a directory as well. So several companies stood up and decided to create a database of all these domains that people were going to create. These companies called these searchable directories "Search Engines."

Just like everything else on the Internet the Search Engines needed to design and develop a way to catalog and even display the information that it collected.

Would they display everything in alphabetical order or would they just list everything in order that it was entered into their directory?

These were only a few of the questions that they had to answer and over time it came down to which sites had the best content that was relevant to the words or keywords that were being entered into their search boxes.

And this is how SEO or Search Engine Optimization was born. When we talk about search engine optimization or SEO we are talking about the way that these directories interpret and release information to the users after typing in a phrase.

So for example if you are looking for Pet Bunnies the search engines pull up all the sites that people were using the keyword pet bunnies for and display them to you.

The way that they will display them to you is how the engines determine which site best fits what you want to find and gives it to you.

So now the game has changed. Instead of being some obscure set of numbers we now have sites with names as well as a directory that will list your site in order of relevance.

Who determines what is relevant?

Well that is the million dollar question. When it comes to relevancy you the people searching the Internet tell the search engines what is relevant.

You tell them by a number of unique factors that the search engines call an algorithm. This algorithm is unique for each search engine and is not made known to the public. This is why learning to master SEO is so important.

The drawback to SEO is that it is constantly changing. Well, I can't say it is a drawback, it is actually good that it is constantly changing.

It means that the developers of the content that is put on the web needs to keep it updated and fresh for its users.

If you fail to keep your content updated then you will fall farther and farther down in the rankings.

What someone interested in learning SEO needs to do is constantly be learning, testing and adapting their sites as well as their clients sites.

They need to change up keywords, add new and fresh content, modify the content that is not ranking and so much more. In the next chapter I will talk more about SEO and what you will need to do to master it and learn what you need to do to change and adapt.

Chapter 2 – Mastering the SEO Game

Before we jump in and start giving you all of these great tips, tricks and ways to k with SEO you need to fist develop a business mindset.

For far too long too many people have been scamming the system, looking for loopholes and shouting to the heavens that they are the masters of SEO when in fact they may have had a little success just don't know jack about what they are doing.

The first thing that you need to know about SEO is that it is a constantly changing game. What worked today may not work tomorrow and what you think you know doesn't mean crap.

Now I don't want to sound like a jerk or some know it all nerd but I am here to give you the straight honest answers. When it comes to SEO it is a game that you will constantly play and need to improve your game on.

You need to be able to learn from history and predict the future. You need to be working six months ahead of what is the current norm and be an innovator.

Now I know many of you reading this book just wanted something that was point and click and see results which I will give you later in this chapter but I wanted to give you the fine print first.

If you are not someone who wants to put in the effort, learn what others are not teaching you are afraid to try something new just to see what happens then SEO is not the game for you.

If you are someone who wants a challenge, likes to think outside the box and wants to be the guy who can drive millions of people to a web site and have it convert then this is what you need to do.

Okay, now that I have laid my foundation let's jump into the main reason that you are here. I want you to remove everything form your mind that you think you know and really read what I am telling you here today.

I want you to think outside the box, read between the lines and actually study the sites that you encounter and learn what they are doing and why they are ranking so high.

Tip #1 – Relevancy and a single focus

Since the beginning of the Internet relevancy and a single focus is what the game is all about. One of the biggest mistakes is that people who develop web sites and content for the web try to be everything to everybody.

They want to be Walmart or YouTube. Well if this is your mindset you might as well close this book and go look for something on needlepoint or something since this is not the book for you.

When it comes to the web relevancy and having a single focus and goal is what makes you successful. So if you are looking to create content for a dating site you don't want to put in information on dirt bike racing or kindle publishing.

Now, if these topics are related to the main topic then you can see how you can incorporate them later on in your site but you want to have a single focus on a single topic.

So for this example if you wanted to write a book on how to pick up women then you would write content on your site that would relate to that topic. You would find keywords that people are typing into the search engines and put them on your site in a natural way.

Then when people find your site and start reading they will find your information useful, stay longer, get more organic traffic and begin to show the search engines that you are the site to be and start to rank you higher and higher.

If on the other hand you just throw up random content that has no purpose or direction than people will look at your site, see that it has no value and go and try to find what they are looking for.

In this case your site will loose popularity and be raked low in the search engines and even drop off completely.

So no matter what you do have a single focus, follow that focus, and move on.

Tip #2 – Vary your Keyword Phrases

When search engines started out it was vital that you rank for a single keyword or a set of keywords. So if you wanted to rank for the word “dirt bikes” you would have to have that word all over your site.

Well, as people started to complain about not getting sites that were relevant the search engines started to see all of these keywords as spam or keyword stuffing and started to penalize people for doing it. So what they did was say it had to be more relevant and natural.

Now, what you want to do is vary your keyword phrases. With new technology and way of interpreting words on the page the search engines will see words that are related or have similar meanings to the main keyword and start ranking you for the main keyword as well as these other versions.

What you will want to do is get a thesaurus and look up your main keyword. Then from that main keyword find words that mean the same thing and try to incorporate them into your web sites and content.

Tip #3 – Develop your content for the user and not the Google or Search Engine Spiders

When it comes to search engines and SEO many people have been focusing on how can I scam Google or how can I get Google to see me as an authority?

Well how people did it in the past was to find out what Google wanted and give it to them. Now what you need to do, and honestly what you should have always done, is figure out what the visitor to your site wants and give it to them.

One of the most amazing things is that the thinking of people when it comes to Search Engine Optimization was to get Google or other engines to find them. Now this is important but what was the point if the content on the site that you were creating was crap.

When we design content for a site we want to get a visitor to take a particular action. We want them to sign up for a mailing list, click a button, watch a video, purchase a product or even contact us just to chat.

The end purpose of the site is only important to you as the creator of the site. The trick is to get people who are interested to find you and take that action. If you can't do that then who cares if you are #1 in the rankings.

When developing content for users you want to get to the point. You don't want to fill your content with unwanted fluff and filler.

Many people like to go on and on and on about how they are the best person at racket ball or that their kids got an A on their school paper.

Most people don't give a crap about that. All they want is to get the content, solve a problem and move on with their lives.

So the best way to do this is to get to the point. You want to have videos on your site, infographics, charts, downloadable files and everything and anything that will make people want to consume your content, stay longer on your site and tell people about what you have to offer and give it to them.

Tip #4 – Bigger is Better

When it comes to developing content for a web site or the web in general bigger is better. Now for many people this is a touchy subject and it does have to be done right.

For example if you are writing a content piece about how to train your dog to bounce a ball while riding a jet ski, you want to write over 1000 words on that topic that gives the reader good nugget chunks of information that they can apply to that goal in clean cut directions.

What you don't want to do is jammer on and on about how the jet ski was made or that Carlos was your cousin and how he escapes form wherever and got a job in the factory.

I mean people don't really care about that. You want to find specific information that is good, will make your content longer and give more value.

If you are just writing stuff to hear yourself talk then you need to stop, find another topic to talk about in the piece that is relevant or move on. Let your piece live and don't kill it with words just to write.

Plan out your writing

When writing the content for your site you want to plan it out. You want to have key points that you want to cover, a natural flow of the topic, a start and end point and will want to stick to this as closely as possible.

You don't want to start on one topic and jump around and try to be cure or interesting. Just figure out what you want to write, make it good and move on.

Tip #5 – Make a mobile version of your web site

This is key to any success that you will have online. With the invention of cell phones and tablets the way that we consume content and interact with the world has changed.

People are taking their mobile devices with them everywhere they are going and consuming content. This content can be reading a news article, watching a video or even doing some type of Skype call.

No matter what it is that you are doing or what you want to accomplish you will probably be doing it on a mobile device.

For this reason you will want to make sure that your site and your content are formatted for mobile.

One of the easiest ways to do this is to use a platform to run your site. There are many different platforms out there on the market. The most popular platform is WordPress.

With WordPress you will be able to easily design your site, add content and make it mobile friendly right out of the box.

For those of you who don't like WordPress or feel that it is too limiting you can go and search for different content management systems or CMS's and use those to make your sites. Just make sure that you do a test page or two and view the results on several different types of mobile devices.

Tip #6 – Use Unique Images, Colors, Content and Layouts

When it comes to designing your sites you will want to design them in such a way that they will convert for you. You also don't want to go out there and reinvent the wheel every time you write some new content or design a site.

What you will want to do however is take the time to make your site stand out and set it apart from the crowd.

Many people in the industry like to call it branding. What you will want to do is come up with a unique layout, format, content style, look, feel, and everything that you can do to make the sites and content that you create unique to you and you alone.

When you can do this you will be able to brand yourself as a content developer and when people start searching the web and finding the sites that you create will add a level of credibility to you and your message.

Images

When it comes to images many people will use stock photography and images that they purchase from sites like istockphoto or shutterfly.

Now there is no reason why you can't do this and when first starting out I would highly suggest that you do this but you will want to try and alter them a little or add your own flare to the images.

Now this is not really intended to get Google and other search engines to notice you on the surface but it will help to keep the visitors to your web sites interested and staying around longer.

After you start using these stock photos you will want to invest in a camera and go out and start taking your own photos.

If you are not a photographer then you may want to hire a photographer to take photos for you or see what they have in a collection that has already been shot and see if you can purchase an original image from them.

Colors

Colors on your web site are very important. You don't want to use harsh and bright colors that will hurt your visitors eyes.

You want to have a soft natural look to your site that will make people want to stay see what you have to offer. You also want to use colors that compliment each others.

You want to use colors that have been shown to encourage a specific action and you want colors to flow in a pleasing pattern.

The last thing that you want to do is put a neon green background with white text or do

something along those lines.

You need to remember that you are designing your sites to follow a flow and a pattern that is pleasant to the user experience.

Layout

When designing the layout for your site you want to have a logical flow to it. You want to have a clear menu system, centralized content that is grouped nicely and not flashy.

You will want to incorporate user interaction and engagement but will want to have a logical reason and purpose for why each and every item is located on your screen.

Model Success

When you are deciding on the design and look to your site you want look at other sites that fall within your niche.

You want to go to these sties and see how they are laid out, where specific pieces of information are located, what colors flow on all the sites and much more. You want to go and dissect each site down to its core structure. Then you want to go and reproduce this. Not Copy!!! REPRODUCE!

When it comes to this tactic many people feel that they have a license to just copy what others are doing. You NEVER want to do this.

The reason you NEVER want to do this is that Google and other engines will punish you. You NEVER want to be the same as someone else and want to be your own property.

Tip #7 – Links and Backlinks

When it comes to SEO links and backlinks are still very important. You want to be able to have as many sites link to you and you link back to them. This way you are showing that you are an authority in the niche you are striving for.

When it comes to linking you want to continue to write as much unique content as possible. This will be articles, blog posts or whatever. When you break all of this down it is just text and information.

When developing this content you want to have a specific purpose. You want to cover one topic and one topic only. You want to give the reader as much value as possible and drive them to another piece of content that you own that will link to another and yet another.

When you do this then people will begin to know you and what you stand for. Then they will like you and want to find as much information about you and the topic that you are talking about.

When they like you and have gotten a lot of information they begin to trust you and relationships are born that will last a lifetime.

When creating these backlinks to your site and links to content that you have written you want to use anchor text. Anchor text is the text that people click on to visit your content.

So in this anchor text you want to use keywords that you are trying to target. So for example a form of anchor text that you could use would be the name or keyword. Another way to improve on this is to use a tag such as “To learn more about NICHE click Here.”

In that example you are giving them a set direction and a call to action. You are telling them if they want to learn about a specific topic here it is and to get it you are giving them a call to action of Click Here.

Authority Sites

When it comes to creating your content and placing it on the net you want to focus on authority sites.

These are sites that are already trusted by the search engines to have the content that people are looking for. You need to be able to get your content on these sites and get links back to your sites and home content.

Some authority sites are Ezine Articles, Go Articles, Web forums on the niche topic you are writing about, blogs that talk about your topic and much more.

It will be your job to find these sites and learn about them, interact with them and even become a part of the community. When you do this your content will be sought out more, clicked on and your ranks will go through the roof.

Tip #8 – Social Media

The final tip I want to talk to you about is Social Media. Now I am aware that many of you have heard of social media and sites like Facebook and Twitter.

Well as my final tip for you today you will want to take the time to learn about each and every one of these and then pick the one or two that has the follow of people who are interested in your topic.

If for example your followers are all on Twitter then you need to focus on Twitter. If your followers are all on Facebook and Instagram then these are the platforms that you need to focus on.

One mistake that people make is that they will try to find the people that they are targeted on a specific network just because that network is popular. Just because that network is popular doesn't mean that this is where your people are hanging out.

What you will want to do is go and try and find the people you are trying to target. Learn what they do and why they do it and then start hanging out there.

See what they are talking about, what their pain pots are and then start developing the content that you are writing for them anyway and put it out on these platforms.

Soon Google and other engines will begin to pick this content up since these sites are becoming authority sites and since you positioned yourself as an expert your content will rank higher in the results driving more traffic to you and your offers.

Conclusion

As you can see there is a lot that goes into the Internet and SEO in general. Just writing some content and putting it up on the web and hoping that Google and others will find you, add you favorably into their networks is a thing of the past.

When it comes to SEO it is a full time job that is constantly changing and adapting to find the users who are seeking that information.

When it comes to SEO you will want to take the basic information that I outlined for you today and apply it to your specific projects. Then try another project and yet another.

Then when you have three or so projects going I want you to return to the first project, review your results and then tweak it. Then go to the second project and the third.

When it comes to these projects it is going to be a labor of love and a true time commitment that can't be done in a day.

If you are looking to get into SEO then you will need to be in it for the long haul. The days of put up some crap and rank are gone. It is now the game of those who are willing to think of the user first and develop the content and user experience that they desire.

Do this and you will have the foundation needed to embark on the next change and adventure in the SEO game.

Thank you for reading my book and I hope that you have found the information useful. From this point forward I want you to go out and try different things, measure your results and adjust. If you can do this and do it well you will succeed.

To your success and may your next SEO project be a success!