

How to Get Your Website Found

By David Bolton

Which Search Engines?

August 2013 Figures

1. **Google**. 89.11% (Down 0.4% since July)
2. **Bing** (was Microsoft Live). 6.35% (+0.2%)
3. **Yahoo**. 3.22% (0.2%)
4. The rest 1.32%

Source:

http://theword.co.uk/info/search_engine_market.html

Focus on Google



Getting Found on Google

1. Identify the phrase(s) to be found for.
2. Optimise the site page(s) for those phrases.
3. Try and have links to those pages with anchor text.

If the domain includes the phrase it's even better.

- Example budget seo. <http://budgetseo.org>
(Disclaimer – my site!)

Importance of Search Phrases

- You want the one that lots of people pick.
- No point being top of a search if no one searches for it!
- Traffic, i.e. site visitors determined by searching.

How to Get best Search Phrases

- It's called Keyword Research.
- An industry devoted it to it.
- Sites like WordTracker.com, keywordspy.com, moz.com and more
- Google did have a free key word tool but it's now called **Keyword Planner** you have to now have an Adwords account to use it (even if you never used Adwords!)

Google Keyword Tool

Home Campaigns Opportunities Tools and Analysis Billing My Account Help

Keyword Planner
Add ideas to your plan

Your product or service: vision charity
Your landing page: http://focusactiononvision.org.uk/
Your product category: Disability Resources
Get ideas Modify search

Targeting ?
All locations
English
Google
Negative keywords

Customise your search ?
Keyword filters
Avg. monthly searches ≥ 0
Avg. CPC ≥ £0.00
Ad impr. share ≥ 0%
Keyword options
Hide keywords in my account
Hide keywords in my plan
Include/Exclude

Ad group ideas Keyword ideas

Download Add all (101)

Search Terms	Avg. monthly searches	Competition	Avg. CPC	Ad impr. share
vision charity	170	Medium	£0.83	0%

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Avg. CPC	Ad impr. share
aids for the blind	390	High	£0.43	0%
visually impaired	5,400	Medium	£0.77	0%
vision impairment	1,600	Medium	£0.71	0%
products for the blind	320	High	£0.43	0%
vision impaired	720	Medium	£0.71	0%
association for the blind	720	Medium	£0.54	0%
blind association	880	High	£0.46	0%
blind people	4,400	Low	£0.77	0%
services for the blind	480	Medium	£0.28	0%
partially sighted	1,000	Medium	£0.50	0%
toys for blind children	590	High	£0.30	0%
websites for the blind	70	High	£0.62	0%

Your plan
Saved until 23 Sep 2013
Your plan is empty. Select an ad group idea or click "+" to start building a new ad group.
Ad groups: 0

Tool Details

Keyword	Currency	Avg. monthly searches	Competition	Avg CPC
visually impaired	GBP	5,400	0.39	0.77
visual impairment	GBP	4,400	0.46	0.61
lighthouse for the blind	GBP	4,400	0.34	0.49
blind people	GBP	4,400	0.23	0.77
national federation of the blind	GBP	1,600	0.16	0.17
vision impairment	GBP	1,600	0.49	0.71
american foundation for the blind	GBP	1,600	0.1	0.8
partially sighted	GBP	1,000	0.46	0.5
blind association	GBP	880	0.68	0.46
blind society	GBP	880	0.53	0.65
school for the blind	GBP	880	0.28	0.69
blind children	GBP	720	0.28	0.55
association for the blind	GBP	720	0.51	0.54
vision impaired	GBP	720	0.52	0.71
jobs for blind people	GBP	590	0.38	0.33
toys for blind children	GBP	590	0.79	0.3
society for the blind	GBP	590	0.45	0.62
national association for the blind	GBP	590	0.3	0.5
reading for the blind	GBP	480	0.58	0.68
being blind	GBP	480	0.09	2.58
services for the blind	GBP	480	0.65	0.28

Useful Info from this

Keyword	Currency	Avg. monthly searches	Competition	Avg CPC
visually impaired	GBP	5,400	0.39	0.77
visual impairment	GBP	4,400	0.46	0.61
lighthouse for the blind	GBP	4,400	0.34	0.49
blind people	GBP	4,400	0.23	0.77
national federation of the blind	GBP	1,600	0.16	0.17

1. Gives an idea of the most popular search phrases.
2. Idea of what competition pays for CPC (We'll come to this). Treat it as a measure of competition.

E.g **visually impaired** gets more searches (5,400) than **visual impairment** (4,400). While vision impaired is only 720 searches a month.

Other Tools – e.g. KeywordSpy.com

Home Research Tracking Pricing Free Trial Download Plug-in Live Chat Help Welcome, guest | Sign in [Take a FREE Trial](#)

KeywordSpy™ visual impairment United Kingdom [Search](#)

Domains Keywords Destination URLs Ad Copies [?](#) Category ▾

Keyword: visual impairment Vol: 33,100/mo CPC: £.72

[Overview](#) [Ads \(9\)](#) [Related \(695\)](#) [Similar \(109\)](#) [Misspell \(6\)](#) [PPC Competitors \(9\)](#) [Organic Competitors \(20\)](#)

Keyword Statistics

PPC Advertisers:	9
CPC:	£0.72
Search Volume:	33,100/mo
Search Results:	N/A

PPC Advertisers

Month	Advertisers
2012 Dec	10.0
2013 Jan	8.0
2013 Feb	0.0
2013 Mar	12.0
2013 Apr	5.0
2013 May	9.0
2013 Jun	9.0
2013 Jul	3.0
2013 Aug	13.5
2013 Sep	13.5

Related Keyword Overview

Related (695)	Search Volume	CPC	Related	Search Volume	CPC
low vision	74,000/mo	£1.00	games for the visually impaired	0/mo	£0.05
macular degeneration	201,000/mo	£2.12	services for the blind	6,600/mo	£0.94
blind people	60,500/mo	£0.95	visually impaired products	1,600/mo	£1.38
visually impaired	74,000/mo	£0.93	blind	6,120,000/mo	£0.98
vision impairment	6,600/mo	£0.84	assistive technology	0/mo	£0.05
help for the blind	1,000/mo	£1.62	low vision aids	8,100/mo	£1.19
products for the visually impaired	480/mo	£1.30	products for the blind	1,600/mo	£0.93
blindness	823,000/mo	£1.07	blind person	12,100/mo	£0.89
phones for the blind	1,600/mo	£1.15	macular degeneration aids	1,900/mo	£1.57
technology for the blind	1,300/mo	£0.98	games for the blind	1,600/mo	£0.52

[View More »](#)

KeywordSpy.com Zoomed In

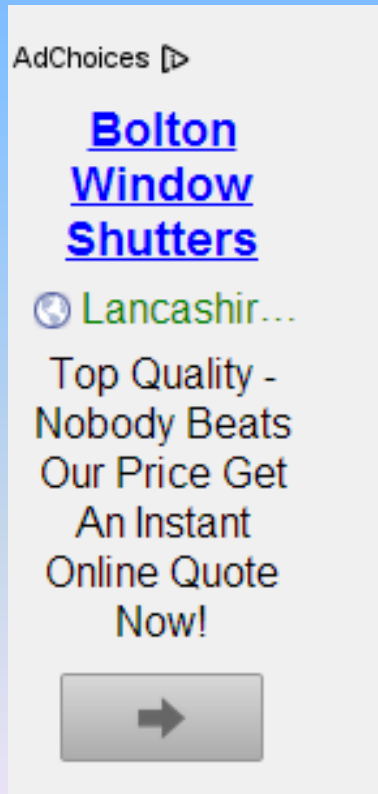
Related Keyword Overview					
Related (695)	Search Volume	CPC	Related	Search Volume	CPC
low vision	74,000/mo	£1.00	games for the visually impaired	0/mo	£0.05
macular degeneration	201,000/mo	£2.12	services for the blind	6,600/mo	£0.94
blind people	60,500/mo	£0.95	visually impaired products	1,600/mo	£1.38
visually impaired	74,000/mo	£0.93	blind	6,120,000/mo	£0.98
vision impairment	6,600/mo	£0.84	assistive technology	0/mo	£0.05
help for the blind	1,000/mo	£1.62	low vision aids	8,100/mo	£1.19
products for the visually impaired	480/mo	£1.30	products for the blind	1,600/mo	£0.93
blindness	823,000/mo	£1.07	blind person	12,100/mo	£0.89
phones for the blind	1,600/mo	£1.15	macular degeneration aids	1,900/mo	£1.57
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Free version is good for 10 keywords but useful for ideas. It's mostly similar information to Google Adwords but occasionally differs.

What is CPC?


Another way to get traffic is to pay to advertise.

You'll often see text ads like this:




AdChoices 

[Bolton Window Shutters](#)

 Lancashir...

Top Quality -
Nobody Beats
Our Price Get
An Instant
Online Quote
Now!



CPC = Cost Per Click

Every time someone clicks on an advert, it costs the advertiser the CPC rate.

On the Adwords tool, the average CPC = £0.77. **Every click costs 77p.**

Adsense = Other side of Adwords

- Adwords appear on millions of websites and the site owners receive a cut.
- I get about £150 a year (pre-tax).
- Use the Google AdSense program to run text ads on your website.
- If you get more traffic than other advertisers will contact you. A site I had was earning about £60/month pre tax. It got sold.

Back to SEO

Having got a search phrase

1. Need to optimise Webpages for SEO
2. Need to get links

What is SEO?

- Short for **Search Engine Optimisation**
- It means your site conforms to Google's expectations of what web pages should be like.
- Problem is. Google only hints at what it wants. Basically *pages should be useful to humans*. To provide information not just adverts.

Google's 200 Search Factors

- It's believed that Google calculates about 200 factors in determining where in the search results a page is found **for a particular search phrase.**
- Let me talk about White Hat v Black Hat SEO

White Hat and Black Hat SEO

Just like old cowboy films :

- **Good Cowboys = White Hats**



- **Baddies = Black Hats**



Black Hat SEO

- Uses techniques like stuffing lots of keywords on pages, using hidden text, adding comments to blogs, door way pages, pages with little or no information, cloaking. (Search engine sees one version of site, humans see the one with Ads).
- Loads more Black Hat techniques - see http://en.wikipedia.org/wiki/Black_hat_SEO

Black Hat Problem

- It can work in the short term but it usually gets caught and the site is then delisted from Google.
- Then **no search on Google will ever find it** unless it's cleaned up, grovelling and a few months and they may let it back.
- BMW once got caught doing it!

So White Hat SEO is

- Making pages readable to humans and contain useful content.
- Have descriptive and relevant Page Titles and Meta Descriptions (See Next Page).
- Getting good links to the page with relevant anchor text.

Meta Stuff on web Pages

All web pages have

1. “Invisible Page Information” – meta stuff.
2. Visible page content.

For Good SEO

Web Pages must have

1. A Suitable and relevant title.
2. A good meta description.
3. If you right-click View Source on a web page you can see the HTML.

British Mensa Website

```
<!DOCTYPE html>
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en" dir="ltr">

<head>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<title>Home Page | British Mensa</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<link rel="shortcut icon" href="/sites/default/files/mensauk_favicon.ico" type="image/x-icon" />
<meta name="description" content="IQ Tests, Psychometric Tests and Puzzles online from Mensa" />
<meta name="keywords" content="IQ Puzzles Online,Mensa IQ Test,IQ Tests,Psychometric Tests,Online Puzzles,Mensa,IQ Test,Online IQ Test,Personal De
Psychometric Test,Gifted Children,Online Puzzle" />
<link rel="canonical" href="http://www.mensa.org.uk/" />
<meta name="revisit-after" content="1 day" />
<link type="text/css" rel="stylesheet" media="all" href="/sites/default/files/css/css_810647dcf62ea40524c7f215abbf9c85.css" />
<link type="text/css" rel="stylesheet" media="print" href="/sites/default/files/css/css_471eb4c5122ebd88ff761faf680e9919.css" />
<!--[if IE]>
<link type="text/css" rel="stylesheet" media="all" href="/sites/all/themes/mensauk/css/ie.css?a" />
<![endif]>
<!--[if lte IE 6]>
<link type="text/css" rel="stylesheet" media="all" href="/sites/all/themes/mensauk/css/ie6.css?a" />
<![endif]>
<script type="text/javascript" src="/sites/all/modules/iquery_update/replace/iquery.min.js?a"></script>
```

Title

Meta Description

A Little Bit of Techy Stuff!

- Web page has an invisible bit between head tags `<head> ... </head>`.
- Visible part is between body tags `<body>..</body>`
- All of the page is between html tags `<html>..</html>`

- `<html>`
- `<head>...</head>`
- `<body>..</body>`
- `</html>`

HTML For dholton.com

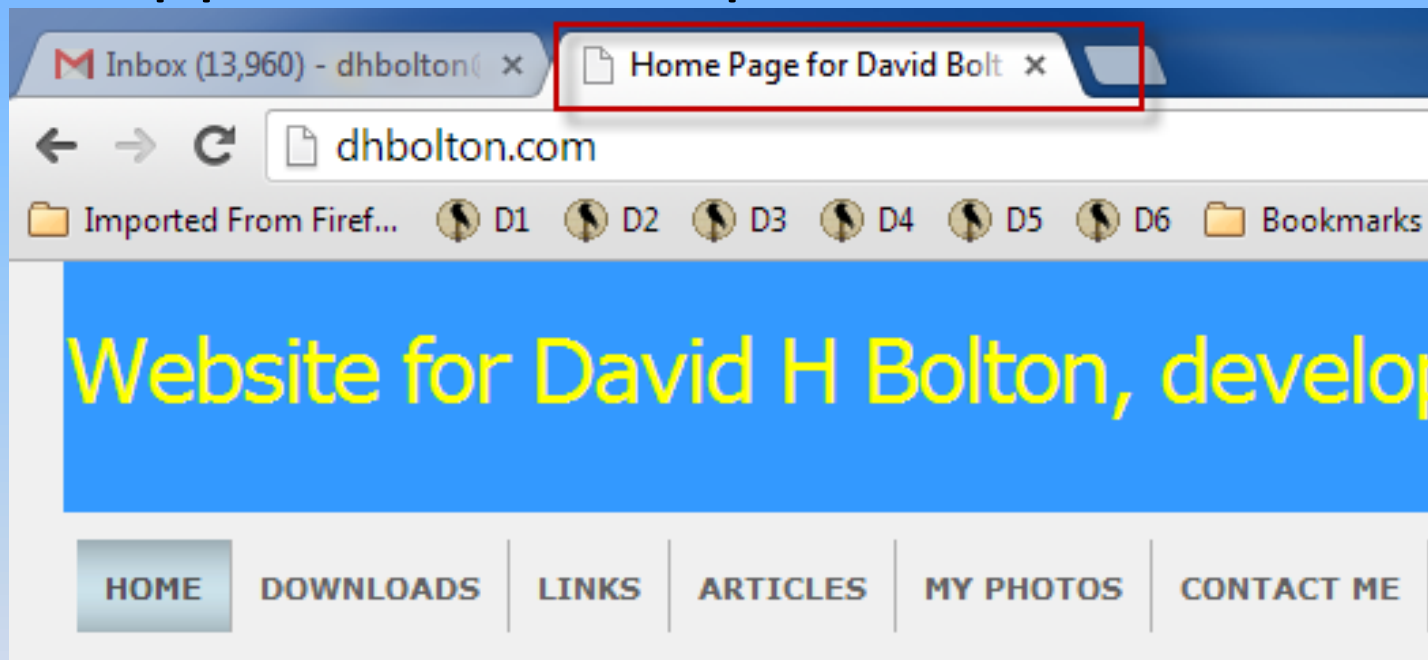
Invisible Part

- <html xmlns=<http://www.w3.org/1999/xhtml>>
- <title>**Home Page for David Bolton's website**</title>
- <meta name="Description" content ="**A Personal website for David Bolton - a software developer plus bits about my interests**" />
- <link rel="stylesheet" href="/css/screen.css" type="text/css" media="screen" />
- </head>

•**Red text** is the important stuff. Here the phrase *David Bolton* is common to both.

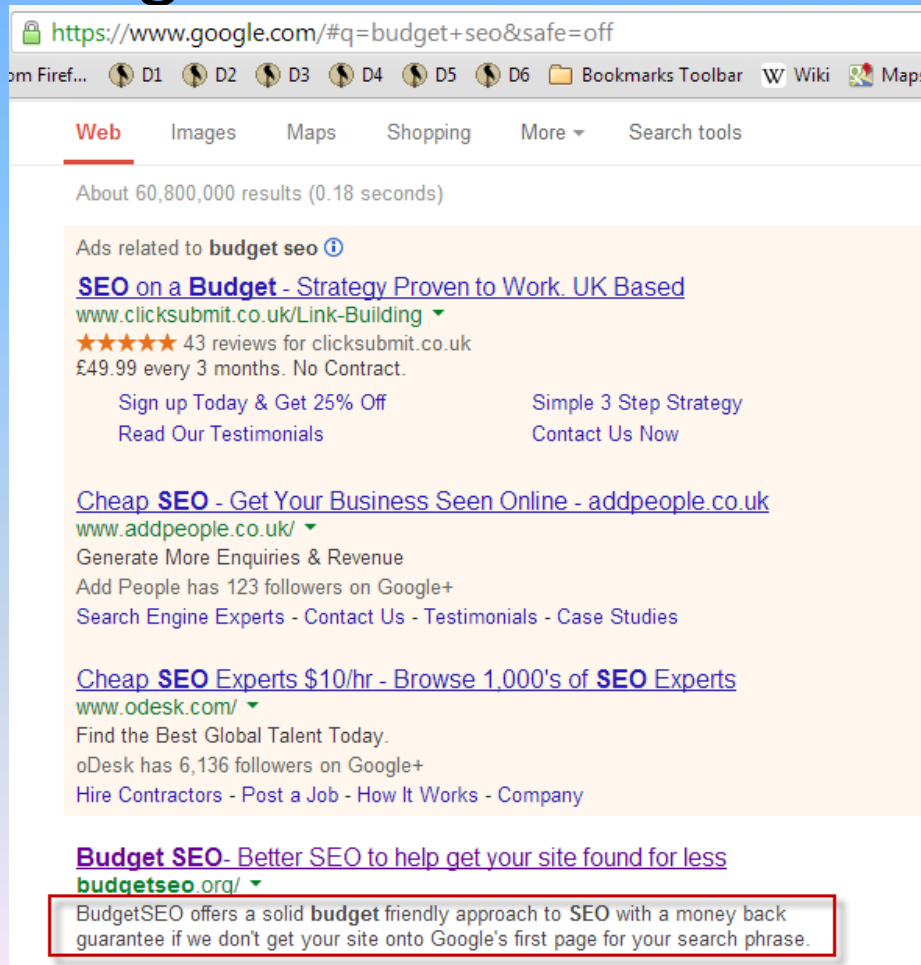
The Title

- Appears on the top of Browser or Tabs.



The meta Description

- Google uses it in search results.



The screenshot shows a Google search for "budget seo" with approximately 60,800,000 results. The top section contains three ads, each with a title, URL, and a meta description. The first ad is for "SEO on a Budget - Strategy Proven to Work. UK Based" from clickssubmit.co.uk, with a meta description of "£49.99 every 3 months. No Contract." and buttons for "Sign up Today & Get 25% Off" and "Read Our Testimonials". The second ad is for "Cheap SEO - Get Your Business Seen Online - addpeople.co.uk" with a meta description "Search Engine Experts - Contact Us - Testimonials - Case Studies". The third ad is for "Cheap SEO Experts \$10/hr - Browse 1,000's of SEO Experts" from odesk.com, with a meta description "Find the Best Global Talent Today." Below these ads, a search result for "Budget SEO- Better SEO to help get your site found for less" from budgetseo.org is shown. Its meta description, "BudgetSEO offers a solid budget friendly approach to SEO with a money back guarantee if we don't get your site onto Google's first page for your search phrase.", is highlighted with a red box.

https://www.google.com/#q=budget+seo&safe=off

Web Images Maps Shopping More Search tools

About 60,800,000 results (0.18 seconds)

Ads related to **budget seo**

SEO on a Budget - Strategy Proven to Work. UK Based
www.clickssubmit.co.uk/Link-Building
★★★★★ 43 reviews for clickssubmit.co.uk
£49.99 every 3 months. No Contract.
Sign up Today & Get 25% Off Simple 3 Step Strategy
Read Our Testimonials Contact Us Now

Cheap SEO - Get Your Business Seen Online - addpeople.co.uk
www.addpeople.co.uk/
Generate More Enquiries & Revenue
Add People has 123 followers on Google+
Search Engine Experts - Contact Us - Testimonials - Case Studies

Cheap SEO Experts \$10/hr - Browse 1,000's of SEO Experts
www.odesk.com/
Find the Best Global Talent Today.
oDesk has 6,136 followers on Google+
Hire Contractors - Post a Job - How It Works - Company

Budget SEO- Better SEO to help get your site found for less
budgetseo.org/
BudgetSEO offers a solid budget friendly approach to SEO with a money back guarantee if we don't get your site onto Google's first page for your search phrase.

Meta Description for Dhbolton.com



```
<meta name="Description" content ="A  
Personal website for David Bolton - a  
software developer plus bits about my  
interests" />
```

Title and Meta Description – Both are Very Important for SEO

- Without these two you will not get found except for very rare phrases. And no one searches much for those.

General Rule of Thumb

You must include the search phrase in both Title and Meta Description, but add other text to each so the search phrase is a $\frac{1}{4}$ to $\frac{1}{5}^{\text{th}}$ of each text.

The Body HTML (The stuff you see)

At it's simplest HTML has text in paragraphs between `<p> ..</p>` with headers `<h1>` (Largest) down to `<h6>` smallest. Hardly anyone uses `<h4>`, `<h5>` or `<h6>`

Another SEO Rule

1. Put the search phrase in a `<h1>..</h1>`
2. Only one `<h1>..</h1>` per page. Again make sure it's along with other text.

```
<h1>Website for David H Bolton, developer in London, England </h1><br/>
```

And Between <p>..<p> Tags

- Need to have the search phrase occur several times on the page.
- Also need the individual words to occur a few times, not in the search phrase.
- On Budget SEO, the word budget appears 11 times, SEO is 28 times and budget seo just three times.

The Importance of Links

- **Google views links as “Likes”**. If you link to someone’s website it should be because you like that website.
- However it’s often because they’ve paid for the link. Paid links abound on the web.
- Google does not like Paid links and when they find them, they are treated as a negative factor. **Avoid Paid Link directories!**

The Link Anchor Text

- When you see a link highlighted like this or colour coded like this etc, the text “like this” is called the anchor text.
- Google uses anchor text, so if you get links with anchor text that matches the phrase on the page it’s linked to, this helps SEO.
- For my site dholton.com David Bolton is the anchor text I want.

Domain Names

- If the domain name matches the search phrase, it's a plus.
- So Budget SEO – <http://budgetseo.org>
- There's also <http://budgetseo.com> and <http://budgetseo.net> but my SEO is better than their's, at least for now. It can change.

Which Domain Extensions are best?

- For uk only websites **.co.uk** is ok.
- For anywhere in the worlds **.com**, **.net** or **.org** are considered the best (in that order). There's also **.info** but it's not that popular.
- These are called gTLD (generic Top Level Domains).
- The others like **.de**, **.fr**, **.im** are called ccTLD (Country Code Top Level Domains)

.coms are rare and getting rarer

- Say you wanted a BritishHistory domain.
- .co.uk – parked domain for sale
- .com – parked available for purchase (if you have to ask you can't afford it- my guess is £20,000+).
- .NET – somebody has it but doing nothing
- .ORG - Parked – for sale (All parked are for sale)

These domain names will never be available

- Who is going to pay the outrageous prices for a domain for British history? Many other areas suffer from the same.
- A client of mine looked for one of these and paid the normal domain registry price (about £10 a year) for historyofbritain.net.

Consider a Novel domain instead

- Amazon, Ebay, Google, Yahoo, Lycos, etc domains say nothing about what they do.
- Note that they are usually short, less than 8 characters.
- Not quite as SEO friendly but likely to be found easier due to uniqueness.

Links From Your Site

- It seems a bit strange at first but **Google likes links from your site to others.**
- Especially if the link include the anchor text for that page.
- Aim to have 4-5 links at least off your site.

The IMG Tag and alt text



- Everyone knows that the internet is really for cute kitten photos!

The HTML for pictures is the img tag.

- It optionally includes a field called alt which is short for alternate text.
- This is for screen readers for low visual acuity (blind or near blind viewers).
- **Always include alt text on every picture on your website.**

Example of img and alt

- This is from the KeywordSpy.com page.
- ``

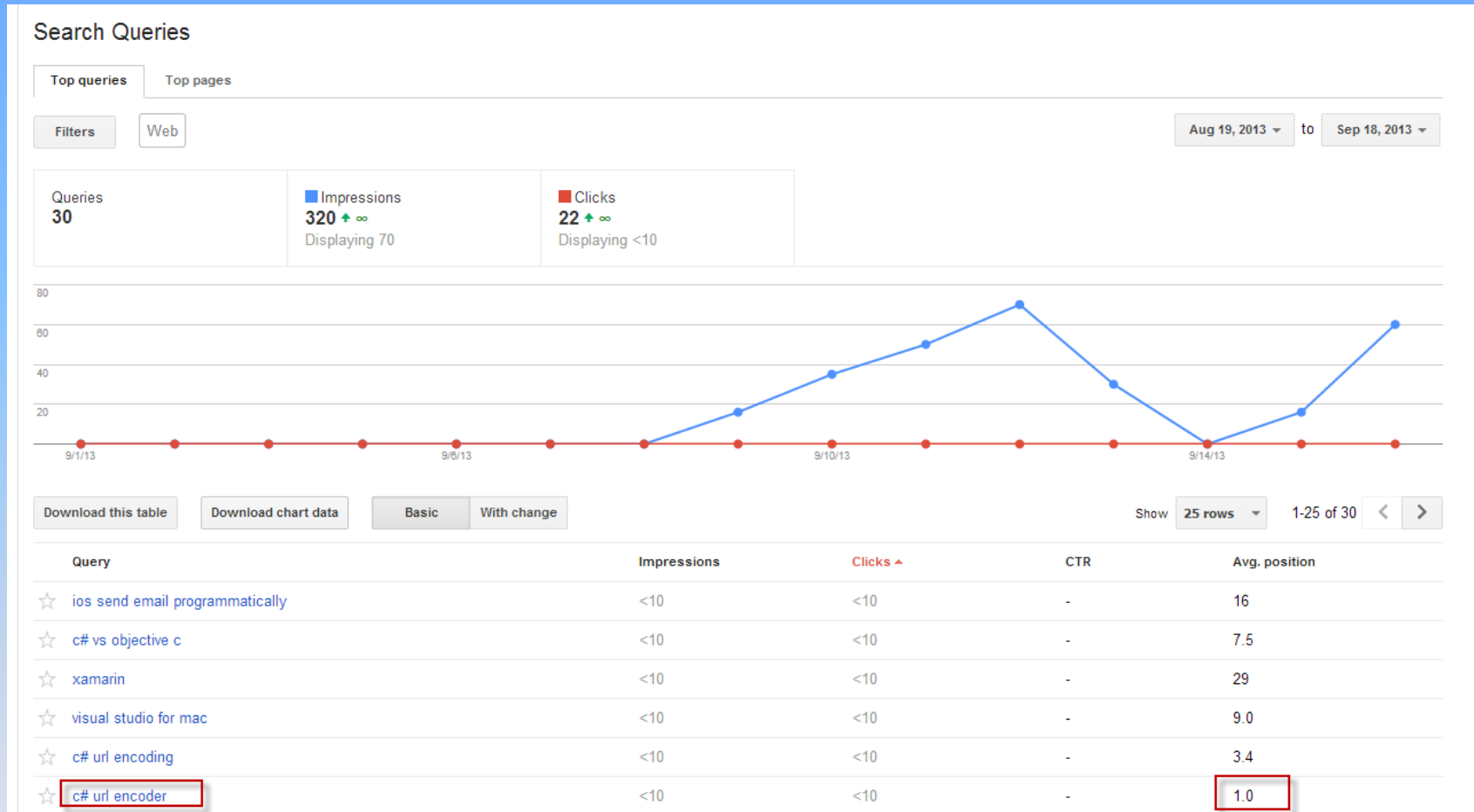
1-2 Search Phrases Per Page

- Some people like to have a page found for a dozen search phrases.
- Almost impossible to do that with SEO.
- Better to optimise for one or maybe two phrases per page.
- Nothing to stop you optimising multiple pages, each with its own search phrase.

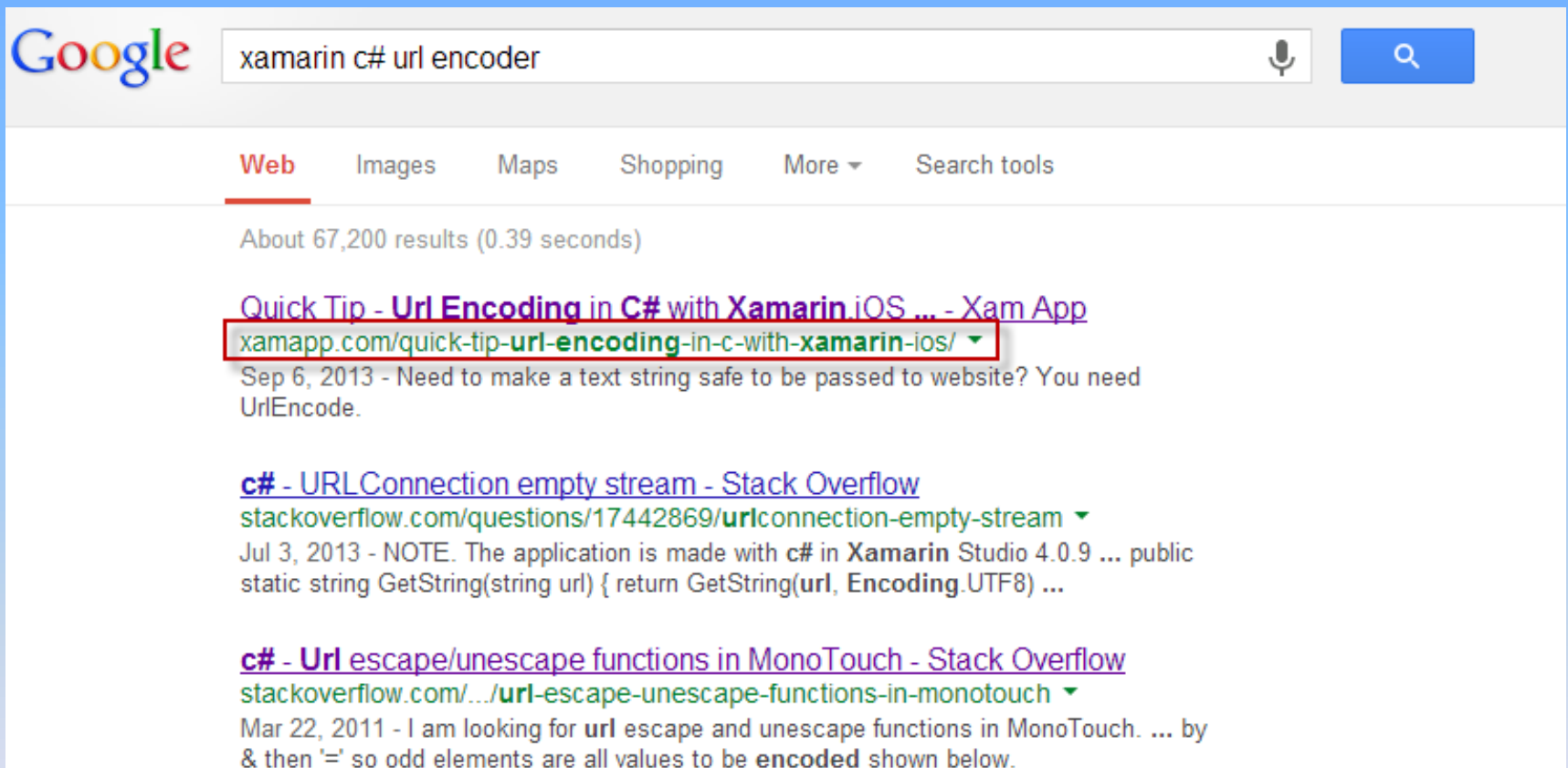
Google Webmaster and Analytics

- Google Webmaster tools lets you submit a sitemap.xml file containing links to all the pages you want listed.
- WordPress has plugins for generating sitemap.xml. You can find free online crawlers that will read all your site pages and generate a sitemap.xml file.
- Google Analytics shows your traffic and where it comes from, how its found etc.



A Google Webmaster Graph



Results for Xamarin C# url Encoder



The image shows a Google search interface with the query 'xamarin c# url encoder'. The search results are displayed under the 'Web' tab. The first result is from xamapp.com, titled 'Quick Tip - Url Encoding in C# with Xamarin iOS ... - Xam App'. The URL is highlighted with a red box. Below it are two Stack Overflow questions related to URL encoding in C# and MonoTouch.

Google  

Web Images Maps Shopping More ▾ Search tools

About 67,200 results (0.39 seconds)

[Quick Tip - Url Encoding in C# with Xamarin iOS ... - Xam App](#)
xamapp.com/quick-tip-url-encoding-in-c-with-xamarin-ios/ ▾
Sep 6, 2013 - Need to make a text string safe to be passed to website? You need UriEncode.

[c# - URLConnection empty stream - Stack Overflow](#)
stackoverflow.com/questions/17442869/urlconnection-empty-stream ▾
Jul 3, 2013 - NOTE. The application is made with c# in Xamarin Studio 4.0.9 ... public static string GetString(string url) { return GetString(url, Encoding.UTF8) ...

[c# - Url escape/unescape functions in MonoTouch - Stack Overflow](#)
stackoverflow.com/.../url-escape-unescape-functions-in-monotouch ▾
Mar 22, 2011 - I am looking for url escape and unescape functions in MonoTouch. ... by & then '=' so odd elements are all values to be encoded shown below.

Mistakes to Avoid 1/2

- A PR company duplicated an article and sent it out to thousands of places. Some of these reposted it and Google penalised the original for “Duplicate Content”.
- Using Flash front pages.
- The right words: don't just write, “Mt. Everest Height” but write, “How high is Mt. Everest?” because that is how people search.

Mistakes to Avoid 2/2

- Don't forget to think about the title and description of your most important pages.
- Not using webmaster resources and learning about how Google works and what SEO is about.

Questions?