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://theeword.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

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
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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

KeywordSpy.com Zoomed In

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

Related Keyword Overview

Free version is good for 10 keywords but useful for ideas. It's mostly similar information to Google Adwords but occasionally differs.

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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**.

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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 then 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.

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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

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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.

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British Mensa Website

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 dhbolton.com
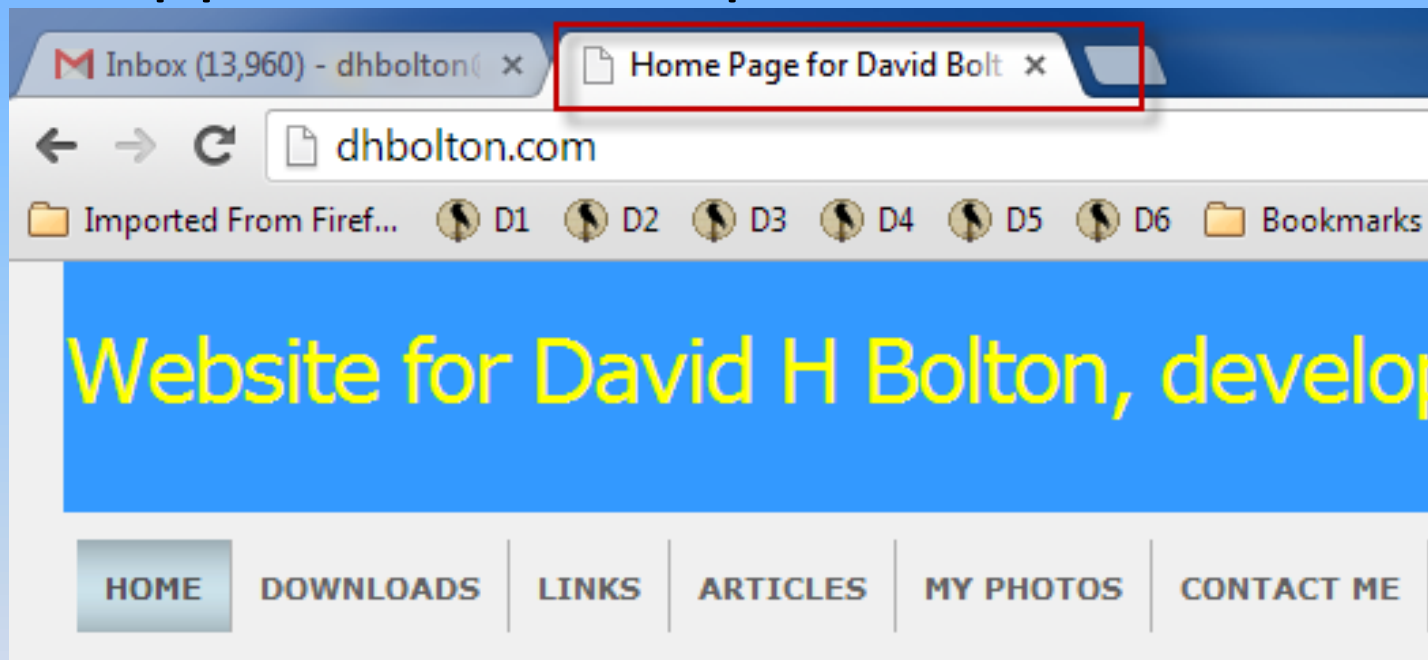## Invisible Part

- <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>

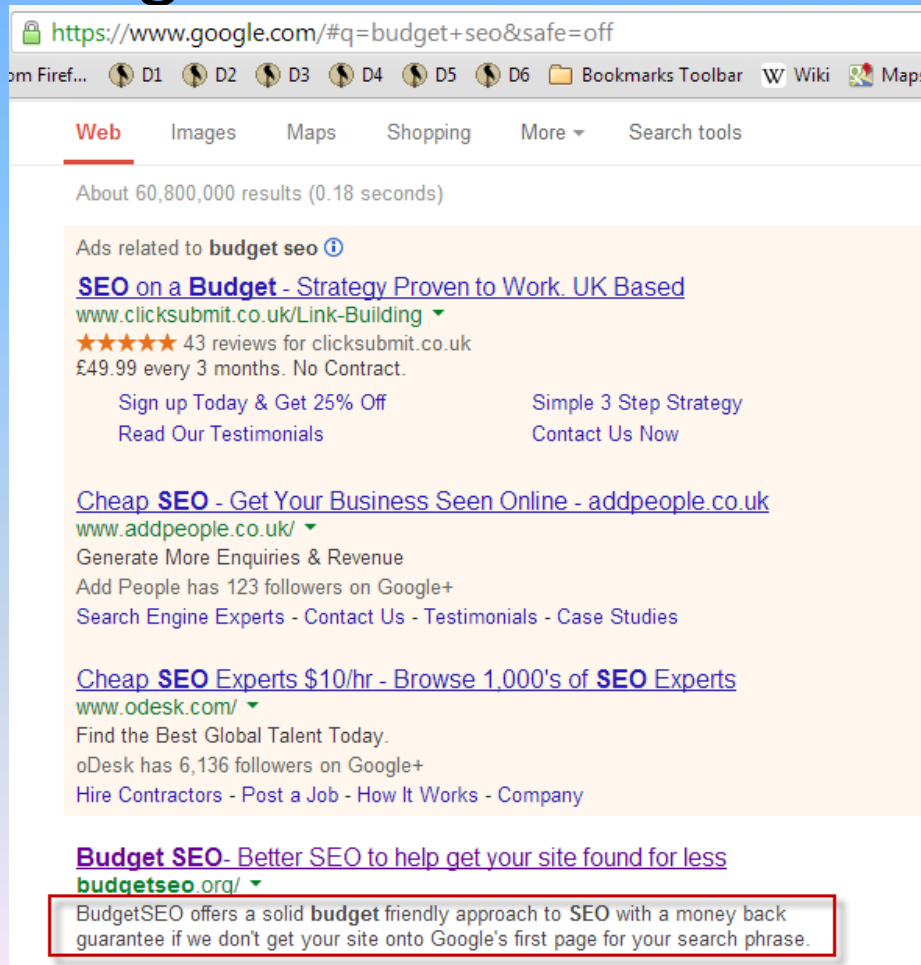- Red text is the important stuff. Here the phrase *David Bolton* is common to both.

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The Title

- Appears on the top of Browser or Tabs.

The meta Description

- Google uses it in search results.

Meta Description for Dhbolton.com

Home Page for **David Bolton's** website
www.dh**bolton**.com/

A Personal website for **David Bolton** - a software developer plus bits about my interests.

Searches related to **david bolton**

michael bolton   david bolton **pension**
david bolton **ceramics**   david bolton **attorney**
david bolton **facebook**   david bolton **harpsichord**
david bolton **books**   brett david bolton

< Goooooooooogle >
Previous   1 2 3 4 5 6 7 8 9 10   Next

`<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 ¼ to 1/5th 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/>
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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 <u>like this</u> 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 dhbolton.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.

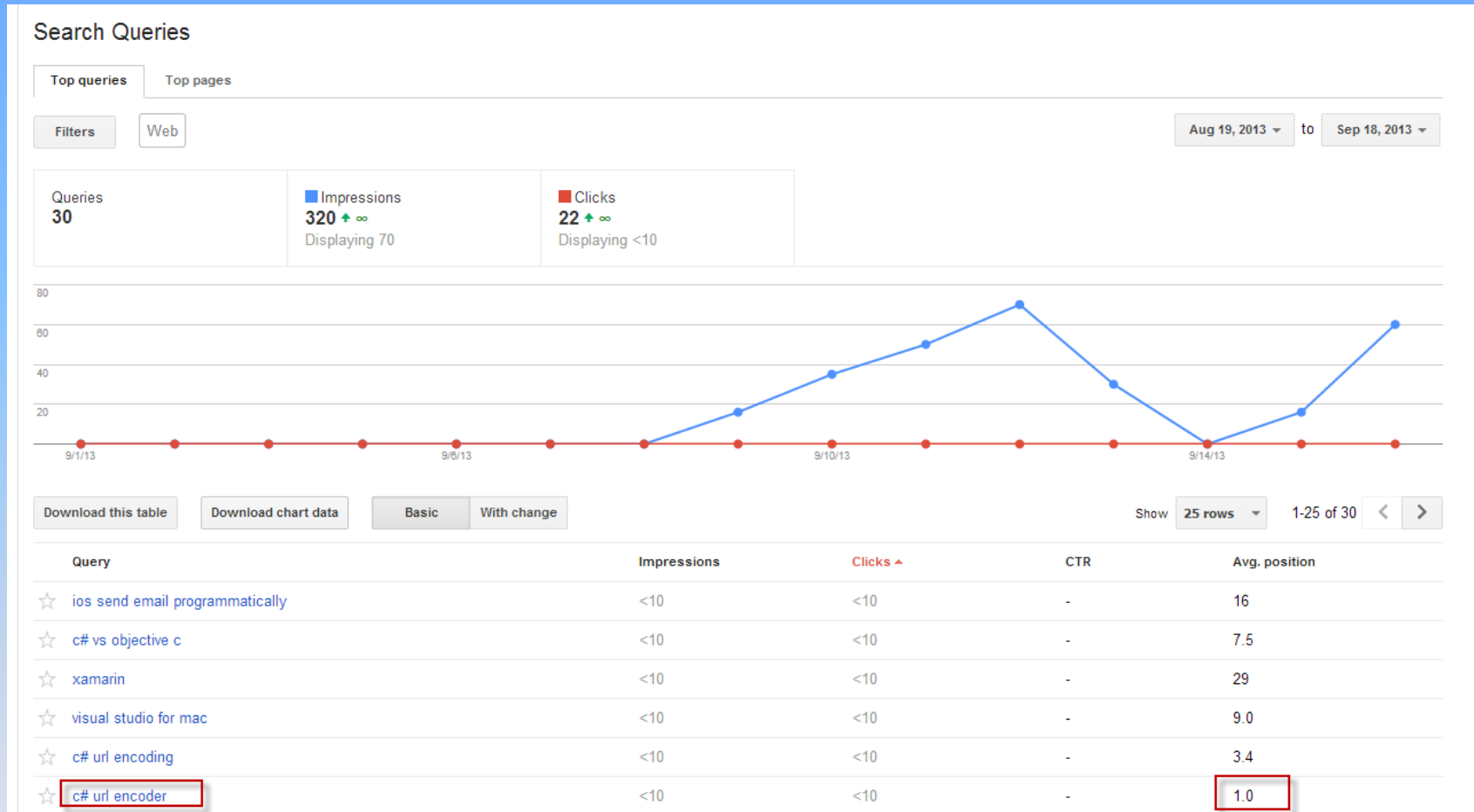# Example of img and alt

- This is from the KeywordSpy.com page.
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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.

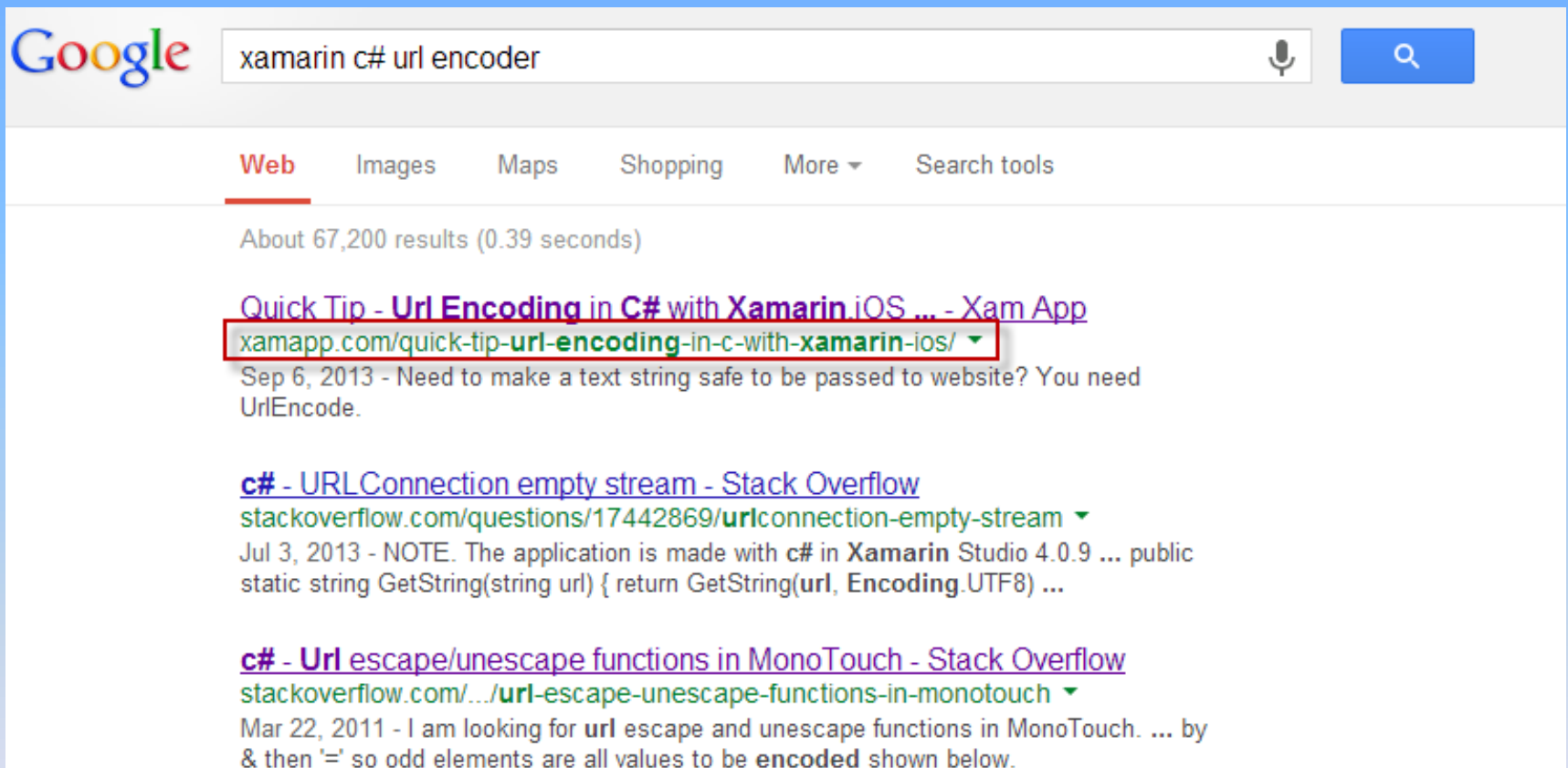- Nothing to stop you optimising multiple pages, each with its own search phrase.

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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.

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A Google Webmaster Graph

Results for Xamarin C# url Encoder

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?