

SEO MADE SIMPLE

Second Edition

**Strategies for Dominating the World's
Largest Search Engine**

by

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SEO Made Simple
(Second Edition)

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*To Jamie, Samantha and Alex-
My inspiration and joy*

To my father, brother, and extended family

In memory of my mother

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2nd Edition

Foreword

A couple of years ago when I wrote the first edition of *SEO Made Simple*, I had no idea that search engine optimization would grow to become such an important part of everyday business. I've heard from hundreds, if not thousands of individuals and companies over the past two years searching for SEO secrets and solutions to their most pressing online marketing challenges.

The reason why search engine optimization has become so important is because the data on search marketing and buying behavior has proven time and again that organic search results drive significant amounts of qualified traffic to websites, blogs, and affiliate marketing pages.

At the same time, social media and personalized browsing experiences that integrate multiple forms of media into a single user session have become commonplace. The culmination of all of these factors has resulted in a growing demand for top search engine rankings and a better strategy for achieving number one results.

Not to mention that search engines are changing by the minute. Google Instant, universal search, suggestive type, multiple listings per site, social media integration, and other factors are reflective of the numerous ways we search online, and how the discipline of online search is changing.

Many of the individuals and companies I work with through my SEO business, *Upward SEO*, are not only interested in achieving top rankings for their websites, they're also concerned with online reputation. They seek top rankings for their sites and domination of the first page of Google and other major search engines.

This type of need has taken SEO to a completely new level. It used to be that success could come from optimizing a single web property. But now SEO is really about the optimization of multiple assets (websites, micro-sites, blogs, forums, social media, videos, press releases, and so on). That's why I felt so compelled to update this top-selling book.

Achieving your online goals requires the proactive management of

your online presence in every sense of the word. Knowing the importance of doing so is the first step in achieving top rankings. With a thorough understanding of search engines, consumer behavior, and the importance of organic search, you're ready to learn SEO techniques that drive results for your business and protect your brand.

I'm often asked whether or not the search engine optimization techniques I first introduced a number of years ago are still a valid means for optimizing websites and other online assets. My response is emphatically, "Yes." Not only are the techniques that I'm going to share with you effective, they've grown in importance as search engine optimization has evolved over time.

In this updated edition, I have refined existing techniques and added new ones that make the most of social media, universal search, and other recent changes on the World Wide Web. However, the fundamental principals have not changed. Search engines like Google are still focused on one thing— a positive user experience.

Fast loading websites, valuable content, meaningful interactions, and authority, continue to drive search engine results. Sure, the Google algorithm is much more complicated than that, but I'm here to help you with all the particulars. If you start with an understanding that Google values a positive browsing experience, you're further ahead than most of the so-called SEO experts!

Introduction

If you want to rank on top for Google, Yahoo!, and other major search engines, you'll need more than just plain luck—you'll need the exact road map used by those who have already achieved top positions for their website(s). That's the purpose of *SEO Made Simple*—to provide you with a simple, easy-to-follow road map for achieving top search engine result placements for your very own website or blog.

I've personally read dozens of SEO books that left me without any practical advice or the guidance required to improve my website ranking. That was the motivation for this book. You won't find page after page of useless theory here. I wanted to create a helpful guide that would give you enough information to expand your understanding of SEO concepts and ideas, but place more of an emphasis on what to do and how to do it in order to see immediate results by improving your search engine rankings!

When I started out in Internet marketing, no one was able to show me how to achieve the results I was looking for. New to Internet marketing, the prospect of reaching the number one position on Google, or any other search engine for that matter, seemed next to impossible. Of course, there were marketing gurus and tons of Internet marketing products that offered “amazing results”; and I tried lots of them. In the end, many of these online products didn't live up to expectations. While trying to implement the advice given, I spent thousands of dollars creating and redesigning websites only to find that there was no single solution for getting top placements.

Although discouraged, I never gave up. I knew that in order to be successful online I'd have to increase the natural search engine placements for my website. Through a good deal of hard work and persistence, I discovered and refined the search engine optimization secrets I'm going share with you in this book. Now that I've achieved total search engine optimization success through years of trial and error, learning what truly works, I've decided to provide this information to as many individuals as possible seeking online success. Despite popular belief, you won't need an advanced degree in search engine optimization or years

of experience in website development to improve your search engine rankings. All you'll need is a desire to have your website ranked number one on Google and a willingness to follow these simple, yet highly effective techniques.

How This Book Is Organized

In thinking about all of this information and how to present it, I decided to organize this book into two main sections: *On-Page Optimization* and *Off-Page Optimization*. Each section is designed to help you understand and implement the same techniques I've used to achieve top search engine placements.

Section 1: On-Page Optimization

The first section is an introduction to search engines and fundamental search engine optimization (SEO) techniques. On-page optimization covers everything you should do when developing your website and web pages. Don't worry if you've already spent money on designing your website or have limited knowledge of HTML or even website development itself. Once you know these techniques and understand how to use them, they can be applied in just a matter of minutes to any new or existing website.

Surprisingly, many of these techniques are overlooked by 98 percent of all Internet marketers and those who are attempting to improve their search engine result placements (SERPs). How do I know? I know because when my company *Upward SEO* reviews websites for clients, many of them aren't applying these basic SEO techniques.

At the end of this section, I'll provide a summary of the most important points covered concerning on-page optimization. You can use the summary page for quick review or as an ongoing reference to simplify your optimization efforts.

Section 2: Off-Page Optimization

The second section focuses on external factors that affect your Google ranking. These techniques are the most powerful and effective for improving your search engine results. In this section, I'll discuss off-page optimization and reveal the very techniques I use on a daily basis to increase website popularity, a key factor in Google optimization. After applying these techniques in combination with section one, your website ranking will literally begin to skyrocket toward the top of Google and other major search engines.

It's important to note that I cover off-page optimization in the second section of this book because without on-page optimization factors being implemented correctly, your website can never achieve top placement (OK, *never* is an exaggeration, but it would take much longer and require greater effort).

Again, at the end of this section I'll provide a summary of its most important points for quick reference.

Section 3: Research to Practice

In this section I'm going to show you how to manage your off-page optimization efforts on a daily and weekly basis. This simple process keeps your website moving toward the top of Google and ensures that it stays there! Applying these techniques is the key to achieving results and protecting your top search positions.

Section 4: SEO Glossary

The final section of this book contains an updated SEO glossary that can serve as a helpful reference along your search engine optimization journey. By understanding key phrases and SEO language, you're sure to reach your final destination.

SEO Made Simple provides exactly what you need to begin your climb to the number one search position on Google, just as I have for many of my websites and blogs, and the websites I've developed and optimized for a long list of high-profile customers.

As each page unfolds, and you learn the most powerful techniques for search engine optimization, you will achieve search engine success!

DON'T STOP HERE!

Achieving #1 Google results is easier than you think. In *SEO Made Simple*, second edition, I reveal the most powerful techniques for achieving search engine dominance. For around \$20 bucks you have all the traffic you'll ever need – thanks to the world's largest search engine.

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