

DIY SEO Part 1

Search Engine Optimization (SEO) is an important part of marketing your web site in that it will influence how you get indexed by Google and other search engines.

Hiring a web marketing firm can prove to be expensive so lets see what we can do on our own before having to do that.

First remember that nobody controls how Google includes your site in search results except Google. Nobody knows when your web site will get indexed. However, when it does get indexed we want to make sure it is indexed well.

It is impractical to expect your web site to come to the top of any search engine results for generic key terms. You need to pick the types of key terms that relate to your site and that are actually searched for to get **Organic Search Engine Traffic**.

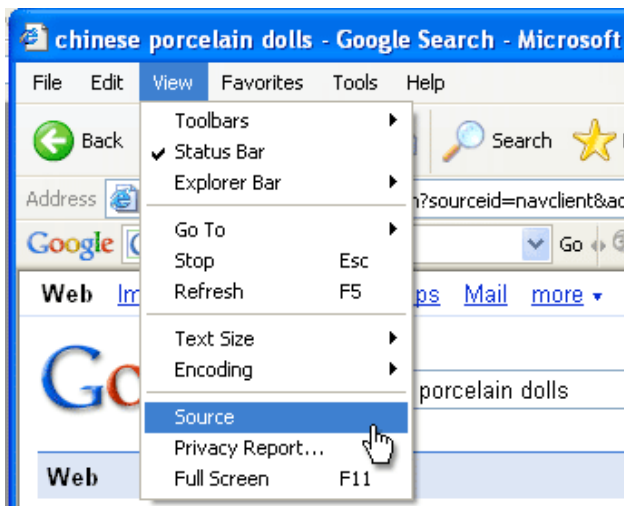
Search Terms = Keywords = Key Terms = Key Phrases

How to Find Key Terms

Take a look at your web site from a distance and ask yourself “What is my Web Site About?” Start writing a list words or phrases that represent the whole idea of your web site. I say phrases because they are usually very specific and should yield the right type of traffic. These are combinations of words like “Chinese porcelain doll”. That is more specific than the word “doll” or “Chinese”.

Consider typing in a software program like Word, Excel or NotePad so that you can easily edit your list and be able to cut and paste from it.

Look at similar web sites that may be using the same keywords as you. You can view their **meta tags** by going to any one of their web pages and selecting the “Source” item from the “View” menu of your browser.



Sometimes they are hard to see and may not even be there in some cases. What you are looking for is some code that looks like this:

```
cse11_RENDER_RECS_TAG();
</SCRIPT>
<HEAD><META NAME="Keywords" CONTENT="Chinese art, Chinese culture, Ch
folk art, Chinese Art & Culture, Chinese arts & crafts, Chinese craft
art, Chinese cultural products, Chinese pottery, Chinese porcelain, c
pottery marks, antique chinese pottery, antique chinese porcelain, ch
chinese porcelain vase, chinese porcelain vases, chinese export porce
blue white, chinese porcelain figurine"><TITLE>Chinese Art & Culture,
Arts & Crafts</TITLE><meta name=description content="We are a great s
and crafts, chinese gifts, chinese collectibles, chinese home decor a
Chinese calligraphy, Chinese Cloisonne vases, Chinese batik wall hang
cuts, Chinese knots, Chinese pottery, Chinese porcelain, Chinese cera
needlework cushions, brocade cushion covers, chinese clothing, Chines
handbags, chinese wallets, chinese scarves, chinese shawls, chinese t
Chinese clay crafts, Chinese Terracotta Army, Chinese Terracotta Warr
containers, Chinese bookmarks, Chinese framed arts, Chinese jewelry,
more. Free shipping. Excellent quality. Great discounts."><style>
<!--
.topnav
{
font-size: 10pt;
color: white;
```

Look closely at the above graphic:

Yellow is highlighting the Meta tag "Keywords" and you can see a list of what this web owners feels is relevant to his or her site.

Green is highlighting where the title is located. As you can see it starts with a tag <TITLE> and ends with tag </TITLE>. The title also appears on the very top of your browser window.

Pink highlights the Description Meta tag where it says name=description. The description meta tag is what is displayed in the search engine results. If you do not enter text here the search engine will take what ever it finds first on the page. In some instances this might not be desired.

Meta tags are the code behind your web site that help search engine spiders determine your page relevancy for any given search term. They describe your content with a title a short description and a list of relevant keywords.

It is **not** a good idea to just blatantly copy the text in "source-view" of someone else's site expecting to get better results from search engines. There is a lot more to it than that. Besides, if you are not writing about the same things that are represented in your meta tags you will be down-graded in search results.

It is better to use "source-view" to get ideas of search terms that you hadn't thought of. What we are doing is making a list of possibilities. Next we will want to audit our list and pick out terms that do not fit our intended search results.

How Do People Search?

As you look at your list it may surprise you to learn that some terms that you feel are logical search terms are actually never used. You can find out by looking at keyword inventories. This is data that tells us what keywords are used and how often.

KeyWord Research Tools

- [SEO Book - Keyword Suggestion Tool](#)
- [SEO Company - Keyword Finder](#)
- [Overture Search Inventory Suggestion Tool \(Data from Jan 2007\)](#)
- [Google Keyword Suggestion Tool](#)

You may see many new keyword ideas from these tools to add to your list. By now your list should be getting to be between 50 and 100 long. There are many ways to look at this list. You might want to group some terms together because they are most often talked about together.

You may also notice patterns in the way people search. Ask yourself: “Are these the terms my target client would use?” Is your target a student of ancient Chinese art or a Collector?

You don’t want to attract the wrong traffic and the people that look you up don’t want to be disappointed if what you have to say is nothing like what lead them to you.

Note: **DO NOT THROW THIS LIST IN YOUR METATAGS!**

It is important to make sure the keywords you use in your meta tags are also used in your content. You also need to have focus in your content. Talk about specific things.

Page Focus

◆ Now that we have this healthy list of relevant key terms to use, the question is where to use them? First, lets consider a focus for each page of our web site. By doing this you may discover quickly that many of your web pages do not have a focus. This is the problem with most web sites.



I consider the Home Page as a summary of the web site. It is also a great opportunity to bring certain content from other pages to the surface by making teaser paragraphs that lead the customer to special pages to your site.

So it may be better to look at your other pages first and see which ones need focus. Don't worry about "link" pages or "contact us" pages as those are just utility pages. If you can't find a page with focus you need to make one (or make several).

Pages with a single topic will have focus. If you need to make a topical page consider some of the key terms in your list. Do any of those key terms relate to one another and are they used in search a lot? Finding these keyword groups will give you a start on what to write about.

Topical content will naturally present an opportunity to use key terms with relevancy. You can further emphasize key terms in your text by making them bold, italic and/or underlined. Avoid making lists of key terms in your content like long sentences with a lot of comma separated items.

It is a good idea to take 2 to 3 key terms and relate them together in a topic.

For example this combination:

"Chinese porcelain figurine, collectible doll, oriental antique figurine"

Could yield a paragraph like this:

"This Chinese porcelain figurine makes a great collectible doll to add to the most discriminating collection of oriental antique figurines."

The more topically focused pages you have the more opportunities you have to market to those niches. Yes, you can market pages within your site rather than just to the home page.

But, getting back to the home page for a moment. If you had 3 focused pages in your site, then you could use your home page to link to them by way of the teaser.

Take your first paragraph from each focus page and make a little teaser on the home page. Make sure the Teaser Title is linked with key terms in it - to your focus page.

Link with Key Words in Teaser

Chinese porcelain figurine These brand new Collectible Dolls offer a glimpse of court life in ancient China. Each doll has a unique, hand-crafted design which portrays the particular role played by these ladies of the court. Find out more...

I bring the concept of teasers as a way to bring more focus to your home page by borrowing the focus of other pages.

Focused Meta tags

Each of your focus pages need their own individual set of meta tags. As you can see it would be a crime to copy the same meta tags to every page if they have a different focus.

If you have identified 2 or 3 Main Key Terms that you want to use as your focus on the page then you will want to use them in the order of importance both in your meta tags and the first paragraph in your content of the page.

Primary Keyword, Secondary Keyword, Tertiary Keyword

You will be using your focused main key terms in the same order in your meta tags (title, description, keywords).

You can re-purpose your first paragraph for your page as your description meta tag. Remember that you are summarizing about what the page is about. Google will be comparing your meta tags with the actual content that is on the page.

Conclusion

As you can see in most cases you will be adding pages or completely changing the structure of your web site in order to get relevancy for your keywords.

This exercise should give you a better look at how to position your company on the information super highway. Look for “niche” terms that will help you get quality traffic yet help you get around your competition.

This is just the tip of the iceberg. In our next installment we will be discussing how to use these keywords both in your content and in the web page code to further increase relevancy.

These are not Search Engine Tricks. They are simply the mechanics of how data is searched on the internet. Planning your content for your web site with keywords in mind is a smart place to start.

Posted on October 20th, 2007 by Karl Knelson