SEO for Pen Makers

Compiled by Lou Metcalf (DCBluesman)

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1. [All you need for Search Engine Optimization (SEO)](#)
Great sticky link from WPW where Webnauts (John S. Britsios) has amassed a huge collection of links detailing beginning SEO efforts.

2. [DIY SEO, Where Do I Begin?](#)
Good one from Jann Kanellis. He wrote it some time ago, but most all concepts still apply and are very useful.

3. [SEOmoz: Beginner's Guide to SEO](#)
Great resource from Rand Fishkin and team at SEOmoz.org. They detail out everything you need to know for on-site SEO practices.

4. [The Quick Kick-Start Guide to Search Engine Optimization](#)
Ammon Johns (Black_Knight) puts together some awesome tips at Cre8asite Forums.

5. [The SEO Playbook - Welcome to the Rabbit Hole Alice](#)
As Todd Malicoat (Stuntdubl) puts it your SEO playbook should be

a. Content
b. Block
c. Links
d. Tackle

6. [Link Baiting and Social Media Optimization, Huh?](#)
Don't know how to kick start your link building? I give you at least 16 ways to get start today.

7. [21 Essential SEO Tips & Techniques](#)
Todd Mintz puts together some practical ways to get started with your marketing efforts.

SEO, Where Do I Begin? Jann Kanellis

Well it seems we are getting some fresh blood here lately in the WPW which is a great sign of the forum growth. I think some of the recent posts on WPW are pointing to the need for Newbie thread. I have usually pointed people to the [HR newbie thread](#) but I think we could create a useful one here.

I was thinking this thread could serve as great starting point for a recommendations on newbie thread. So if you have a few things that you would tell newbie to do to get kick started in SEO what would it be?

Here are mine:

1. Internal Navigation
Sure the search engines are getting better at learning to crawl complex websites, but you need to make as easy as possible. Avoiding JavaScript, Image Maps, Image Based navigation and session IDs are just a few of the pitfalls many newbie's miss. Create your navigation in CSS or standard text. One way to see if your navigation is easily crawlable is to check the Google cache and click on the link "Click here for the cached text only." If you can see your links in hyperlinked form you are probably ok. This is probably the most universal issue I see as a problem on SEO newbie's and even some of the largest online companies have in common. Get this fixed and do nothing else and you could see large improvements.

2. Why Are you The Best?
Maybe the 2nd most important item in marketing your website online is setting yourself apart. If your just another website that offers DVDs (or whatever) online for the same price as BMG, Best Buy, etc what makes your website better? The internet is network of interesting content, products and services. You must make you content, products and services stand out above the rest. How you do that is another story all together.

3. Links
OK in a perfect world you could make a great website with awesome content and it would rank fine. Our world is hardly perfect and the search engines not even close. The search engine will more than likely use some sort of linking weight in their algorithm, so after you build this great website, let the world know. Contribute in blogs, forums, messages boards relating to your website. Write articles. Contribute to the internet. Become an authority on what your website deals in and before you know it you will be getting those one-way links without even asking for them. This is truly the link you want. Remember their are no short term link building strategies, that work long term.

4. Content
a) OK obviously you cant just have a website made up of images and one sentences on each page. Text is the meat that those search engines love to cook and grub on. The more relevant text you can write on each page the better it is for the search engines and the better it is for your end users. One thing to remember here is not to squeeze to many subjects onto one page. Break pages out as much as possible. Check out this example:

http://orchidsbyohlman.com/Care.htm

What a great page full of great content, but much different content. The search engines rarely associate many keyword combinations to one page. So break it down for them. Each of the caring tips for the orchids should be broken down into its own page and expanded on even more.

b) I think a second point to consider when writing content is natural langue queries, personalization and local search. these will be the future of the search engine algorithm,

so consider them when writing.

c) I will tell you right now. If you don't have a blog create one now. Blogs mean easy in-bound links to you, fresh content, and are easy to crawl, nuff said.

5. Title Tags
Another no-brainer. Looking at the example above, the website owner is not using unique title tags one each page. You must have this throughout your website.

6. Duplication
Sure we have heard all kinds of confusing horror stories on content duplication. Sure you want to avoid doing it, but I have yet to see Google or other search engines actual penalize for it. What the search engines do is rank one page over another and yes sometimes if they find a duplicate they will toss it in the supplemental index. If you call that a penalty fine, but I call it Google choosing one version to rank over another. Make sure you provide them with only one to rank! Also if you write an article just make sure to publish it on your website and WAIT a couple of weeks and then syndicate it. it will give the search engines time to associate you as the author/owner of it.

7. Competition
Please recognize who your competitors are. If you are going head to head with websites that have been online for years and maybe even decades then you should realize your SEO battle will be uphill and difficult.

8. Finance
If you are on a shoe-string budget or just have been burned by SEO's in the past and don't want to invest more money into now, this is OK. But please understand the leg work is now on you. Only expect "high-level" ideas and recommendations from forums. The best thing to do is to dive in and do the work yourself with the support of the forum. Don't rely on the forum as cure for your website marketing sickness, but rather a antibiotic that works within your body to heal.

9. Tracking
You better do it! If you don't know if your website is making you money, then who cares if it is optimized. Who cares if it is ranking? Who cares what Google PR it is? Two hundred #1 rankings mean nothing if you not making money off of them. That mind set is important. If you not tracking leads/sales then start now.

10. History
How long have you been online? Less than a year? More then 5 years? This makes an ENORMOUS difference. I don't care what anyone says. The longer you have been online the more likely you are to have good results. If you still don't have good results and you have been online for a while, don't fret. Your fixes should be take hold quicker in the search engines once you make them.

11. Code Bloat/Download Time
OK I understand you might be a SEO newbie, what do you know about coding websites, let alone inline CSS or JavaScript? Bottom line, your either going to need to learn or get

someone who does know. No excuses here. It is becoming more important to have valid and easy to crawl code. I am not saying it is absolutely necessary. I see websites that rank all the time that are ridiculous when it comes to valid code, but if you can fix this, then do it. If should hire someone that will. The second part is to make sure you pages download in a reasonable time. Once again you will find slow websites ranking all the time, but get it fixed not only for the search engines, but for your end users.

12. One Change At Time
Sometimes even minor fixes of one of the concepts above is enough to make the jumps you target in the search engines. Take your time and evaluate changes one at time. Changing to many things at once can cause "Chasing Your Tail Syndrome"

Do SEO Yourself (Tutorial) John Britsios

SEO is an acronym for "search engine optimization". It is the process of analyzing your potential design and problems for search engines indexing and positioning. In other words, making your web site and its content attractive, relevant and visible to search engines and web searchers.

There is nothing worse than having a beautiful web site with excellent written content, though you still lose traffic or you even keep potential visitors away, while your site cannot be found.

Before you begin optimizing your pages for Search Engines, consider that the following search engine optimization techniques are SPAM!

* automatically generated doorway pages
* cloaking and false redirects
* keyword stuffing
* hidden text or hidden links
* pages loaded with irrelevant words
* duplicated content on multiple pages
* misspelling of well-known web sites
* unrelated and centralized link farms
* other methods that try to trick search engines

If you use one of the above techniques, you might get short term results, but it's most likely that your site will be banned from search engines, and therefore you will put your business at severe risk.

You will have more success, if you will optimize your site for humans, and not machines.

Good luck with Search Engine Optimization.

More about: Webmaster Help Center - Webmaster Guidelines

VALUABLE RESOURCES & TOOLS
Please report broken links or other issues, as misleading information, etc.

SEO Code of Ethics
* Search Engine Optimization Code of Ethics [bruceclay.com - SEO Code of Ethics, "Do No Harm"](#)

Search Engines Guidelines for Webmasters
* Google Webmaster Guidelines [Webmaster Help Center - Webmaster Guidelines](#)
* Yahoo! Search Site Guidelines [Yahoo! Help - Search](#)
* MSN Guidelines for Webmasters [http://search.msn.com.my/webmasters/guidelines.aspx](#)
* Ask Jeeves Guidelines for Webmasters [http://sp.ask.com/docs/about/policy.html](#)
* Open Directory Editorial Guidelines [Open Directory Editorial Guidelines - Site Selection Criteria](#)
* Zeal Guidelines Overview [http://www.zeal.com/guidelines/overview.jhtml](#)
* Overture's SiteMatch™ Content Guidelines [Online Marketing from Yahoo! Search Marketing (formerly Overture)](#)

* Filing at Google a reinclusion request - howto [Matt Cutts: Gadgets, Google, and SEO » Filing a reinclusion request](#)
* Remove content from Google's index [Webmaster Help Center - How can I prevent content from being indexed or remove content from Google's index?](#)

Search Engine Spammer Reporting
* Overture, AllTheWeb [feedback@Overture.com](#)
* AltaVista [AltaVista - Search](#)
* Google, AOL [Report a Spam Result](#)
* Ask Jeeves [http://sp.ask.com/docs/about/contact_tuwyt.php](#)
* DMOZ / ODP [Open Directory Public Abuse Report System](#)
* Lycos [Lycos.com's Support Site](#)
* Inktomi, MSN [reportspam@inktomi.com](#)
* Teoma [ask@teoma.com](#)
* Yahoo [reportsearchspam@yahoo-inc.com](#)

Search Engines Information for Webmasters
* Google Information for Webmasters [Webmaster Help Center](#)

SEO Tutorials
* SEOmoz | Beginner's Guide to Search Engine Optimization [SEOmoz | Beginner's Guide to Search Engine Optimization](#)
* Do It Yourself SEO, Where Do I Begin [DIY SEO, Where Do I Begin? - Jaan's Search Marketing Blog - Toledo, Ohio](#)
* Basics of search engine optimisation [http://www.456bereastreet.com/archive/2005...e_optimisation/](#)
* Website Promotion Tutorials by instantPROMOTION [Web Site Promotion Articles - Tips - Strategies](#)
* Google vs Yahoo! vs MSN Search: Defining Search Engine Relevancy [Google vs Yahoo! vs MSN Search: Comparing Search Algorithms](#)

SEO TIPS
* Ten Tips to the Top of the Search Engines [Ten Tips to the Top of the Search Engines - Jill Whalen](#)
* Bruce Clay Search Engine Optimization Technical Tips [bruceclay.com - Search Engine Optimization Technical Tips](#)

Free Online SEO Tools
* SEO Analysis Tool [SEO Workers - Search Engine Optimization Analysis Tool](#)
* Page Strength SEO Tool [SEOmoz | Page Strength SEO Tool](#)
* instantPROMOTION SEO Tools [Free Web Site Promotion Tools](#)
* Sitening SEO Analyzer - A Web Standards & SEO Web Design Page Analyzer [SEO Analyzer - SEO Tools - Nashville SEO, SEM, Internet Strategy and Web Design](#)
* Reaction Engine Free Online SEO Analysis http://www.reactionengine.com/
* SEOBook Free SEO Tools [Free SEO Tools & Search Engine Optimization Software](#)
* AbiLogic Page Keywords Analyzer [Page Keywords Analyzer](#)
* SEO Scanner [WebmasterBrain - SEO Tools, Tips & News](#)
* Keyword Density & Prominence [Keyword density analyzer, and keyword placement & prominence analysis](#)
* Meta Tag Analyzer [Website Webmaster Search Engine Tools](#)
* Search Engine Keyword Tracker & Keyword Ranking Tool [Free Search Engine Ranking & Keyword Tracker / Keyword Ranking Tool / SEO Rank : Search Engine Position Analysis Report](#)
* Web Site Analysis [search engine submissions - SiteSolutions.Com - free web site tools for search engine submissions, analysis, meta tags, search engine checker, search engine submission, web site submission service](#)
* Free Robots.txt Generator [Robots.txt Generator - McAnerin Networks Inc.](#)
* Robots.txt syntax checker [Robots.txt syntax checker](#)
* Robots.txt Validator http://www.searchengineworld.com/cgi-bin/robotcheck.cgi
* Link Vendor SEO Tools [Linkvendor - Professional SEO Tools](#)
* Bad Neighborhood Text Link Checker [Bad Neighborhood - SEO Tools](#)
* Google Banned Tool [Google Banned Tool](#)
* Free Site Map Generator [Free Sitemap Generator](#)

Free SEO Desktop Tools
* Good Keywords [Good Keywords - Find the best keywords for your web pages.](#)
* Free Monitor for Google [Free Monitor for Google - query Google easily. Google Monitor Query website position web ranking software](#)
* GSite Crawler Google Sitemap Generator for Windows [Google Sitemap Generator for Windows :: GSiteCrawler](#)

Web Site Submission at Major Search Engines
* Google [Add your URL to Google](#)
* Yahoo! [https://login.yahoo.com/config/login?.src=s...om/free/request](#)
* MSN [Live Search URL Submission](#)

Web Site Submission at Human-edited Directories
* DMOZ [Submitting a Site to The Open Directory Project](#)
* Webnauts Net Human and Search Engine Friendly Web Directory [Submit a Link - Has](#)

[been checked by HVO Group !!!](#)

SEO Discussion Forums
* SEO Workers [SEO Workers - Search Engine Optimization & Marketing Discussion Forums - Index](#)
* Webnauts Net [Webnauts Net Discussion Forums (Powered by Invision Power Board)](#)
* Digitalpoint [Webmaster Forum - Internet Marketing & Search Engine Forums](#)
* Google Community [Google Community](#)
* Search Engine Forums [Talk SEO ... Search Engine Optimization Techniques and Search Engine Marketing Industry Discussion Forums at JimWorld](#)

Social Bookmarking
* Social Bookmarking (all in one) [Socializer - free automatic social bookmark submission](#)

I could probably write a book on this stuff, but as with all thing 'net' it would be out-of-date before I got it published. Take time to read at least one e-commerce or SEO related forum daily or you will lose ground. ~ Lou