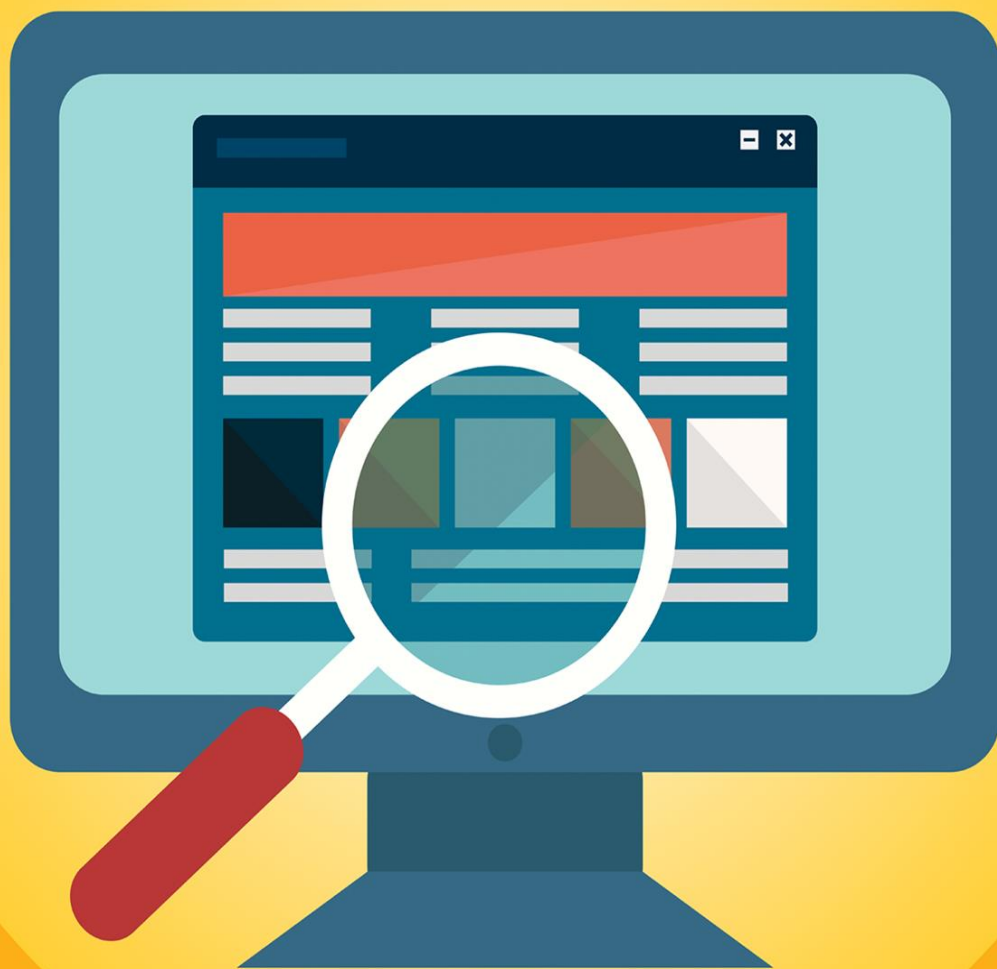


THE NEW GUIDE TO SEO



Your Modern SEO Cheat Sheet

You've read the full ebook, now it's time to get started and apply the strategies you learned to your own site and your own SEO campaign!

This cheat sheet will provide you with even more powerful tips and strategies to employ. You'll also find a ton of terminology here, to help you better understand future articles and discussions you might come across.

Top SEO Techniques and Strategies

Create In-Depth Content

Google likes in-depth content because it demonstrates that you are providing real value to the user. The ideal length for a piece of content then, is generally considered to be somewhere between 800-1,500 words.

Link Out to Quality Resources

Likewise, linking out to high quality resources can also be seen as proof that you're offering reliable information and this will help to make your site more trusted.

Space it Out

Spacing out your content is important as it will help you to make your site easier to skim read and glance through. Conversely, if you greet your visitors with a big 'wall of text', then they'll be very likely to leave as quickly as they arrived!

Use AdWords

AdWords is a PPC tool that allows you to pay for sponsored links at the top of the SERPs. This can be useful as a way to test the profitability of a certain keyword before spending a lot of time and money to rank for it!

Editing Old Pages

Editing old pages is a great way to make sure that you keep them relevant in the eyes of Google. Google is very sensitive to whether a site or a particular page on a site has been recently updated, and if you have pages that you haven't even looked at for years then Google will presume that the information they share is outdated and thus no longer relevant. Make sure then that you keep editing old pages from time to time to keep them up to date and so they look fresh in the eyes of Google.

Tailoring Your Articles Based on Searches

The first rule in show business is to give the people what they want, and that applies in SEO too. Take a look at your web stats then and see what people are searching to find your website. If they're landing on your pages regularly by searching for a question you aren't actually answering, then this clearly would make a good article to write. You know that you're capable of getting at least near the top of that SERP and that's when you're not even writing specifically for that topic and you know there's an audience there - so what are you waiting for?

Building Relationships

To many people think of SEO as a cold process of swapping links and posting articles without ever developing relationships. Actually, SEO is at least partly about who you know, just like any other business. Cultivating relationships with other blog owners for instance is a great way to get links to your site, while chatting on forums gives you a receptive community where you can post them yourself.

Creating Internal Links

Don't just link in from your site, but make sure you're also linking internally. I have a bodybuilding website that has pages describing all the common exercises and muscle groups. Thus, whenever I write the word 'biceps' I will always link back to my existing page on biceps, and likewise for anything else. This helps Google and visitors to find new pages and reminds them about the old ones.

Have a Site Map

Better yet is to have a site map and this is something that every site owner should spend time building. This way you have one resource where Google can find all your new links, and that will mean it's able to quickly index any new post or article you upload.

SEO Terminology/Glossary of Terms

SERPs: SERP is the first of many acronyms that we are going to come across. This one stands for 'Search Engine Results Page' and is any page with results for a particular search term. You want to be at the top of the SERPs.

Bounce Rate: The bounce rate refers to the amount of time visitors spend on your site when they go there. A high bounce rate means that the greater proportion of your visitors comes to your site, looks at just one page, and then leaves. A low bounce rate means that the majority of users follow at least one internal link.

Link Building: Link building means getting as many links as possible that point toward your page. You want to get lots of links, because Google uses these to rank and index your page.

Spiders: Spiders are the pieces of code that Google sends out across the web to read all the different sites and to look for content relevant to particular searches. You want to make your site spider friendly if you want to get onto the SERPs. You might also find these referred to as 'robots'.

Negative SEO: Negative SEO means that someone has targeted a website to try and damage their ranking. To do this, they simply aggressively link build for that website by placing their links on irrelevant and low quality sites. Google then mistakenly believes the owner of the site to be spamming, and punishes that site accordingly.

Black Hat/White Hat: Negative SEO is one example of black hat SEO. This means basically using sneaky and not-so-upstanding methods to raise a site's profile and fend off competition. Black hat SEO is bad news because it's immoral, but also because you risk getting caught and having your site punished as a result. White hat SEO is 'good' SEO that aims to win by providing good quality sites and working with Google.

Algorithms: Algorithms in regard to SEO mean the algorithms that Google uses to decide which sites deserve to be at the top. When Google changes its algorithms, suddenly the whole SEO game changes.

Penguin/Panda: Penguin and Panda are the names of two big algorithm changes that caused a real storm in the world of SEO.