



Search Engine Optimization

SEO Cheat Sheet for Your Business

Practical tips you can apply today + BONUS tips!

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Jon Rognerud, SEM Director
www.microsaw.com

There are three core areas to developing good SEO (Search Engine Optimization) structures.

They are:

- HTML Code
- LINK Counts
- LINK Popularity

The cheat sheet items below should make your page move upwards in the search engines. You could see changes within 2-6 weeks or sooner, depending on the popularity of your site, and the content already in place. (Do you have any??)

In addition, you should always keep in mind the "niche" marketing aspect of your site.

If you type "travel" into the Google search box for example, no relevant results will be returned to you. Your search input was lacking relevance. If you type "travel to Egypt", it gets a little better in terms of what you'd expect to find, but typing "travel packages to Cairo for less than \$1,000" would yield a much better result for you -- and hence a possibly much easier term to target.

This FREE report shows you what you can do today... to optimize for these "long tail" keywords.

THE TOP 10 SEO LIST: (BONUS at bottom!)

- Start building your niche keyword terms here:
<http://inventory.overture.com/d/searchinventory/suggestion/>
- Make sure to add the description and keywords to your pages, and make each page unique. For example: <meta name='description' content='Travel packages to Egypt for less than \$1,000. Call 1-800-334-2223 to find out more and get a free brochure. ' />
- <meta name='keywords' content='Travel, Egypt, cairo, cheap travel packages' /> (but don't go overboard).
- Make sure that your keywords show up in your TITLE of your page. You can rank on this single item alone, ie; <title>Low Cost Travel Packages To Egypt, Travels and Tours</title>
- Then, make sure to place an <H1> tag on your page, ie; <h1>Low Cost Travel To Egypt</h1>, and only once per page. You can supplement with <h2> to enforce it, and it can be repeated several times.
- Apply bold and italics to your keywords, but use it naturally – no need to go overboard here, it can get a little “spammy” to the search engines.
- Make sure to use the rule “early & often” for your keywords. Google prefers to see them earlier in the copy, and make sure you have at least 200-300 words on

- the page. This deals with prominence of keywords on the page. Repeat at bottom can also be helpful (footer).
- Use ALT tags, ie: . If you use images as spacers, make sure to apply ALT tags as well, but only specify a blank, ie: ALT="" (two quotes only).
 - Links from other web sites and pages should contain your anchor text keyword in its backlink. So, if your company name is mytravelcompany.com – use a better link text, ie: “low cost travel packages to Egypt”, it will help rank your site for these keywords/phrases.
 - Domain names – try to find or use a domain name with keywords in it, including the filename, ie: Egypt-travel-packages.com/low-cost-travel-egypt.htm
 - Make sure to apply “natural” SEO tactics. Anything over-the-top, and you could get risk getting banned. Only apply white-hat techniques.

BONUS LIST! (Things you should know about length of entries for the above list).

Statistics and counts:

- ❖ Page title should be between 6 and 12 words. <TITLE>
- ❖ Page description should be between 12 and 24 words. <META DESCRIPTION>
- ❖ Page keyword count should be between 0 and 48 words. <META KEYWORDS>
- ❖ Page header-level word count should be between 1 and 69 words. <H1><H2>
- ❖ Page comments word count should be between 0 and 87 words. <!-- COMMENTS -->
- ❖ Page Image ALT code word count should be between 0 and 55 words.
- ❖ Page viewable text word count should be between 100 and 20000 words. <BODY>

More Rules:

- ❖ Meta Title, Description, and Keywords **MUST** be used in Body Text.
- ❖ Linear keyword phrase distribution - balance keyword/phrases throughout body text/content

Microsaw.com

Smart Search Marketing

703 Pier Ave #B Suite 204

Hermosa Beach, California 90254, USA

www.microsaw.com

1-800-570-5640 (Call for a FREE SEO visibility report)

