

**Instant SEO**  
**“Instantly Turn Yourself Into An SEO Guru...”**

[www.instantseoguru.com](http://www.instantseoguru.com)



**You Are Granted Resale Rights To This E-Book**  
**However This E-book can not be sold for less than \$19.95**

**If your interested a **very limited** number of**  
**(Re-Brand Rights Are Available For Instant SEO)**  
**For details on how to get the full source code to this great**  
**best selling e-book visit:**

<http://rebrand.instantseoguru.com>

## **Introduction... let me introduce myself to you**

Greetings!

Please let me first introduce myself. My name is Justin Richards and I'm a 22 years old man living in the Birth place of country music (TENNESSEE).

Considering that you're reading a "book" you may think I'm a writer... but I'm not... and that's why I'll ask you from the very beginning to bear with me and with any mistakes that may occur...

In fact I'm a SEO engineer – one of those people that stand behind any page that appears in the first place when you make a search for a competitive keyword on Google or Yahoo.

Now that I presented myself let's talk a little bit about you... But... better not... because in fact I already know you...

Don't understand me wrong... I'm not a magician and I don't know for FBI either... So I don't know if you're white or black, man or woman, young or old, single or married or any other details of this kind...

But what I know is the reason why you are here...

You have a web page and you want to make money with it.

A few time ago you decided that you can sell a great product or a great service on-line... that will help you earn lots of cash.

And for that you built a gorgeous looking page; upload it on the web and wait for customers to come and make you hear the sound of money.

But a few weeks passed and only scatter customers visited the site... and your estimations proved to be wrong.

After that you probably realized that you have to do something to promote your site and attract visitors. And that was the moment when you probably start submitting your site to major search engines and directories. But another few weeks passed and visitors still didn't come to your site.

That's probably the situation at this moment... you still have that great site and that great product/service, but you're desperate about the absence of the customers...

But stop worrying... now that you found this book your life will change and your business will get a new face. I promise you that.

## **Some general facts about SEO and online marketing**

First let's see where your business failed far now.

Let's start comparing your on-line business with a real life store... you can't make sales if your site doesn't get visitors / customers. But the visitors / customers won't come if they don't know of your store.

And just like in real life if you don't have a banner at the entrance of your shop that people can see nobody won't know about you and won't visit you. And even more... if in the real world every single small shop that has a banner at the entrance has its own customers (from the neighborhood if not from somewhere else) on Internet you can attract visitors (and therefore make sales) only if you're on top.

I'll show you the differences by being "the best" in your niche market, "one of the big guys" or a "regular one".

Let's take four our example the keyword "weight loss" that was searched appreciatively 17.000.000 times on Google last month.

Now let's see who attracted those 17.000.000 visitors.

The page that is #1 on Google attracted like 90% of the searchers (like 15.300.000 visitors).

The page that is #2 attracted somewhere around 75% of the searchers (like 12.750.000 visitors).

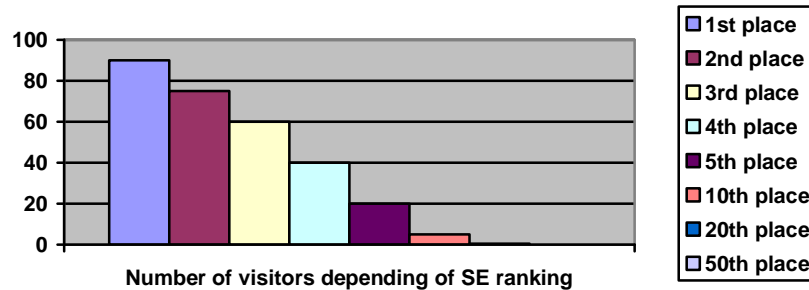
The page that is #3 attracted somewhere near 60% of the searchers (like 10.200.000 visitors).

The page that is #5 attracted around 20% of the searchers (like 3.400.000 visitors).

The 10<sup>th</sup> ranked page (last position on the first page of searches) still got around 5% of the market (like 850.000 visitors).

The 20<sup>th</sup> ranked page (last position on the second page of searches) still got around 0.5% of the market (like 85.000 visitors).

While 50<sup>th</sup>, 80<sup>th</sup>, 112<sup>th</sup> or 10.714<sup>th</sup> got almost the same number of visitors: none.



## The importance of choosing the right keyword

That's why it's so important to choose the right keyword and properly optimize our page for it so we can obtain a top placement. You see that the difference between #1 and #5 is huge, not to talk before #1 and #10.

You can easily see that 90% or 75% from 100.000 is bigger than 0.5% from 1.000.000 or 0% from 10.000.000 searches. That's why the most important think in a successful SEO campaign is to choose the right keyword and obtain a top ranking for it.

The most important think you must understand about SEO (Search engine optimization) is that your page isn't just "optimized", but it is "optimized for a certain keyword" and that it won't "rank well", but it will "rank well for a certain keyword".

So the first think that must be done, and from my point of view the most important think in a SEO campaign, is to identify the right keyword for which we'll optimize our site. That's why I'll insist on this aspect in this book.

You'll see that it's quite easy to learn how to optimize your page and it's even quite easy to practically implement what you'll learn... but choosing the right fight... the right keyword... that is the real art... and here every single mistake can cost you lots of visitors and in the end lots of money. That's why this is one of the most (if not the most) important aspects when it comes about SEO.

There are a lot of possible ways to find the best keyword...

Some of them are better, while some are worse... There are also a lot of tools that can help you do this (either paid or free).

I won't come in details about all of them. One reason is that neither I used all of them; another one is because I don't want to confuse you.

I'll try to keep it as simple as possible and instead of a long and useless enumeration I'll share with you exactly what I do when I search for the right keywords for my new sites. It's a tested system. And as long as it worked great for me it will work for you too.

## **Finding the right keyword... in 5 easy steps**

### ***STEP 1: Finding the main goal "lots of visitors" or "targeted visitors"***

First I'll concentrate on what's my site about... on what I'm selling... on my goals... on my niche market... and set my main goal... "visitors" or "target visitors".

If my site is one of public interest, with a lot of potential customers from all social categories I go for **as many visitors as possible** and therefore for **more general keywords; keywords that have the potential to attract the highest number of visitors.**

If contrary, my site is selling/presenting a product which is interested only for a very limited category of people I aim for **targeted visitors** and therefore for **very specific keywords that are directly related with my site / product theme.**

### ***STEP 2: Identifying all possible keywords; sorting them by power***

I start that by writing down all keywords related with my site theme that come in my mind... At this moment I don't care if they're one-word keywords, two-words keywords or complex key phrases I don't care either if they're common or not, strong or not or anything else.

The only think that matter about them is to be related to the theme of my site.

I even end up calling friends and colleagues to ask them for more keywords.

When I wrote down everything I could think at I use a tool to find potentially new keywords and, more important, sort them based on their power (number of times they are searched).

For this I use the tool/program released by Overture.

The online version (the one that I use) is located at the following address:

<http://inventory.overture.com>

In the “Get suggestions for:” field I type the keywords I previously selected (one by one) and after that the tool will display a list of related keywords (keywords containing and the keyword I selected) and also their power (the number of searches on Overture the next month).

Get suggestions for: (may take up to 30 seconds)

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in June 2005	
Count	Search Term
2106436	weight loss
128455	weight loss pill
117372	weight loss program
72491	weight loss product
64924	natural weight loss
52422	fast weight loss
51471	la weight loss
50466	weight loss diet
49124	quick weight loss
31733	fast weight loss diet

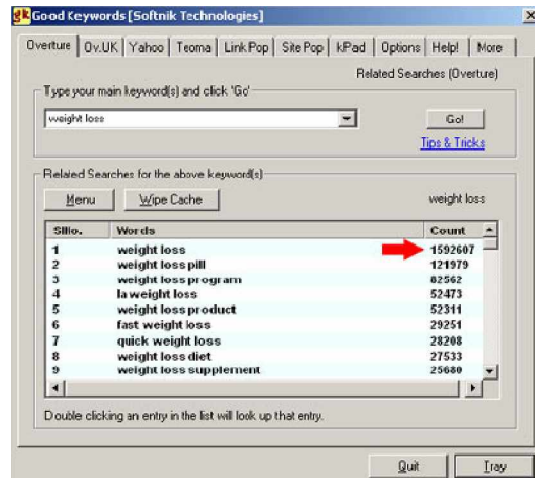
To find the estimative number of times that specific keyword was searched in Google (which is the biggest search engine) we have to multiply Overture’s number with 8.

Also to find the estimative number of times that specific keyword was searched in the all web (all search engines cumulated) we have to multiply overture’s number with 20.

So for our example we may say that the word “weight loss” was searched: 2.106.436 on Overture; 16.851.488 on Google; 42.128.720 on the all web.

What if you don’t have a permanent internet connection or if you have limited bandwidth? Don’t worry! This tool has also an off-line version that can be downloaded for free from:

<http://www.goodkeywords.com>



After I have done this operation (even in online or offline tool) I'll have to sort all of our keywords based on their power (the strongest one being on top).

***STEP 3: If I go for targeted customers also sort the keywords by compatibility with my site's theme***

If I decided at step 1 that I'm interested in targeted visitors I'll also identify and move to another list – called “list 1” - (indifferent of keyword's power) the keywords that are directly related with my business and that have the potential to deliver targeted visitors.

The other ones will remain on the secondary list – called “list 2”.

To continue with the same example as I used you with I'll presume that my site is selling “weight lose pills”. In this case I'll move this keyword and other similar keywords (like “weight lose medicine”) on the list 1 while some other (not very niche related) like “weight lose stories” and “weight lose pictures” will remain on list 2.

Of course both lists will still be sorted by the power of the keywords.

For all following steps I'll use the list 1 and keep list 2 as a backup list (in case all the keywords from the list 1 are too strong to can compete for).

***STEP 4: Verifying the competition for our selected keywords***

Now that I have the list I'll have to decide what keywords I'll select to optimize my site for (and therefore rank well for that keyword and attract the visitors that searched for it).

The first temptation is to say „Hey... what stupid question is that. Of course I'll choose the strongest keyword from my list.” But while the

concept is good (to choose the most powerful keyword possible) the affirmation itself is wrong...

And that's because I know that I must choose a keyword for which I have chances to compete... It's practically impossible to defeat the very big guys in Internet Industry (like Yahoo, Google, CNN) so I'll never start a fight that is lost before I started.

And being #50 or #100 or #200 for any keyword doesn't help at all. It's way better to be #1 or #2 for my weaker keywords.

So I'll have to analyze the competition and see where I have good or at least reasonable chances and aim for those keywords.

Usually I open [www.google.com](http://www.google.com) and I make searches for every single keyword in my list (starting with the top ones). For all of them I note down the URL of #1, #2, #3, #5 and #10 page.

When I'm done with this I'll start to analyze those specific pages to see how well optimized are they and to consider my chances to defeat them (and if I have reasonable ones to estimate a time frame).

In the next few pages I'll show you my secret equation based on which I predict my chances for a specific keywords. I worked at it and improved during several years but when it was completed it never gave me wrong information again. So if you're a man that likes exact information and has a computer-kind logic that's perfect for you.

But if you're like my wife and you hate math you'll probably get bored with all those numbers I use in the equation. In this case I suggest you just rank every aspect I'll describe in the next pages with "good", "average" or "bad" and in the end see which one appears more often. Although not as precise as the full equation it's still useful and more than that it's very easy.

But before you can start doing this analyzes I recommend you to download two toolbars that will help you in your analyze (and also in your all future SEO activities).

These toolbars are Google toolbar and Alexa toolbar.

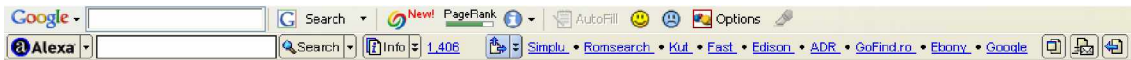
Google toolbar can be downloaded for free from:

[toolbar.google.com](http://toolbar.google.com)

while Alexa Toolbar can be download for free from:

[download.alexa.com](http://download.alexa.com)

And here you can see how our two toolbars looks like:



The first think we'll do when analyzing our potential competitors will be to check the **Google PR (Page rank)** of the page. We'll do this with the help of Google toolbar.



The green line shows the Page rank of the page we're visiting.

If you're curious what's this Page rank and how it is calculated I'll tell you that it measures the popularity of a page (the number and the quality of the pages linking to your site) and that its formula takes in consideration a lot of factors (some of them known only by its creators).

Anyway what's important for you to know is that the bigger the PR is than the harder for you will be to beat that page.

The PR values varies from 0 (new or banned page) to 10 (the best of the bests).

A PR less or equal with 3 is a mark of a poor site that can be easily overwhelmed.

A PR between 4 and 5 marks a medium site that can be overwhelmed but only with sustained efforts and not in a very short time.

A PR between 6 and 7 marks a strong site that it's unlikely to be overwhelmed by a new site in a reasonable amount of time.

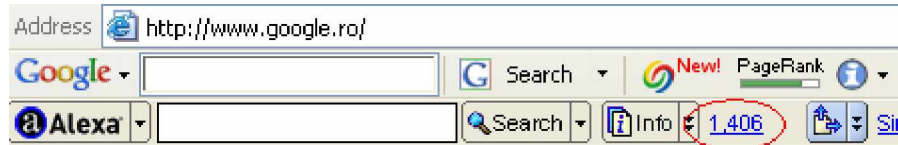
A PR of 8 or better is common only to „the big guys” – industry leaders and it's very unlikely to ever stood a chance to defeat the, from their thrones.

For our equation we'll rank this way:

- we'll give 2 points for every point of PR
- we'll give a bonus of 1 point for every point of PR above 5.

So for example a PR3 page will accumulate a score of 6 ( $3*2$ ) in our equation, while a PR7 page will accumulate a score of 16 ( $7*2+2*1$ ).

The second think I'll analyze is **Alexa Rating**. But since it may be easily tricked I won't give so much importance to this factor as I did to the PR.



Alexa Rank is in fact a top of the sites based on their traffic so here the situation is opposite to Google PR... the smaller the number the harder to defeat that page.

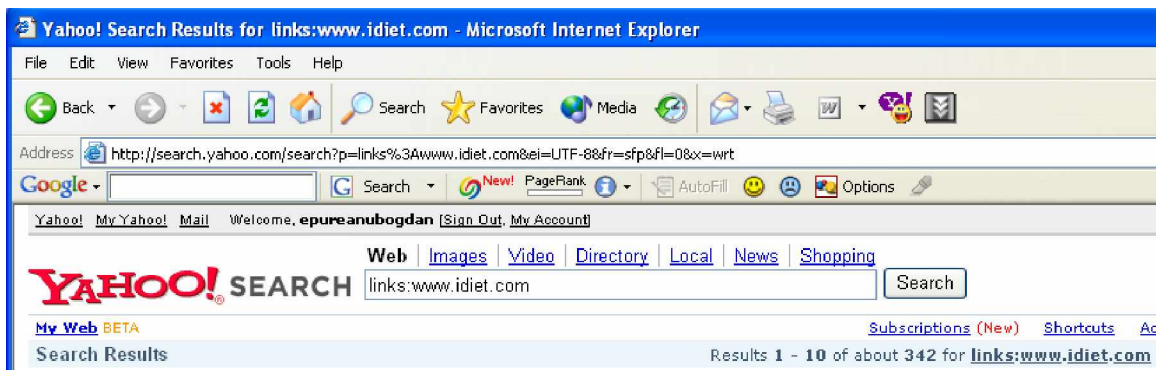
In our equation the points I give are:

- 7 points for a site with an Alexa Rank less than 1,000
- 5 points for a site with an Alexa Rank less than 10,000
- 3 points for a site with an Alexa Rank less than 100,000
- 1 point for a site with an Alexa rank less than 500,000
- -3 points for a site not listed in Alexa or with a rank bigger than 2,500,000

The **third aspect** (and the last regarding link popularity) is to check how many sites link to my competitor site (**the number of back links**). And I do this using the command:

links:www.competitorsite.com

in Yahoo Search box.



I think it's obviously that a lot of links indicates a powerful site, while a poor optimized site will be recognized the low number of links.

The way I give points for our equation is the following:

- 0 points for sites with less than 5 back links
- 1 point for sites with 5-19 back links
- 2 points for site with 20 – 49 back links
- 4 points for sites with 50 – 99 back links
- 6 points for sites with 100 – 199 back links
- 10 points for sites with 200 – 499 back links
- 15 points for sites with 500 – 1000 back links
- 20 points for sites with 1000+ back links

**The fourth factor** I take into our equation is **the number of pages that our competitor site has indexed in the major search engines.**

For finding this I type in all three major search engines (Google – [www.google.com](http://www.google.com); Yahoo – [search.yahoo.com](http://search.yahoo.com); MSN – [search.msn.com](http://search.msn.com)) in the search box the URL of our competitor site (ex: [www.competitorsite.com](http://www.competitorsite.com))

And of course... here are the points for our equation (separate points for every one of the three major search engines):

- 0 points for a site not listed in the search engine
- 1 points for a site listed with one or two pages in the search engine
- 2 points for a site listed with more pages in the search engines
- 3 points for a site listed with a lot of pages (50+, 100+) in the search engine

Now finishing with the off-line factors (factors taking in consideration the popularity of the page in search engines) we'll move with our analyze to the on-line factors (factors that resides from the code of the page).

So the **fifth thing** I'll consider is **if the keyword for which I searched is in the title of the page or not.**



For our equation:

- 5 points if the title contains the keyword and only the keyword

- 3 points if the title contains the keyword but just a part of a bigger phrase
- 0 points if the keyword is not contained (just like in our example).

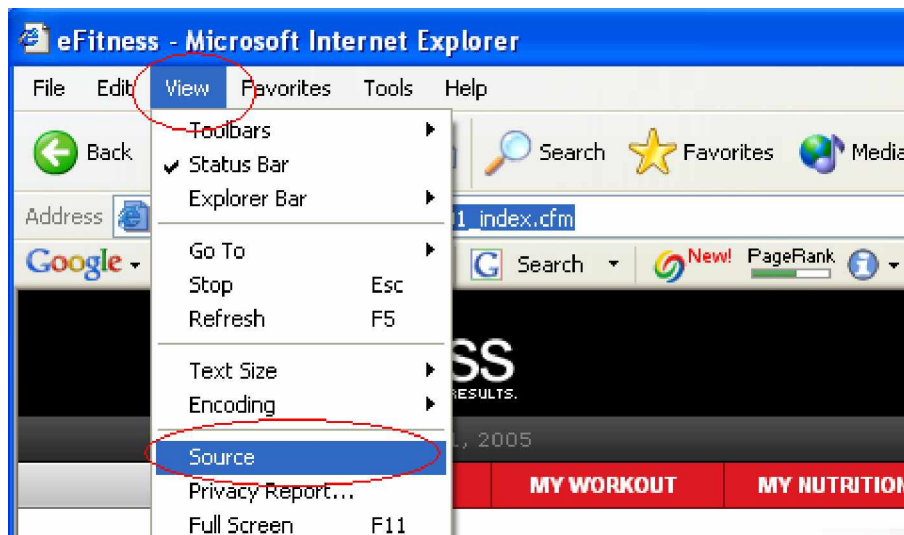
The **sixth thing** I'll consider is **if the keyword for which I searched is in the headlines (H1 and H2) of the page or not.**

For our equation:

- 5 points if both the H1 and the H2 headers exists and they both contain the keyword
- 3 points if only the H1 tag contains the keyword
- 2 point if only the H2 tag contains the keyword
- 0 points if the keyword is not contained in none of the tags

The **seventh thing** I'll consider is **if the keyword is contained in the description and keyword metatags** of our competitor site.

For this we'll have to open the source of the page we're looking at. This can be done by clicking on View-Source in our Internet Explorer menu, or CONTROL+U in FireFox.



If the page is properly optimized at metatags level we should find some lines that look like:

```
<META content="Here comes the site description."
name=description>
<META content="keyword1, keyword2" name=keywords>
```

For our equation I give three points for every one of these two metatags that appears and include the keyword.

The **eighth factor** and the most important one regarding in-page optimization is **the content** of the page.

So therefore I give in our equation:

- 20 points for a page with a lot of content, related with the keyword and that includes the keyword itself several times
- 15 points for a page with a lot of content and that includes the keyword several times but it's not directly related to it
- 10 points for a page with a lot of content but that includes the keyword only a few times
- 10 points for a page with quite low content but that includes the keyword several times
- 5 points to a site low in content and that includes the keyword just marginally
- 0 points for a site with very low or without content

The **ninth point** is **if the keyword is included in the first and in the last section of the page.**

The first section is the top left one, while the last is the bottom right one.

For our equation I give 3 points for every one of these sections if they include our keyword.

The **tenth point** and the last one in my analyze is if the page URL is a main domain, a subdomain or an internal page.

For our equation I'll give these points:

- 4 points if it's a domain name (eg: [www.mydomain.com](http://www.mydomain.com))

- 2 points if it's a subdomain (eg: subdomain.mydomain.com)
- 0 points if it's an internal page (eg: [www.mydomain.com/onepage.html](http://www.mydomain.com/onepage.html))

### **Equation results analyze**

Now let's make the math:

A site with less than 20 points in our equation is terrible and can be overwhelmed without any trouble.

A site with 20 – 40 points in our equation is poor and can be overwhelmed quite easily.

A site with 40 – 60 points is a medium site; it may be overwhelmed, but there will be a small fight for it.

A site with more than 60 - 80 points is a serious competitor; it can be overwhelmed but only with big efforts and in quite a long period of time.

A site with more than 80 points is a very good site and I suggest you stay away of it (at least for the moment).

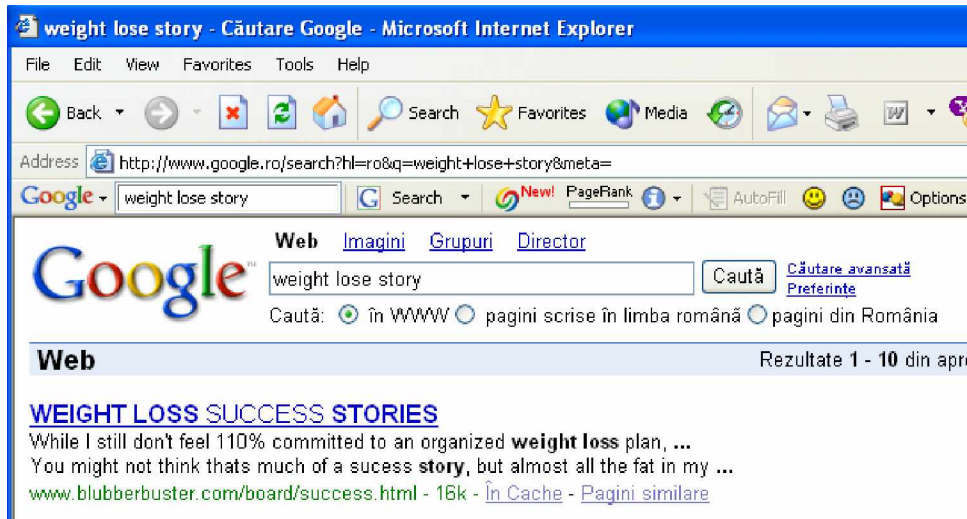
Of course if you used the simple solution of just rank every factor I described here with “good”, “average” or “bad” you'll just have to see which one appears more often...

### **A practical example**

But let's take a short example who I count all this points so I'm sure you understood me well.

I chose for our example the keyword “weight lose story” (without quotation) and I searched for it on Google.

As you can see from the screenshot the #1 page (the one we'll analyze in our example) is: [www.blubberbuster.com/board/success.html](http://www.blubberbuster.com/board/success.html)



I opened the page and I first notice the PR and Alexa Rating:



For PR we'll give it 8 points ( $4 \times 2$ ) and for Alexa Rating 1 point (more than 500,000). Or if we simply go for "good", "average", "poor" we'll have two "averages".

The next aspect is the number of back links. Yahoo shows 93 back links.



So we'll give it 4 points or one more "average".

About the number of pages indexed it's obviously that talking about a single page (and not a domain name or subdomain) it's only a single page – but it appears in all three major search engines. So we'll give it 3 more points or a “poor – average” rating.

The next think we'll analyze is the title of the page. And we can notice that the keyword appears in the title (with a slight difference – plural “weight loss stories” instead of singular “weight lose story”) and that the title also contains one more keyword. So we are in the case where the keywords appear but being part of a bigger phrase. We'll give it 3 points or one more “average rating”.



But we can't find the keyword in the headlines. The H2 headline is completely missing, while the H1 tag contains the text “Success stories page 1”. So here we'll give it 0 points or a “poor” rating.

Another bad mark for them that results in another 0 points or “poor” rating is the lack of metatags.

Now we came to the most important in-page optimization factor... the content...

The site has obviously a lot of content that is directly related to our keyword, but the keyword itself doesn't appear too often in the text. Therefore I decided to give it 12 points or an “average-good” rating.

The keywords don't appear neither in the first or the last section of the page so therefore we are forced to give him again “0” points or a “poor” rating.

And finally it is an internal page so here it comes once again “0” points or “poor” rating.

When we make the math we see that the site has 31 points or if we go for the simple rating a “poor-average” rating. Both results show us the same think: that the site can be easily overwhelmed and that we have very big chances to claim the #1 spot for this particular keyword.

And as I previously mentioned you have to do this for #1, #2, #3, #5 and #10 pages for every one of your keywords.

If at least three of these pages has a poor or average score (less than 60 let's say) than this is a keyword for which you have good chances to compete and I would say a definitely "YES" for fighting for it.

If at least one of these pages has a poor or average score (less than 60 let's say) you still have a chance to fight for this keyword and I leave this at your decision (it depends of how good that keyword is for you).

### ***STEP 5: Selecting the keywords***

Now that I have the full list in front of me I'll select my keyword(s).

Typically I go for a 4-5 words key phrase that includes several keywords too. This way I'll fight for more keywords and I'll have chances to rank all for all of them and therefore skyrocket my number of visitors and finally the number of customers and the money from my bank account.

Mainly they are the most powerful keywords for which I have chances. (We sorted the keywords based on power on step 3 and estimated our chances at step 4).

For example one keyword I used for one of my sites that presents information about weight loss was:

"Successfully weight loss stories"

As you can see it also contains: "successfully weight loss", "weight loss stories" and "weight loss".

If you have to use two different keywords that we want to mix than we'll use "|" instead of "and" ... And I'll explain you why with a short example. In Search engine algorithms the title of our page has a certain importance. That total importance (a fixed percent) is divided among all words from the title. So therefore the importance of every word from: "weight loss story and pictures" is lower than the importance of every word from "weight loss story | pictures" (in the first case the importance of every word is 20% from the total importance of the title, while in the second example is 25%).

## **General SEO facts**

Now that we have our keywords selected we must start to optimize our page for them.

There are a lot of SEO techniques and now, after 7 years since I interact for the very first time with SEO, I'm still learning them.

But I won't try to teach you all of them now... it's virtually impossible... and in fact you don't even need to know all this stuff except the case that you want to work as a professional and you aim to fight for very strong keywords.

Anyway what I'll teach you in the next few pages (and which you can learn in maximum two hours and implement to your site in the same amount of time) it's more than enough to rank very well if you chose your keyword properly (a quite powerful keyword, directly related with your site and with quite a low competition).

SEO algorithms change over and over so any “super – mega – extra” tricks or solutions you may find won’t last forever. In the end search engines will find and correct the bug and you’ll remain with your lost hours and money and in the worst case with your site banned out of search engines.

But there is one golden rule that will never become wrong. And that’s because it’s not based on a trick or a bug in the Search Engines algorithms, but on the main idea and main goal of all Search Engines.

But first let’s see what’s the ultimate goal of any search engine... It is to deliver the best results to their searchers. So they do their best to come up with the most INTERSTING, RELATED and APPRECIATED results.

And here comes the golden rule: *“Anytime you’ll do something for your site SEO do it only if it makes your site more INTERSTED, more related to your customers’ interests or more popular/appreciated. Also use your common sense for this.”*

If you’ll do this you’ll never risk a red flag and you’ll always rank well in any search engine and in any algorithm.

Practical we can split SEO techniques in 3 categories:

- content optimization
- inpage optimization
- offpage optimization

### **Content optimization**

Ideally a page must have quite a lot of content.

All experts and even Search Engines officials stated that a page should have between 500 and 800 words of quality, unique content.

It should be split in 3-5 paragraphs with every paragraph having a different headline.

Our keyword should appear thrice in the first paragraph (once in the first phrase); thrice in the last paragraph (once in the last phrase); and twice in every middle paragraph.

It should also appear in the main headline and in at least half of the paragraphs headline.

The keyword density must be somewhere between 2% and 8%, with an ideal around 4% - 5%.

But lets see how the keyword density.

The formula is:

$$D = KW / TW$$

where

d = density

KW = number of times our keywords appear

TW = total number of words.

But what's the most important aspect about content is that it must be interested and friendly for your visitors and it must sell your product. Your priorities are your customers and not search engine spiders.

Remember that, while SEO is good and important, your ultimate goal is to sell your product to your customers and earn cash.

## **Inpage optimization**

If you're a smart person – and I'm sure you are you already guessed at least a few of the inpage optimization techniques... there are the things for which our competitors gained points in my equation.

Anyway I'll take them one by one and detail them to you

### **Title**

The two most common titles for web sites are: "welcome to our site" and "Company Name". But they are both wrong since they don't let search engines know what your page's about and therefore make it rank higher.

A correct title should contain only our keyword.

Remember some rules about it:

- always replace "and" with "|"

- always try to combine the keywords (ex: “Successful weight lose stories” is way better than “Successful weight lose and weight lose stories”)
- keep the number of words in your title as low as possible

For those who still don't know the title should be inserted in the HTML code in the HEAD section and has the following syntax:

```
<TITLE>Your title here</TITLE>
```

## **Headers**

There are two headers that count for search engines: H1 and H2.

The main header is H1 and it's the text included between <H1> and </H1> tags in your web page source.

The secondary header is H2 and it's the text included between <H2> and </H2> tags in your web page source.

The main header (H1) must appear only once in the page (preferably as close of the top as possible) and include only our keyword or with as less as possible additional words.

The same rules from the title are applicable here.

The secondary header (H2) must lead any of your paragraphs and contains the main idea of that paragraph. Half of your total H2 headers must include your keyword.

But, contrary to H1 tags, H2 tags must be longer sentences that includes other words and not only the keywords (we don't want our site to look like spam, isn't it?).

## **Bolding, italicizing, underlining, strengthening**

We should find a place in text where our keywords need more importance. In those points we'll use special effects to them (bolding, italicizing, underlining or strengthening them).

The HTML codes for applying these effects to the text are:

```
<I>Text</I> for italicizing
```

```
<B>Text</B> for bolding
```

```
<U>Text</U> for underlining
```

```
<STRONG>Text</STRONG> for strengthening
```

They are best to be used at different points, but if your text don't allow you to have four different places where to apply them then you may combine them (ex: bold or strong works very well with italic).

But use them wise... applying a single effect more than once may cause you more harm than good by raising a red flag for your site.

### **First section and last section**

The first section of our web page is the top-left one, while the last one is the bottom-right one.

We must include our keyword in both of them (ideally in the first and the last sentence in the text).

Since generally the last section of a page is generally the copyright section I'll share with you a small trick to logic insert your keyword

Instead of "© 2005, My company" use "© 2005, [www.mysite.com](http://www.mysite.com) – a site about successful weight loss stories".

### **Properly using the ALT tag for images**

You should use the ALT tag for all your images. It allows you to explain to search engines spiders what's that image about.

Of course here we should use our keyword too but also add to it a detail about what that picture really is and also one of the words "graphic", "logo", "image", "design", "photo".

Also keep the length of the text in the alt tag to less than 7-8 words.

For example:

- "weight lose story products logo" is perfect
- "weight lose story products" is not OK since it doesn't contain one of the key words that shows that we're talking about an image
- "Weight lose story and weight lose pills and weight lose pictures graphic" is not OK since it's too long.

The last aspect regarding inpage optimization is **Metatags**

The metatags are added to the HEAD section of you're your HTML code, just like the title section.

The most important ones are clearly "description" and "keywords".

The *Description metatag* should be a short sentence that describes what your site is about. Considering that it may be visible to people (generally it's the text displayed by search engines behind your title page) it should be a nice and attractive text.

It must also include our keyword.

For example:

- "A full guide about weight loss. A large database of weight losses stories shared by our members." It's a great description (it contains the keywords – "weight loss" even twice – and is also human readers friendly).
- "A brilliant site. Lots of interesting information. Reading our articles is a must." may sound very attractive to a human reader but it's not OK for SEO since it doesn't include our keyword
- "Weight lose story | weight lose picture" has our keywords but it's not good since it's not too attractive for our human readers.

The correct code for it is the following one:

```
<META name=description content="Your descriptive sentence here.">
```

The *Keywords metatags* should be an enumeration of your keywords. Here you may use different forms of the same keyword (ex: loss but also lose, or kilos but also pounds, etc).

The number of keywords shouldn't exceed 10 – 12 different keywords.

The correct code for it (and also a short example) is the following one:

```
<META name=keywords content="weight, lose, loss, story, stories, picture, pictures, pills, medicines, kilos, pounds">
```

I'll also list here a full list of the *other useable keywords* with a very brief description:

```
<META content="7 days" name=visit-after>
```

\* It instructs search engine spiders to revisit the page every 7 days

```
<META name=owner content="Company name <www.companydomain.com" >
```

\* It specifies the owner of the page

```
<META name=author content="Company name <www.companydomain.com" >
```

\* It specifies the author of the page

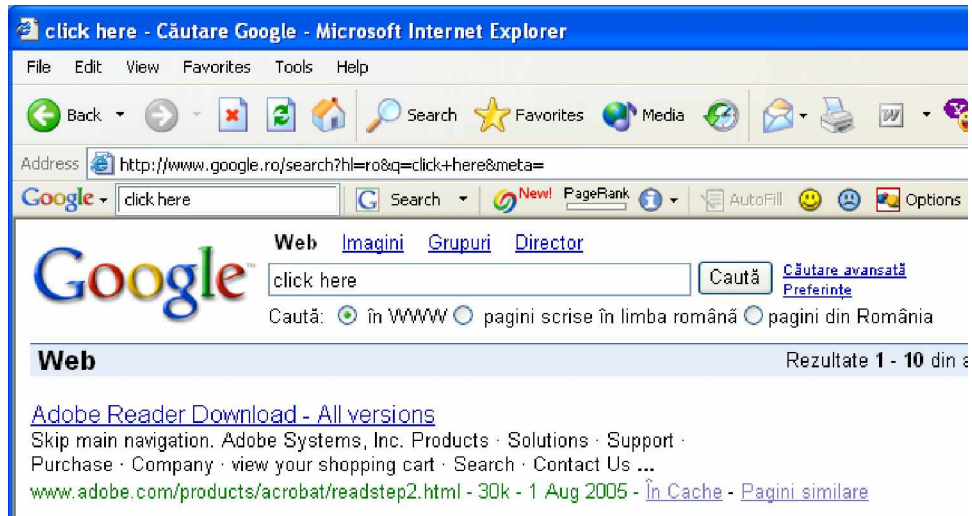
<META name=copyright content="Company name  
<www.companydomain.com" >  
\* It specifies the owner of the copyright rights for the page  
<META name=WebSite content="http://www.domain.com">  
\* It specifies the URL of the page  
<META name=E-mail content="contact@domain.com" >  
\* It specifies the contact e-mail  
<META name=reply-to content="contact@domain.com" >  
\* Same as the "e-mail" metatag  
<META name="Phone" content="+91-40-23540914">  
\* It specifies the contact phone number  
<META name=distribution content=Global >  
\* It specifies if the site is distributed global or only to a certain  
region / country

## **Offpage optimization**

Offpage optimization factors are nowadays the most important factors in Search Engines algorithm.

And if you don't believe me I'll prove it to you.

Open [www.google.com](http://www.google.com) and search for "click here".  
The top rated page is Adobe's Acrobat Reader page:



If you'll open the page you won't find "click here" keyword in the title, in the headers, in the metatags. In fact you won't find it at all.

The simple reason this site is ranked so well for this particular keyword is because of the offpage optimization (concrete because there are a lot of sites that link to this page with the anchor text "click here").

Offpage SEO is practically increasing your website popularity over the internet. And that is done by convince people to link to your site.

This can be done in a lot of different ways starting with Press releases and ending with link exchanges.

But I won't come in details here... because it's a too vast domain... Maybe someday I'll write a separate book dedicated only to this area...

But I'll give you the main rules:

- try to attract as many links to your site as possible
- links from sites / pages with a higher PR counts more
- links from sites / pages within your domain (niche market) counts more
- links from authority sites / pages counts more
- links from pages with only a few other links counts more
- text links counts more
- (very important) all links to your site must contain your keyword in their anchor text (the text included between <a href="www.mysite.com"> and </a>)

- (very important) try to still vary the anchor text you ask your friends / partners to use when linking to you since you don't want search engines think that you're spamming them

## **Final notes**

We come to the end of this book... to the end of this discussion we had... and believe me or not now you know everything you need to rank well in your market...

I wish you the very best of luck... but I'm confident you won't need it... you have the skills (brain) and now you have the knowledge too...

Just remember to play fair and always keep in mind the golden rule:  
*“Anytime you’ll do something for your site SEO do it only if it makes your site more INTERSTED, more related to your customers’ interests or more popular/appreciated. Also use your common sense for this.”*

I must admit I’m a little sad we came to the end of it... it was a real pleasure to share my knowledge with you... But I’m sure we’ll meet again... maybe you won’t know it’s me and I will certainly won’t know it’s you... but we’ll meet... somewhere on the internet... fighting for #1 spot for one keyword or another J

**- Justin Richards**

**[www.instantseoguru.com](http://www.instantseoguru.com)**

**“Does Your Website Talk?”**

**Well It can with the Web Audio Suite**

**Which is **Only \$19.95****

**Instead of me going into detail on how awesome this product is why don’t you see for yourself by going to**

**[www.webaudiosuite.com](http://www.webaudiosuite.com)**

**Need Reliable Hosting?**

**Visit [www.clickngohosting.com](http://www.clickngohosting.com)**

**“The Best Hosting Is Just A Click Away!”**