

Quick Tips for Search Engine Marketing Success

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Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

Table of Contents

Quick Tips for Search Engine Marketing Success.....	1
Table of Contents	1
Introduction to Search Engine Marketing.....	2
Basics of Search Engine Marketing – How to Use Search Engine Marketing to Increase Your Traffic.....	2
Can You Really Drive “Massive” Traffic Using the Search Engines?	3
How to Use Blogs in Your Search Engine Marketing.....	4
Why You Should Use Article Marketing in Your Search Engine Marketing	5
Thoughts on Search Engine Marketing from Sean Mize.....	5

Introduction to Search Engine Marketing

Search engine marketing of course is the process of using the various search engines to drive traffic to your web site, and create visibility and exposure for your web site or product.

I have discovered a number of tips and 'secrets' in my experience online, and although they are readily available online, many times they are not compiled together – you literally have to hunt for them.

I have pulled together a series of tips and 'secrets' that will give you a clearer understanding of search engine marketing.

Basics of Search Engine Marketing – How to Use Search Engine Marketing to Increase Your Traffic

The Internet can be a source of massive wealth. But this will only be realized if you know how to make use of the different search engine marketing strategies. Here are top strategies used by expert webmasters:

1. Load your website with excellent-quality information. Content is king, as they say, and this holds true in the World Wide Web. If you provide your target audience the information that they really need or if you can generate a discussion out of your post, then it will mean more traffic going to your website. However, you should also make sure that the contents are brief but substantial. You don't want them to get bored. Avoid misspellings and grammar mistakes.
2. Increase your backlinks. Link development is viewed as one of the strongest means of increasing your search engine rankings as well as traffic volume. Common practices include commenting on Follow blogs, posting in forums, submitting web pages to directories and search engines, and submitting articles to article directories.
3. Go for PPC. Pay per click marketing gives you the strategic exposure in search engines. It can also help you generate the best kind of ROI if you make use of the right keywords. You can ask help from PPC providers or you can learn the tactics on your own. One rule, though. It's better to stick on average keywords with average bids than to scarcely searched keyword phrases.

4. Perform search engine optimization. You can “revise” your website’s contents so they can carry keywords and with right keyword density. There are also on-page optimization strategies that you can apply such as in relation to HTML tags. Create a sitemap so it’s very easy for search engine spiders to “crawl” or visit your website. If you want to get indexed faster, avoid flash sites and use text files.

Can You Really Drive “Massive” Traffic Using the Search Engines?

I think it is important to determine what is massive traffic.

To someone who only makes 1 penny on average per visitor to his web site, massive traffic might be 100,000 visitors per month – which is what it would take to make \$1000 per month online.

But others, like myself, who average around \$1 per visitor to their web site – they can get 10,000 visitors per month – and turn that into \$10,000 per month.

Which would you rather have?

Personally, I would rather make more per visitor than to have billions of visitors – of course, both would be nice – but if I had to make a choice (and I have) I would go for the quality.

How do I do it personally?

I drive the bulk of my traffic to my web site using article marketing. Sure, it is harder work than buying cheap traffic – but it converts well – about \$1 per visitor to my site, per month.

I am just a real big believer in quality. I would rather have one quality lead than 100 junk leads.

You see, with a quality lead, who really wants to read my emails, who really wants to learn from me, who is going to buy one of my ebooks, and then once he realizes that I can help him, he is going to enroll in my monthly coaching plans, or come to one of my live seminars – my life time value of that visitor is much higher even than \$1.

So I challenge you, think about what you really want.

Do you want huge numbers, but low sales – or do you want solid traffic that buys from you?

How to Use Blogs in Your Search Engine Marketing

In your search engine marketing, you must be continually on the lookout for new and unique ways to generate inbound links and search engine awareness.

One of those ways is through the blogs.

Many of the blogs carry high rankings in the search engines, and there for are better candidates for getting good links from than just picking any old web site out there.

So how do you get links to you from the various blogs out there?

There are a few different ways to get links from blog masters.

One way to do it is to simply write the blogs and ask them if they will link to your squeeze page, in exchange for you linking to their blog.

You could simply set up a page on your web site where you link to many blogs, and put a link to their blog on that page.

Or you can do this:

Respond to blog posts.

Many bloggers will ask their visitors questions, and if you are much like me, usually you simply read other people's responses – but fail to leave one of your own.

However, in many cases, the bloggers will give you a live link to your web site if you will post a response.

Here's what I do – I check to see that the other blog posts include live links to the posters' web site – then if they do, I submit a blog response.

One of the real keys here is that it needs to be relevant – you are not looking to spam the blogs' readers, but instead just trying to get a link to your web site.

Why You Should Use Article Marketing in Your Search Engine Marketing

One of the most important things when you are search engine marketing is the creation of inbound links.

And of course those inbound links have to come from a web site somewhere.

So you have to have some willing web master who wants to send traffic to your web site.

Of course, you can always pay for the links – but why pay for the links if you can get them for free – which is what happens with article marketing.

You see, in article marketing, web masters will willingly place your article and a link to your web site on their web site, in exchange for the content you are letting him use.

You see, when you write content for him – it is like free content for him – and his part of the bargain is to give you a link.

Here is how I do it:

- 1) I write keyword optimized articles about my niche topics, and include in each of them a link to my web site. In most cases, I use a link to a squeeze page, where I include an offer for a free gift or other giveaway, which allows me to receive a name and email address in addition to just getting the visitor.
- 2) I submit each article to as many as 100 article directories. This way I get as many as 100 inbound links for each article that I write. Of course, I usually get many more, as many web masters go to the web sites that I submit the articles to, to get content for their own site – and of course they put a link to me in their web site too. There really is an exponential effect to this.

Thoughts on Search Engine Marketing from Sean Mize

Perhaps you are thinking, as you are reading this, this seems extremely simple; in fact it seems like some of the same thoughts were repeated in the different articles.

That is true: search engine marketing is incredibly simple, and yet it doesn't work for most people because they simply don't do the work.

I challenge you to do the work...do you want to create an online income? Then you have to do the work.

Learn how to use search engine marketing to drive traffic to your web site, and learn to optimize your web site in such a way that those visitors choose to purchase from you.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize