

# Secrets of SEO for Profit

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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](#)

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## **Search Engine Optimization of Articles: How Article SEO can get you More Exposure**

When you write an article, or even buy one and change it to be original, do you ever take search engine optimization into account? Most writers don't and if you know a bit about the search engine optimization of articles, and how SEO of articles can get you more exposure of your article on the internet, then it can give you a head start over your competition.

Just think on what you have read about the benefits of writing articles, and submitting them to article directories. What are the main benefits that you have read? One way links back to your website from the directories is one. These links back to your website are certainly of advantage, though you could maximize it by choosing the directories with the highest page ranking.

Perhaps it is better to be selective, and submit your article to directories with a higher page ranking than you. I might be wrong, because nobody knows how Google rates such things except the programmers, but that is the way the wind blows. However, I prevaricate.

The second most promoted benefit of article submission is that visitors will click on the link you provide in your bio, or author's resource box, and visit your site. Specifically visit the page you provide in your link: keep that in mind. Provide them with a link to the page that you want them to visit, not just your home page as most people do.

All of this is related to getting visitors through links on your article, or improving your search engine listings through back links. How about the listings your article itself could get? You may not know this, but articles can be listed on the first page of Google if they are considered worthy of it by Google algorithms, or spiders, crawlers and whatever you want to call them.

Just consider WHAT your article submissions are, and WHERE they are. The WHAT is that they are web pages. They are generally web pages that contain some AdSense. Check out articles on any article directory and you find that to be the case. The WHERE is on a website. Article directories are websites, and your article is on a page on that website. Because of that, the web page that your article is contained on can be search engine optimized so that it is considered highly relevant to the topic your article addresses.

Sufficiently high, in fact, to get you on the first page for your keyword! And why not? You are now wondering what you have to do to achieve that, aren't you? Easy! Let us assume that subject of your web page is prawns. You might have a whole website on shellfish or even seafood in general, this web page is devoted to prawns,

and you are writing an article about these lovely crustaceans that give flamingos their color.

In order to optimize the article to the best of your ability, keep in mind that there is no need for repeated use of the word prawn. Check a dictionary or thesaurus for other terms, which is why I mentioned crustacean previously. You can use this technique for any keyword under the sun. Find some related terms and you will come across scampi, shrimp and even their larger cousins, lobsters. How about cocktails, that word that sends prawns scampering for cover.

So, when writing your article about prawns, do not stuff it full of 'prawns'! Use the word prawns in your title, use it once in the first 100 characters of your article to give it prominence and one time in the final paragraph. If your article is long, then you will probably be OK to use the word again once for each 400 words, but no more. The days are long gone when you could use 1% - 3% keyword density. In a 500 word article, 15 incidences of the word 'prawn' will result in your article never seeing the light of day in Google listings.

Of much more importance is your use of shrimp, scampi, crustacean, etc., and yes, perhaps even cocktail. This is what the Google (and other search engines') algorithm is looking for: words that would naturally appear in an article about prawns. Perhaps references to shellfish or the sea, or the importance of crustaceans to marine ecology, or to gourmet cooking, depending upon the use to which the word 'prawns' is being put in your article.

Keep in mind that the mathematical statistical equations, that algorithms and search engine spiders are, cannot appreciate good literature. They only identify individual characters and are programmed to equate the characters that make up words such as shrimp, shellfish, crustacean, and even probably cocktail, with the word prawns.

If you are not sure how to go about this, find synonyms or closely related terms to your keyword than write your article using only the keyword. Read back over it again and replace the keyword in every use, apart from that allowed as advised above, to one of the other terms you have found. Make sure it makes sense and reads well, then you are all set.

That is how to SEO your web page and get it listed on the first page of Google. The article directory can do the rest with all their links and the optimization of their own.

## **Why Search Engines no Longer Need a High Keyword Density**

If you are living in the past and still believe in 1% - 3% keyword density on your webpages, then for the sake of your business you really need to know why search engines no longer need a high keyword density. In fact, not only do they not need it, they positively frown on it and punish it!

There was a time when search engines would believe (and we are andromorphising search engines here in suggesting that they do anything but what they are programmed to do) that the more keywords you had, the more relevant your site. To know what that means we have to understand what keywords are, and how they can be of interest to search engines.

When somebody uses a search engine to find something, they enter a form of words into their browser to search for it. That is called a 'search term'. If you try to pre-empt the search terms people will use to find your website, then these are called 'keywords'. In other words, the search term others use to find information on what they want are the keywords that you use on your website to persuade the search engine to offer your website to that person.

Let's start to discuss Google, rather than just search engines, since Google is by far the most influential search engine. When somebody uses Google to get information, Google searches through its indices to find the search term that the person is using. Google has a huge number of indices for all the words and phrases it has picked up while crawling your website. It will look at the index for the search term used, and list the web pages (not web sites) that seem most relevant to the search term being used, and that Google thinks provides the best information to the customer for that term.

Not too long ago, the most relevant would have been the web page that contained most instances of the keyword (search term). It didn't take long for some people to notice that if they filled a page full of that keyword, then that page would be smiled upon by Google. The result was thousands upon thousands of web pages being generated by software that reiterated the same keyword over and over again on a page, the rest of the text being practically nonsense. Here is an example using the keyword knitting:

"Knitting is popular. You can get information on knitting on the internet, and there many sites dealing with the subject of knitting. If you want information on knitting the information superhighway is full of experts on knitting, and there even lots of sites where you can purchase knitting that meets your requirements"

Meaningless, and providing no information whatsoever. The software could change any keyword for knitting, and it would still make the same sense, or lack of it. However, it was great spider food. They loved it, and many people made fortunes on AdSense using such software. However, Google found out and changed the rules. They now use what is commonly called LSI (latent semantic indexing) techniques to judge the relevance of each web page to the keyword.

It is not a true use of LSI, but that's what it is called, so let's stick with it. The Google algorithm looks at the keyword and decides what other words would be expected to appear if a human were writing about the topic of the keyword. Hence, for wool, it would be looking for sheep, knitting, knitwear, stitches, etc. If these words do not appear, then your page could be down listed. Nor is it looking for any specific keyword density: 1% could be too high, if it would not be expected to appear that often in normal speech or text.

The algorithm, or spider, looks for other related terms, and if you have your actual keyword as the title of your page in H1 tags, in the headline of your article, say, in

H2 tags once in the first 100 characters of the text, and once on the last paragraph, that should be enough. Perhaps once more each 400 words, but no more than that. The 12 occurrences of your keyword if you stuck to 3% keyword density would be considered as keyword stuffing.

If you stick to these guidelines, and use plenty of text related to the keyword you are using, then your page should be regarded as being of value to anybody using your keyword as their search term, and it should be listed high in the search engine index for that keyword.

The reason why search engines no longer need a high keyword density is that they have wized up to those that tried to take advantage.

## **SEO – Search Engine Linking Strategies**

Search engine linking strategies are an important part of the search engine optimization, or SEO, of any web site. Google, especially, has made clear in statements that a major aspect of their listing algorithm is the number of links that a web page has back from other quality sites. According to Google "In general, webmasters can improve the rank of their sites by increasing the number of high-quality sites that link to their pages". That comes straight from the lion's mouth.

There are a number of ways of setting up these links. When working on your linking strategy keep in mind that while a one way link away from your website can bleed relevance away from your site, this is not always the case. Sometimes a one way link to another site regarded by Google as being expert in your field can help your listings. Frequently, however, this is not the case and few sites will provide you with a link without one back. This is called reciprocal linking.

One way, then, of getting a link back to your site is to request one from websites with a good page ranking. The page ranking, or PR, of a site is indicated by the Page Rank bar on the Google Toolbar. This shows a green line that indicates the PR in figures on mouse-over. This is an indication of the link popularity of a specific web page. The higher the PR of a web page you are linked from, the better it is for your page rank and your listing in the search engine index for the specific keyword your page is optimized to.

Most webmasters will provide you with a reciprocal link if they think it to their advantage. You can also achieve these links by registering with a reciprocal linking site that automates the procedure for you. These link sites send you details of other websites that are registered with them, and that you can request reciprocal links from. The software provided sets up the initial link with the requesting party, and when both parties agree, the reciprocation is finalized.

However, so many sites are now setting up these automated links that it is suspected that Google might be starting to provide less importance to reciprocal

links than to one way links. In any case, as webmasters become more savvy about linking strategies, they are noticing a growing tendency for their own page ranking to be helped only if they link with pages that have a higher page ranking than their own. Additionally, many of these reciprocal links might be to sites with a high page ranking on their home page, but the link is provided from an internal 'links' page with no page ranking.

There is no doubt that one way links are far superior to reciprocal links. One way links back to your website will benefit you even if the other site has a low page ranking, but it is better if it is high! It is better than a reciprocal link with a site of lower page ranking than yours. If a PR 6 site has a reciprocal link with a PR 2 site, who benefits?

One way links back to your site can be achieved in a number of ways. You could request one. However, a high ranking site is not going to provide you with a link free of charge, so you could either pay a monthly fee for it, or provide some other service in return. Another way is to submit your website to site directories: as many as you can. Most directories have free submissions that can take a long time to set up, and might require a reciprocal link, and also paid submissions that promise fast-tracked submission, but that require a regular subscription payment. The paid subscriptions, however, do not insist on a reciprocal link. Each submission provides you with a link back to your home page.

Article marketing is another way of securing one way back links. For every directory your article is submitted to and accepted, you receive one back link. These can number several hundred. In addition, visitors to the article directories are permitted to copy your article to their own web site as long as they also include your author bio that includes a link back to your site.

This could be a valuable link since it can be to a page deep within your web site, rather than just to your home page as most links are. Google sets more store by internal links than home page links. Using article marketing you get thousands of links to your web site from the directories and from people who like your articles, and it is one of the most profitable ways of marketing your website.

Whatever method it is that you use, search engine linking strategies are without a doubt a major SEO technique, and content-free websites have been known to reach the number 1 spot for their keyword on the basis on linking strategy alone.

## **How to Avoid Duplicate Content**

If you know how to avoid duplicate content on your website, you should be able to avoid the dreaded 'Google duplicate content penalty'. In fact this is not a penalty so much as a filter, that removes what is considered to be duplicate content, and retains listed that version that Google believe to be the most relevant, or that originated the content or the version that has the highest Page Rank.

These are all surmise since, irrespective of everything you read online about it, nobody really knows how Google filters duplicate content and arrives at the version(s) to remain listed. How and why it happens is really irrelevant to you in any case, since your main concern is how to avoid it.

Duplicate content is normally defined as either large blocks of text or complete web pages that are duplicates of each other. In order to avoid this happening on your website, there are actions that can be taken to reduce the possibility. It can rarely be avoided completely.

A copyright notice on each of your web pages might help, but is unlikely to deter anyone determined to copy your content. There is nothing you can do about that, other than to run software looking for other versions of your content elsewhere on the web. Perhaps you have two versions of a page on your website: a normal version and a printer version. If you don't want Google to remove one from the listings at the expense of the version you would rather keep, then disallow one version to be spidered by use of your robots.txt file.

Perhaps you have a number of different domains pointing to the same content. In this case you should RedirectPermanent in your .htaccess file in the main directory of your domain to redirect Googlebot and the other spiders. This is what is called a "301 redirect".

Perhaps you have other sites linking to yours using both the 'www.' and 'non-www.' version of your URL. If this is the case you should use Google's 'webmaster tools' to inform them what way your site should be indexed. Then one will be automatically be changed to the other preferred form.

One way in which duplicate content can be generated is by article submissions. The same article is published on many different article directories, and also on any amount of websites that chooses to copy it as content. Google make it clear that if you have the same article on your website, then it might not be yours that is retained. You are best to use a different form of the article on your own website than you submit in order to avoid this. If you do not use the article yourself, then you have nothing to worry about.

What will happen in that case is that the Page Rank you accumulate through all of these links back to your site will slowly reduce as more pages with the same article are filtered out. Ultimately this could affect the search engine listing and PR of your own web page. There is little you can do about this other than to keep submitting articles to continually generate new links to replace those that are being lost. Incidentally, always submit your articles in .txt format, so that when they are republished they will be reformatted and appear different to the spiders.

If you think that another website has scraped or stolen your content, you should report it. Google will likely spot this and realize that there is more scraped content than only yours on the site and immediately drop it from the listings. Keep in mind that Google will retain the version that it deems most appropriate for the search terms being used, and that might not necessarily be yours. Yours might reappear for another search term.

If you learn how to avoid duplicate content, and how to check that there is none involving your website, then you can avoid your web page listing from suddenly

disappearing from its first page listing for no apparent reason. If that happens, check for duplicate content and if you find it then you should make a complaint to Google.

## **Some notes from Sean Mize**

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with PPC Publishing.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

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