

All in one SEO

# All in one SEO

By Will Blears

It has been the plan of mine for a while now to produce a beginners guide to SEO which people can use as a source of notes for guidance on how to optimize their website correctly. Although I say it is a beginners guide, there are many factors which affect SEO which were not apparent to me before I created my website, things which I learnt along the way as there is with many things. So I do recommend anyone to read this eBook, whether you consider yourself to be a beginner or an expert in the field.

Each of these articles have been taken from my website [www.back-links.org](http://www.back-links.org) which has a large source of SEO tutorials, step by step guides and a lot more.

If you like the eBook and like my site then please subscribe to the RSS feed.

I also have another eBook available to download "[All in one Keyword Research](#)" which is the second in the series of All in one. Available to download here

## All in one on page SEO

### Keywords in the domain name

The first step for successfully optimizing your website is starting of with a domain name which is both relevant to the market you are targeting and a domain name which contains relevant keywords. It is sometimes hard to find an unregistered domain name which is specific to your market and contains strong keywords. If your domain name is unpronounceable, hard to remember or type in to the search bar it is more than likely that the amount of traffic you receive will be decreased before you even start developing your website. It is important that you research every possible domain name you can. Don't just leave it to what the domain registration companies can come up with, you need to be creative doing a bit of keyword research would help here in finding the main keywords that you want to target and include them in your domain name.

The domain name should be prioritised as being one of the most important aspects of creating your website it can not only feature as the brand name of your site but also helps in communicating to people the topic of your website and helps to create users first judgements of your site. The domain name is largely important when you are seeking to rank highly in search engines and when you're planning on receiving viral traffic too.

In recent years the TLD (Top Level Domain) has also been a hot topic debated by many webmasters. Whether this plays an importance in ranking highly in the search engines is something that has never been clear cut. The opinions between many webmasters and theories that they create are the only information you can use to come up with your own decision. Personally I believe that the TLD does play a role in search engine rankings however it is so minimal that to have your website and another website judged in the Google algorithm merely on the TLD would be inauspicious.

The domain name needs to include your primary keywords; a mistake often brought up by many sites including my own is that the primary keywords are not in the domain name. This heavily affects the optimization of the website and decreases your chances of competing against other websites .

### [Domain age](#)

The age of your domain name also plays a role in SEO, for many years search engines have taken in to account the age of the domain name due to spam sites and link farms which usually last less than a year.

Now search engines don't just take in to account the age of the domain but also how long the domain name has been registered for and the age of the content too. You may be

finding search engines logic here a bit impractical however I believe it to be pure logic. If you were to set up a website merely to take advantage of search engines and the loopholes that can be found in their algorithms you would not register a domain name purely for the creation of this website for more than one year, it would be a waste of money as the website would probably be de-indexed and blacklisted after a couple of months so that's where Google's logic comes in to play they take in to account the length of time a domain has been registered to suggest how long the domain owner thinks there website may be around, or at least that the domain owner thinks the website is going to be around for that amount of time.

Next we have the domain and content age much like a bottle of wine left in the cellar to mature it becomes better with age. Well that's what Google is suggesting here, they take the domain and content age as a measurement which is used in SEO. However the weight that is given to these factors is supposed to be minimal therefore anyone who is about to or just has created a website don't cry it is not the end of the world.

### [Keywords in the URL](#)

After you have created your website and targeted those all important keywords it is time to include these keywords in every part of your web page, this includes your URL.

The idea here is that you pick out your most important keywords in each and every page and when creating the file

name and URL for the website include them.

For example:

If you have just written an article on Affiliate marketing and the ten tips to success, your file name and URL maybe,

[www.yourwebsitename.com/Ten-top-tips-to-affiliate-marketing.php](http://www.yourwebsitename.com/Ten-top-tips-to-affiliate-marketing.php)

This helps to optimize your overall web page; the URL is the domain name however with every different page on your website it differs. The file name and URL name for each page will be different to ensure users can access every page. Therefore you also want to ensure the URLs are not too long, easy to type and remember.

If I am creating a web page just for one certain article, I will generally use the article title as the URL this is because my title should be optimised when creating my article therefore it includes the main keywords that are included in my pages content.

Remember to not make your URL too long, don't use too many hyphens and ensure you have typed everything correctly.

**Hyphens in URL**

It has been discussed and debated between many webmasters whether underscores or hyphens in your URL are better. I would say that dashes (hyphens) are better to include in your URLs and you can read here that Matt Cutts also thinks this.

<http://www.mattcutts.com/blog/dashes-vs-underscores/>

There has been a lot of debate over which is better to use either the dash (hyphen) or the underscore.

### **Dash (Hyphen)**

All-in-one-SEO

### **Underscore**

All\_in\_one\_SEO

Now usability studies also show that most people are likely to use the dash (hyphen) instead of an underscore, therefore this again strengthens the debate to use hyphens instead of underscores

Overall though I would put it down to personal preference, although Matt Cutts does basically say, that if you want to please the Google search engine then dashes are a better symbol to use in between keywords, it is totally up to you.

[Length of domain registration time](#)

This is a topic which in the past has been a hot topic, according to Google domain names which have been registered for the longest length of 10 years are more valuable than those which will expire within the year. However what we do not know is how much more valuable, in my opinion it cannot be anything worth worrying about.

This is just another tactic of Google's to put under the spotlight sites which look to be spammers. However it would be hard to judge every site which has only been registered for a year as a spamming site, therefore I feel this is an action they may use after your site has already been under analysis for sometime.

Nonetheless if you really want to ensure you get that number one spot, then I would suggest if you have the money, and plan on keeping your website for 10 years that you do register your domain, plus think of the money you will be saving from the discount you might get and you won't have to worry about your domain expiring with out you renewing it, well for 10 years at least.

### [Keywords in Title Tags](#)

Optimizing your title tags is one of the most important on page SEO strategies that you need to do. By using your main keywords in your title tag this not only affects your search engine rankings, helping to increase your SERP but will also have an effect on the amount of users who click to read your article.

The job of the title tag is to describe the main topic of your article by including your main keyword. Many people use the business name or company name in the title tag however I feel this wastes the amount of space your title tag can hold also making your title look unprofessional and in most cases it is irrelevant to the articles content. The title tag should be no longer than 80 characters containing your most relevant keywords; it should be clearly readable and easy to understand. The title tag is used by search engines as one of the most important pieces of information on your web page and it helps them determine the topic of your page.

The title tag is situated in the “head” section of your html page; all of your Meta tags should be located here including the most popular description and keywords tags.

When you have created your web page the title tag will appear in the tab of your internet window and your user’s browser. The title tag also appears on the results pages of the search engines, which is there to give the users an idea of what the content is about, also enticing them to click on your website.

To ensure your title tag is fully optimized it is necessary to perform keyword research for your articles creation, this will not only be included in your title tag but also in most of the other places written about in this section.

**Ensure that every page on your website has unique title**

## **tags and description tags.**

### [Keywords in Meta tags](#)

The Meta tags come after the title tag and usually include the description tag and the keywords tag, like the title tag these should include your main keywords for that page and be unique to each web page.

### [Meta Description Tag](#)

This tag allows you to write a 200-250 character text insert which will appear in the search engine results page. However many search engines including Google tend to ignore the description tag and will some times take snippets of your description and automatically create there own which is used by drawing up words from the body of the page.

The description tag should contain the keywords which you included in your title tag and any other long tail keywords you are trying to rank highly for. Make sure the description tag is relevant to your pages content and persuades the reader to click on your website.

### [Meta Keywords Tag](#)

In the past the keywords tag was far more superior than it is today, these days it is generally ignored by most of the search engines. However for the time it takes to correctly

optimize your keywords tag I do believe it is worth doing.

The keywords tag should include 5-7 keywords which are shown throughout your pages content. This is to allow each keyword a high percentage of strength compared to the overall amount of keywords you include, usually around 16%.

### [Keywords in content](#)

Content is the number one key to optimizing a website in my opinion, and you may have heard the saying before “Content is king” well it is. You can write as much content as you like, your not restricted this gives you the totally freedom to add as many keywords as you would like. However, and this is a big however there are rules and if you just go ahead writing loads of content with a keyword in every sentence you will see these rules come in to action.

My first point to make is, write the content for the readers not for the search engines. A very common point that is made although that is because its such an important one to make, no matter how much content you put on your website if its all written for the search engines and not for the users, you can say bye bye to regular readers, the main traffic you will receive will be from unique viewers who will read the first paragraph then run away too. You need to ensure you write for the users however keeping it informative, entertaining and to the point. This is something you can't learn over night like most of the other sections I have written about. Writing quality, entertaining straight to the point

content which grasps the readers educates them and makes them want to read more is hard, its harder than hard it's a skill which will take some people months even years to master. However it is a very important skill to have which will make your life much easier and your website more successful.

Keep the amount of keywords you include in your content down, you do not want Google penalizing you for keyword stuffing. The process of keyword stuffing is to have more than 10% of your overall pages content to be keywords. I would advise you keep the amount of keywords you include in your content down to about 5-7%.

### [Keywords in heading tags](#)

The H1 headings tag has a large amount of strength in the Google algorithm and should be optimized on every single page of your website. The importance of this headings tag is undoubtedly strong thus you should take time to consider which keywords you include in your headings tag. Nevertheless keywords in this tag should be completely relevant to the content underneath it.

File sizes below 50kb (do not exceed 100kb)

I'll keep this short, each page you create you want to ensure that the file size for each page is under 100kb, preferably keep it under 50kb this will not only ensure the page loads quick enough but also they are not favoured, keeping short pages is much better and advised rather than having one

long page.

Frequency of website updates

The frequency of each update on your website also plays a part in search engine optimization, it is great when your website is updated daily with new articles or content and search engines love it too.

## **All in one link building**

The second part of my “All in one” series discusses strategies which help a website increase backlinks to gain popularity through the links they build with related websites.

This is a tricky subject to cover as there are so many ethical and unethical ways to build links, through spamming of forums or blogs to innocently adding your link to an article or putting your URL in a forum signature.

If you would like to know more about link building before I go in to detail on the ways in which you can link build you can find out more here

**[Start link building now](#)**

## Search engine submission

Perhaps you are wondering how soon you should submit your website to the search engines there is no right time to submit however I have two proposals I can suggest.

**These are either submit to the top 3 search engines or do not submit at all**

I mean it, the top 3 search engines are Google, Yahoo and MSN these are the only ones you want to be spending your time submitting your website to, however if the website is not brand new then its more than likely it has already been indexed.

### Why?

Well these search engines crawl the internet daily, weekly monthly all the time they are crawling the web for new websites with new unique content. If you are frequently adding content to your website which I would advise you do then the search engines are more than likely to come to you. However if your website is brand new and you cannot wait to be indexed then help the search engines out and submit your website to the top 3 search engines.

## Here are the links to the URL submission pages

<http://www.google.com/addurl/>

<http://siteexplorer.search.yahoo.com/submit>

<http://search.msn.com.sg/docs/submit.aspx>

One key fact to remember is to not submit your website to the search engines more than once, some people suggest submitting your website monthly or every couple of months but once you have submitted the site once search engines will start crawling your site and picking up your new content. You can read more about [search engine submission](#) here

## [Sitemaps](#)

Sitemaps are generally coded in XML and submitted to search engines to help speed up the process of indexing web pages ([Importance of having a sitemap](#)).

If you have over 15 pages in your website I would suggest that it is time to add a sitemap especially if you're planning on continuing to grow your website. If you're uploading new pages to your site daily then again I advise you to create a sitemap and upload it in to your website and then use Google webmaster tools to submit it to Google search engine.

If your website has less than 500 pages then you can create a sitemap for free here.

<http://www.xml-sitemaps.com/>

Then use <http://www.google.com/webmasters/tools/> to submit your sitemap to Google.

You can find a review of Google Webmaster Tools further on in the eBook.

## Niche directory submissions

What I mean by a “Niche directory” is a directory that has been built to focus on one single market. The best way to find these niche directories is to search on the main 3 search engines for directories in your market.

It is best to submit your website to directories over a long period of time, instead of taking one day to submit your website to a hundred directories try doing 10 directories a week; this will seem more natural to the search engines and will overall put you in a better position. Change the anchor text slightly when submitting to directories, don't always keep with the exact same anchor text this will look strange to the search engines and may harm your website. Make sure you target the keywords you want to on each page however change your anchor text round slightly, you don't

have to do this all the time however for every 5 or 10 submissions I would suggest you do.

### [Don't always link to the home page](#)

Use deep linking when your submitting to directories don't just submit your home page to each directory submit appropriate internal pages this balances out the amount of incoming links you have to your website and allows you to use more relevant keywords in your anchor text.

### [Relevant forum signatures](#)

Forum signatures is a method of building links which comes up again and again, however not all forums allow do follow links and this is something you may want to research in to before you start using a particular forum to build links.

When you do find a forum that does accept do follow links though, don't just start spamming the forums with your signature. Try to answer people's questions accurately and with as much information as they need. Participate in conversations and try to focus on helping people in your most skilled niche or area that you know the most about.

When you write your signature don't just write it for the search engines, write it for the people on the forums too. It is most likely that if you are helping people out some of they will take the time to visit your forum signatures to see what you are all about. Ensure that you add each of your

keywords for that particular page to your forum signature but make sure people will know what the site is about before they even click on the link.

You can usually add more than one link if you have not used too many characters up this might be a good chance to put links to both your home page and alternative internal links. You could change the internal link each week or month to ensure you keep some sort of balance.

### [Anchor text](#)

The anchor text is the visible text of a hyperlink. For example Click here this is a hyperlink set up to connect to the homepage however the anchor text is not specific to the home page and it does not tell either the user or the search engine what the home page may be related to.

To optimise the anchor text you can pick out certain keywords that you find in the page you are linking to and use them in your anchor text. This allows the search engines to know what the page is related to and helps the user understand what the page is about.

Anchor text optimisation can be done internally and externally, internal anchor text optimisation involves linking from one internal page to another internal page, using the relevant keywords of the pages linked in the anchor text. External anchor text optimisation uses many different link

building strategies such as forum signatures, directories, search engines and other relevant websites to link to a single page on your website using the relevant keywords of that page to be used in the anchor text.

## [Internal Linking](#)

Everyone knows that you can build a large amount of backlinks through linking with forum signatures, search engines, directories, other related websites, email signatures, blog carnivals, blog comments and many other forms of external linking. However many people usually forget about or dismiss the fact that you can also build links through internal linking, which has more than one advantage.

Not only does a well structured navigation bar help users in moving around your website but it also helps to build links and helps search engines crawl your site. It is important to be able to access every page you want to be indexed from every other page on your website, through using a sitemap and a solid internal navigation system you can do this.

Other than ensuring your website has a solid navigational system and that each page links with one another, it is also important to link within articles to other appropriate articles.

If you have writ an article and it seems that you can help the user more by adding a link to another page on your website, then do it. Internal linking helps users and search engines

and increases the strength of your website. Be sure to use your anchor text optimisation to maximise the benefits you can receive from adding these internal links also making it clear to users what is on the other side of the link.

Another link building strategy that I felt needed a whole article to display its importance and effectiveness is blog commenting, which in the correct manor can be largely effective for both increasing backlinks and increasing traffic.

## [Blog Commenting](#)

Link building can be done quickly and effectively through blog commenting you can target related blogs in seconds and receive backlinks from high page ranked sites within days. Not only does blog commenting produce high quality backlinks but it also produces traffic obviously, this depends on whether or not the blog is popular however I only target blogs which are very popular.

This is a list of the top 100 **"Make money online"** blog sites

<http://www.45n5.com/top100/>

This next link is to the top 100 blogs through technorati

<http://technorati.com/pop/blogs/>

You can also use Google blog search

<http://blogsearch.google.com/> to find blogs relevant to your website.

However I strongly advise you to ensure the comments are relevant to the article, that they portray some sort of opinion or that they are of use to the website owner and other readers. Don't just go spamming every blog you come across because it would just be a waste of time as most blogs that are worth commenting on are using some sort of spam filter within their blog not only this but other dedicated readers will highlight your spam comment to the article writer or website owner and therefore the time it had taken you to produce the comments was wasted. Also if you are primarily looking for backlinks and see traffic as only a bonus you will need to ensure that the blog is dofollow, this means that the link that you leave will be counted as a backlink.

Instead use the blogs that you read daily or weekly currently, instead of just reading the article and going to another article or another website state your opinion on the topic, add some more detail to the topic or ask the writer a question this way you still receive a backlink and you will probably receive traffic from the blog also. As a bonus if you find a blog site with the “**Top commentator**” plug in you can try and become the top commentator by spending a week or two commenting on articles which you found useful and insightful.

Overall blog commenting is a technique for link building that I use continuously however I do not seek blogs to comment on I just use the blogs that I read daily and weekly to comment on. This way I become a avid reader and loyal user of the blog, the article writer or website owner may start

to notice me and appreciate my comments they may feel more inclined to answer any questions I have or mention me in an article (now that would be good).

Another advantage of blog commenting that i have just thought of whilst copying this article in to a html document ready to upload, is if you are targeting the highly popular blog sites that are relevant to your website you will not only get the backlink but also a proportion of that web pages pagerank juice will also be sent to your website. Therefore if you take blog commenting as one of your main strategies for link building you will most probably see knock on effects of the comment in months and years to come, not only short term but long term effects.

I hope that you enjoyed this free eBook and that you found it informative. I wish you every success in optimizing your websites to reach that always targeted first page.

## [Top 3 free SEO Tools](#)

There are a variety of free and paid SEO tools on the internet they have different primary functions and can help different forms of websites out in different ways. I am going to tell you what my 3 best free SEO tools are so that you can use them to your advantage like I have done to mine.

### [Google Webmaster Tools](#)

A must have for anyone with a website whether it's a forum a blog a static website or any other type of website, is Google webmaster tool's.

To get started with Google webmaster tool's all you need is a Google account which most people have already from their Google adsense accounts or Google adwords accounts. If you have not got an account on Google then you can sign up for one [here](#) after you have signed up for your account you need to go to Google webmaster tools and then log in.

Next you can add your website to the webmaster tools account, you will need to verify your website from one of the two ways they give you to choose from, one is to add a meta tag in your head section of your website and the second is to upload a text file, I advise anyone to verify their website through the meta tag option it's far simpler.

Now Google webmaster tools allows you to do loads one of the most used tools that I use is the "Top Search Queries" which displays the top 20 search queries that you usually rank for and the right column displays the top 20 search queries that often get clicked. However do not take every rank for an accurate reading, it is only an average and is usually a week or two behind.

The second most common tool that I use is the links and mainly the external links this shows you the amount of external links google has found to your website however

again don't take it as an accurate number. You can also see the amount of internal links to every single page on your website, allowing you to see which page is the most commonly linked and which page you may be missing out. The third most common tool I use is the sitemap tool which allows you to upload an XML sitemap through google webmaster tools, which will help with indexing your website faster and enabling your site to be crawled quicker. You can read more about [sitemaps](#) here and why they are essential.

Google webmasters is definitely a must have tool for anyone in the website business, whether its just a personal blog or one of many in your portfolio it's a key tool which can easily be used to your advantage.

## [Rank Checker](#)

Rank checker is a firefox extension which allows you to easily check where you rank in Google, Yahoo and MSN. You need Mozilla Firefox to enable you to use rank checker and you can download firefox here

<http://www.spreadfirefox.com/node&id=236059&t=1>

Rank checker is a great tool which allows you to check your search engine rankings in multiple search engines at the same time. You have the option to check your ranking for one keyword or for multiple keywords. Not only this but you can also save your keywords to rank checker, so in the future you can return to rank checker and check your

rankings again with out having to type in all your keywords again.

The tool is really easy to install and appears as a little icon in the bottom right of your firefox browser screen. There is so much you can do with rank checker, why not check [it out here](#). It's free.

## [SEO Quake](#)

I have been using SEO quake since I first discovered the software it is probably the best Firefox plug in I currently use.

It allows you to view loads of different parameters for websites this includes the pagerank of the website you're currently surfing, the Alexa rank, the amount of yahoo links the site currently has. There are a vast variety of parameters that you can currently add to the SEO quake toolbar they are easy to install and take a couple of seconds.

You can find out more about SEO Quake here and [download it here](#)

I hope you enjoy these tools as much as I have they are definitely worth trying out.

## Top 2 paid SEO Tools

Now these are two tools which I have used before time and time again, I recommend that you take a look at both tools.

### SEO Elite

SEO Elite is another software product by Brad Callen creator of keyword elite. I found this product a while ago, after reading the sales page I was curious as to whether or not the software would do what it said it would. At this time I was still quite a beginner in the Internet marketing field and the software sounded amazing (to good to be true) however I took a real big interest in the software and decided to read lots of reviews about the product, which is something I usual do before I purchase anything (I am sceptical with anything from the internet) I found a couple of reviews on Google and a lot of controversy over SEO elite. I also decided to read reviews on keyword elite considering Brad had created that software too, the reviews for keyword elite seemed overall really good and the SEO elite reviews were good too it was just the controversy over fake testimonials that worried me.

However in the end I decided to purchase it, the sales page

its self would most probably sell it to most people. I have to commend Brad on his awesome sales pages, I usually see a lot of people fall down here not taking the time and effort to create a decent sales page but Brad always does. There are plenty of videos on the sales page which describe how the product works and shows you step by step different features of SEO elite.

Considering this chapter in the series is about recommending products to you, you obviously know in the end I am going to say you should purchase it however I think it all depends on how knowledgeable you are in the field of SEO, what you want SEO for and how long you are thinking about sticking with SEO. If you're contemplating using SEO just to optimise your own personal blog which tells people how you walked the dog today and plan on going for a sleep over tomorrow then its probably not the software for you. If you can get your website ranked on the first page for "Internet Marketing" in 2 months then its probably not the software for you because you are obviously amazing. However if you are a beginner in the field of SEO or developing websites and you plan on ranking a couple of websites or sticking at optimising your website for a long term plan then I would advise that you consider purchasing this product. At least have a look at the sales page; it is so informative you can pretty much make your mind up there.

You can purchase [SEO Elite here](#)

## Web CEO

Web CEO is the second software program I recommend to anyone in the field of SEO; although there are other programs out there which are based around the same functions I would admit that this is my favourite.

Web CEO is a software package of 12 tools which helps to promote your website in the search engines, analyse your website, and maintain your site.

### Web CEO Features

- Keyword Research Tool: Help pinpoint the most effective keywords for your website, to ensure traffic is maximised.
- Optimise your web pages for the top 10 positions
- Submit your website to the search engines
- Analyse and build links to your website

There is so much you can do with Web CEO the interface is simple and fresh, its easy to use and guide yourself around. Unlike SEO Elite Web CEO comes in different packages which are currently

### **Free Edition (Basic Web CEO)**

All in one SEO

**Small Biz Edition (\$199)**

**Professional Edition (\$389)**

Then they have two exclusive offers which are

**SmallBiz Unleashed (\$339)**

**Professional Unleashed (\$479)**

Web CEO is aimed at both website developers and website owners it is definitely a worth while purchase you can take a [look here](#)

All in one SEO

## Resources

SEO Tutorials, Tips and Tricks

### My Recommendations

SEO Elite

Keyword Elite

Web CEO

Rank Checker

Google Webmaster Tools

SEO Quake

Wordtracker

Wordze

Keyword Discovery