

# Small Business SEO

An Online Marketing Tutorial for Entrepreneurs  
New to Internet Marketing

by



New Media Words  
... an SEO Writing Company

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## ABOUT NEW MEDIA WORDS

New Media Words is an SEO writing company.

The company was founded in 2007 by Yuwanda Black as a simple article writing service. In 2008, in order to fully assist clients with their growing web writing needs, the company expanded into a full-service SEO writing company, which can be found online at <http://NewMediaWords.biz>.

### About the Founder



Ms. Black has been in the publishing industry since 1987. She owned Inkwell Editorial, an editorial staffing agency in New York City, from 1996-2004.

She repositioned the business as an online information portal for freelance writers in December 2004 (InkwellEditorial.com).

*Course Developer/Instructor*

While managing Inkwell Editorial, Yuwanda wrote and developed a popular Chicago-style copyediting course, attended by Fortune 500 executives and junior execs alike. She also developed and taught a web development and marketing course at Borough of Manhattan Community College (NYC).

Additionally, Ms. Black created and currently teaches two freelance writing e-courses; one of which is an industry-leading class on how to become an SEO copywriter.

### *Author and Publisher*

Ms. Black has published over 50 e-books, one of which is an SEO copywriting training manual for businesses seeking to improve/develop the skills of their web writers. Her ebooks can be found on major outlets like Amazon and Barnes & Noble.

### *Education*

Ms. Black holds an AA in English; a BA in Sociology; and completed one year of course study towards an MA in Criminal Justice (John Jay College of Criminal Justice, NYC).

Learn more about Yuwanda at <http://newmediawords.biz/hireus.htm>.

## **PREFACE**

I'm going to speak mostly in the first person throughout because SEO and internet marketing is all about communication. To get the communicating I'm about to embark on with you right, I don't want there to be any barriers between us, eg, second person voice.

The reason I decided to write this tutorial is that since I started producing SEO content in 2007, I've fielded a lot of questions from clients about search engine optimization(SEO), search engine marketing(SEM) and internet marketing (IM).

Although many are now realizing the need for this type of specialized web content, even six years later, many still aren't versed in the language of the web.

As SEO and SEM are still emerging strategies, many clients are confused by them. This makes it harder to decide which SEO services they need to reach their business objectives.

While they may know that they need to get involved in this whole "SEO thing," they're confused as to which toe to stick in the internet marketing waters first.

### **Commonly Asked Questions by Those New to SEO, SEM & Internet Marketing**

For example, some commonly asked questions from new clients are:

What is search engine optimization (SEO)?

What is content marketing?

How will SEO content drive traffic to my site?

What is article marketing?

Which social media site do you recommend I start with, eg, Twitter, Facebook, LinkedIn, Pinterest, etc.?

And on and on and on.

Once clients gain a clear understanding of SEO, it makes it much easier for them to choose the best service(s) for their company. To that end, this tutorial will walk you through the basics of what SEO is all about.

It will also give you an idea of which services, in my opinion, you should start with if you're new to the SEO and internet marketing game.

In doing this, I will go over some short- and long-term SEO strategies – always keeping cost in mind. All of this is designed to help you put together an effective SEO and internet marketing plan for your business.



*One thing I want to make very clear is this: SEO and internet marketing is not a one-hit wonder. Like any type of marketing – especially if you don't have a whole bunch of money to throw at it – it takes time to see results.*

But if you do it consistently, it can pay huge dividends, now . . . and well into the future.

### **The Main Mistake Many New to Marketing on the Web Make**

Where many drop the ball is with consistency – as in, they don't formulate a plan and stick with it. They think that results are going to happen fast and come easy. And unfortunately, it's just not that simple.

Again, unless you have a pile of cash to throw at your internet marketing initiatives, you should be looking for “*progressive wins*” as we call them at New Media Words.

What are progressive wins? This is the progress you can chart month after month; year after year.

**Note:** This tutorial is for small- to mid-sized firms with limited online marketing budgets, or those who just want to start driving organic traffic to their sites.

*What is organic traffic?*

It's defined in the next section, which covers some common terminology in SEO and internet marketing.

## **PART I: COMMON SEO & INTERNET MARKETING TERMS**

Just so we're on the same page, following are a few common abbreviations and terms you'll come across when SEO and internet marketing is discussed.

**SEO:** Search Engine Optimization. The process of maximizing the number of visitors to a site by ensuring that it remains high on the list of results returned by search engines.

There are dozens of search engines. However, most SEO experts routinely operate with the "Big 3" in mind, eg, Google, Bing (MSN), and Yahoo. Google, by far, is the most popular of these.

Proof?

A 2012 survey by the Pew Internet & American Life Project found that 83% percent of U.S. search engine users rated Google as their preferred search engine. That was up from 47 percent in 2004. [Source: TheBlaze.com - <http://ow.ly/gJKr2>]

Google not your first choice? Here's a list by Ask.com of the 10 best search engines for 2013: <http://ow.ly/gJKC0>.

**SEM:** Search Engine Marketing. Online marketing designed to increase a website's visibility in search engine results that are returned to web surfers when they seek information on the web. This takes many forms, eg, article marketing, content marketing, social media marketing, etc.

**SM:** Social Media (eg, Facebook, Twitter, Pinterest, LinkedIn, Google+, etc.).

**PPC:** Pay Per Click, ie, online ads you pay for.

**PLR:** Acronym for Private Label Rights; this refers to web content that is sold to more than one party. FYI, using this type of content is NOT recommended.

**SE:** Search Engine (eg, Google, Yahoo!, Bing, Ask).

**SE Algorithm:** This is basically the computerized formula that search engines like Google use to find and rank sites. No one but the professionals at search companies know what this formula is.

So when Google, for example, updates its search algorithm, a site can rise or fall in rank – quickly.

And, this is why it's important to partner with a firm that stays on top of search engine changes – so your content doesn't run afoul of their guidelines and get penalized (ie, dropped from results returned to web visitors).

**Organic Traffic:** Web/blog traffic that is, in essence, “free traffic.” It's any traffic that comes to your site/blog that you didn't pay for, (eg, pay-per-click ads).

**Content Marketing:** An umbrella term encompassing all marketing formats that involve the creation and sharing of content in order to attract, acquire and engage clearly defined and understood current and potential consumer bases with the objective of driving profitable customer action.

Content Marketing's basic premise is to “provide some valuable information or entertainment – “content” – that stops short of a direct sales pitch or call to action, but which seeks to positively influence a customer in some way.”

This information can be presented in a variety of media, including text, video, Q&A's, photos, etc. [*Source: Wikipedia*]

**Meta Tags:** These are tags (codes) used by search engines to give information to search engines about your site. There are tons of meta tags, eg, *Title, Keyword, Description, Author*, etc.

At New Media Words, we think of them as an online filing and cataloging system. When search engine spiders crawl the internet, they file sites according to type of content found on them. So if you have a website about cars, your meta tags will reflect that.

We'll discuss meta tags more within.

## **Conclusion**

Of course, there are many more SEO / internet marketing terms and phrases, but these are some of the most common that allow you to grasp what's discussed in this tutorial.

## **PART II: WHAT IS SEARCH ENGINE OPTIMIZATION?**

To understand search engine optimization, you must first understand how search engines work. Here – to avoid any confusion – my explanation starts from ground zero.

### **What is a Search Engine?**

The best way to describe a search engine is as the *Yellow Pages* of the internet. Their purpose is to locate information on the internet for web surfers. They do this by indexing every site on the web.

As previously disclosed, the internet is dominated by three major search engines: Google, Yahoo! and Bing (a Microsoft property).

### **Why Every Business Needs SEO**

**FACT:** A February 2012 Pew Internet survey finds that **91% of online adults use search engines to find information on the web**, up from 84% in June 2004 . . .

On any given day online, 59% of those using the Internet use search engines. In 2004 that figure stood at just 30% of internet users.

[Source: PewInternet.org - <http://ow.ly/gJGGD>]

### **How Search Engines Work**

If you want to find a business on the internet, instead of pulling out a big, thick yellow book, you log onto your favorite search engine and type in some words. In the language of SEO, these words are known as keywords / keyword phrases.

Two types of results pop up: organic results and paid results, illustrated below.

The results that pop up are what the search engine in question thinks are the most relevant to what you're looking for among the trillions of web pages that exist (and yes, there are *trillions!* of web pages on the internet).

### Organic Search Results Rule!

Web users have proven over and over again that they prefer (perhaps trust) organic search results more – by a wide margin. Proof? A 2010 study by Performics, a leading performance marketing firm, (<http://ow.ly/gJPD>), yielded the following results:

<p>When asked how often they [web surfers] click on paid vs organic listings . . .</p> <p>Natural results:</p> <ul style="list-style-type: none"> <li>• 37% Always</li> <li>• 42% Frequently</li> <li>• 15% Occasionally</li> <li>• 4% Rarely</li> <li>• 2% Never</li> </ul> <p>Paid Listings:</p> <ul style="list-style-type: none"> <li>• 5% Always</li> <li>• 15% Frequently</li> <li>• 43% Occasionally</li> <li>• 29% Rarely</li> <li>• 8% Never</li> </ul>
--

## Why Where You Show Up in Organic Search Results Matters

As a business, you want to be as high up in *organic* search results as possible. Why?

Because many web surfers just don't bother to click past the first 1-3 pages of results returned. Proof?

75% of users never scroll past the first page of search results. [Source: SearchEngineLand.com, *24 Eye-Popping SEO Statistics* (<http://ow.ly/gOiUU>)]

Further proof? In another study . . .

4% of respondents said they look at less than one page of results before giving up or trying a new search. 17% said they look through the whole first page, 30% said they look through two pages, 27% look through three, 7% look through four, and 15% look through five or more. [Source: AYTm Research (<http://ow.ly/gOkpK>)]

This means that over three-quarters of consumers (78%) abandoned search results (or started new searches) if they couldn't find what they were looking for on the first three pages of results returned.

So, how do you get on these all-important first few pages? This is where SEO gets interesting.

All most internet users know about search engines is how to find stuff using them. But if you're going to start pouring money into marketing on the web, then you must go a step further and learn how search engines operate. Specifically, how they find and rank sites.

## How Search Engines Find and Rank Sites

Search engines find and rank sites by using what's known as spiders or robots (aka bots). They troll the web, cataloguing sites as they find them. HOW they catalogue sites is key to ranking well.

And this is what's known as search engine optimization.

Let's say you're a criminal defense attorney in Atlanta, GA. A (keyword) phrase you'd definitely want to rank well for is "*criminal defense lawyer Atlanta.*"

If someone typed in that phrase, you'd want to be on the first few pages of results returned, that way they'd click through to your site and possibly schedule a consultation – and maybe go on to become a paying client.

## **Getting on the First Page of Google (or Your Search Engine of Choice)**

So how do you get on the first few pages of results returned?

There's a lot that goes into "optimizing" a site, but it begins with content. And one way to get your content recognized is to help search engine robots (aka "spiders/bots") categorize your site properly.

Think of the process of optimizing your website/blog like going to the video store to rent a DVD.

If you want to rent a horror flick, you'd go to the horror section, NOT the romance section. You do certain behind-the-scenes things (again, optimize your site) to help search engine spiders put it in the right category. What are some of these behind-the-scenes things as they relate to content?

Read on.

## PART III: HOW TO MAKE YOUR SITE SEARCH-ENGINE FRIENDLY

Following are five things you can do – from the content end -- to make your site search-engine friendly. Let's discuss each individually.

### I. Fill It with Keyword-Rich Text (aka SEO Content)



A search engine friendly website should be filled with keyword-rich text. What are keywords?

*What are keywords?*

As stated earlier, keywords are the words web surfers type in to find stuff on the internet (eg, the phrase “*criminal defense lawyer Atlanta*” used in the example on Page 9).

Having content on your site with relevant keywords helps search engine spiders discern what the site is all about – and return it in search results. This is usually accomplished via SEO articles (aka search engine-optimized content), which can be about anything you want. The more keyword-rich content you have on your site, the better.

The key to success with keywords is to use actual words and phrases that real web surfers type into search engines. This is what keyword research and keyword analysis is all about.

Once you find out what these popular phrases are, then you can write (or hire an SEO company / freelancer to write) keyword-rich content.

#### *The value of partnering with an SEO writing company*

A professional SEO writing firm uses trained SEO writers who know the rules of writing this type of specialized content, which includes knowing:

Google SEO writing guidelines (<http://j.mp/13woOR0>);

How to write content that gets linked to;

How to write effective headlines; and

How to do keyword research;

Among a host of other tangibles.

You see, writing SEO content is much more than sticking keywords in copy. You must have a foundational understanding of the entire SEO process – and how content fits into that.

Learn more about New Media Words' SEO copywriting services at:  
<http://www.newmediawords.biz/seo-copywriting.htm>.

Now, on to the next thing you can do to make your site search-engine friendly.

## II. Get Backlinks



Backlinks are one of the most important things you can do to make your site more search engine friendly, after adding keyword rich content.

### *What are backlinks?*

Backlinks are simply links back to your website. They are also known as inbound links. And, the reason they are so important is that search engines like them; they use them as a sort of “vote” for your site (more on this below).

*A very important note about backlinks:* You want one-way backlinks, not reciprocal links. What’s the difference? One-way backlinks are sites that link back to yours. Reciprocal links are where you trade links with another site (eg, you link to my site and I’ll link to yours).

Search engines rank sites with lots of *one-way backlinks* higher than those with reciprocal links because they are seen as more of an authority site. Think about it this way -- if a site has a lot of one-way backlinks, that means a lot of people find the information on that site relevant enough that they link to it (ie, share it), without any return favor.

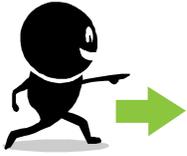
A site with a lot of *reciprocal links* ranks lower because it’s kind of like a conspiracy, eg, you scratch my back, I’ll scratch yours.

Which site would you trust more – the one that everybody recommends even though they get nothing out of it, or one that has a lot of reciprocal links?

Exactly!

Now, the very next question that should be on your mind is, “*How do you get backlinks?*” This brings us to the next thing you can do to make your site search engine friendly, which is . . .

### III. Engage in Social Media Marketing



When I first wrote this tutorial in 2008, social media marketing wasn't even mentioned as a factor. Now, it's grown to the point where it's a must because it's one of the newest, most effective ways to get backlinks.

Why?

Again, it's because search engines like Google use it like a voting tool for your site. The rationale is, the more content that is shared on social media sites by others about you, your site and/or your products and services, then they must be good because web surfers don't share crap (unless they have a vested interest).

Search engines like to return useful, relevant results. And, if a lot of people are "voting" for a site (via sharing it on the Facebook pages, their Twitter accounts and in their LinkedIn forums, for example), then it must be useful and relevant.

It's a very simple concept.

#### *The 3 Most Popular Social Media Sites*

FYI, the three most popular social media sites as of this writing are Facebook, LinkedIn and Twitter.

Pinterest is one that made great strides in 2012; and Google+ is another one that can't be ignored because it's Google's version of social media sharing. Also, because Google is the number one search engine by far, you can't ignore anything they do.

#### *How I got on the first page of Google using Google+*

As an SEO writing company owner, I'm always trying to rank well for keywords in my niche, of course. One I'd been trying to get on the first page of Google for was "SEO content writing."

After sharing just one post via my Google+ profile, there I was – in TWO SPOTS on the first page of Google for that phrase; the number three spot was via my Google+ profile; the other was via a link from one of my websites.

See graphic on next page for proof.

seo content writing - Google Search

120 personal results. 9,520,000 other results.

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 1,798 people +1'd or follow Fiverr  
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**Top 10 SEO content writing tips everyone should know | Wordtracker #1**  
[www.wordtracker.com/academy/content-writing-tips](http://www.wordtracker.com/academy/content-writing-tips)  
 Aug 6, 2010 – You don't have to sacrifice the quality of your work in order to create content that is search engine optimized and will help improve your ranking ...

**What is SEO Friendly Content - Content Written to be SEO Friendly #2**  
[webdesign.about.com](http://webdesign.about.com) › ... › Web Marketing › SEO  
 by Jennifer Kyrnin - in 1,052 Google+ circles - More by Jennifer Kyrnin  
 Search engine optimization or **SEO** is all about what words are on your page. If you don't have the words, you can't optimize for that term in a search engine.

**Two Crucial Considerations for Getting the Best SEO Content ... #3**  
<https://plus.google.com/.../posts/MMtQ99jWjQR>  
 Yuwanda Black – Jan 9, 2013 – Limited – Two Crucial Considerations for Getting the Best **SEO Content** ...

In my opinion, the second result (which was the last one on the first page) only happened because Google recognized me as somewhat of an authority in this niche via the content I shared on my Google+ page.

## Understanding How Google Increases Your Influence in Search Results Returned

Via it's "Search, plus Your World" feature, Google returns results based on your social connections. For example, I only appear on page 1 for this keyword phrase *When I'm logged into my Google+ account.*

Why?

Because I – or someone in one of my circles – has shared content on this topic. So Google figures I'd much rather be directed to content from a "trusted source," ie, someone in my Google+ network, than from an "unknown" in a general web search.

See now how Google combines your searches with your social connections?

"But," you may be wondering, "if you're not on the first page in a general search, how does that benefit you?" Quite frankly, it's about *building an authority with a group of people you may want to do business with.*

Imagine if you're a real estate attorney. Let's say you have 200 realtors in your circles. Let's further say they're searching for a closing attorney and they go online to do a search for one.

If you're part of THEIR circle, your profile is likely to be returned in their search results. So instead of having to compete with EVERY real estate attorney on the web, you only have to compete with the few other real estate attorneys who may be part of their circle(s).

Talk about cutting the competition down to size! This is the advantage of Google+.

So again, you can't ignore Google+, even if it hasn't caught on like Facebook and Twitter.

### ***Social Media Marketing Advice***

Social media marketing is time consuming, and takes a commitment over the long haul. BUT, it is extremely effective in keeping your name/brand constantly in front of old and potential new customers.

For details on New Media Words' social media marketing services, go to <http://www.newmediawords.biz/social-media-marketing.htm>.

## **IV. Start Blogging**



Blogging is one of the most effective ways to brand your business via content marketing. And, this is really what a blog is for.

Speaking of content marketing . . . it is THE hot concept in internet marketing nowadays.

Proof?

2012 was the year of content marketing, according to our annual B2B Marketing Trends Survey, which found that 87% of respondents currently use the strategy. **2013 will see continued growth of content marketing**, and because of that, marketers must prepare to meet the challenge of actually providing all of the content they need for their varied channels. [Source: MPDailyFix.com, *What's Next in Marketing: 29 Bold Predictions for 2013* (<http://ow.ly/gUtXM>)]

At New Media Words, we like blogging as a form of content marketing because it allows you to talk to your audience about a variety of things – from the personal to the industry specific – in an informal way (although blogs can be formal).

With a blog, you get to define a company “personality.” This all goes back to building trust. And remember, in order to do this, prospects must come to know and like you. Blogs are an excellent venue for accomplishing these goals.

*How often should you update your company blog?*

That depends. At least once a week is recommended. If your industry has constantly breaking news (eg, the stock market), multiple times a day would be more appropriate.

Of course, we can update your company’s blog for you, creating relevant content that keeps you top of mind with your customers.

Get full details on our blogging services at <http://newmediawords.biz/seo-blogging.htm>.

## V. Write Your Meta Tags



When I first wrote this tutorial in 2008, the three meta tags I recommended paying attention to then were the *Title*, *Description* and *Keyword* tags. The reason is, those were the most important then.

Fast forward to 2013; there are a couple of more to add to this list. But, before we get to the specifics of that, let me clear up some of what you may have heard or read about the usefulness of meta tags.

### *The Controversy Surrounding Meta Tags*

SEO experts disagree about the effectiveness of these tags. Some consider writing meta tags an “old hat” SEO tactic that is just not effective.

Others (like me) recommend writing them simply because they give search engine spiders clear, concise information about your site.

For example, search engines take the information in your description tag and display it on their search results page(s). Below is an example of the info found in New Media Words' Description tag.

**SEO writing company**  
[newmediawords.biz/](http://newmediawords.biz/)  
New Media Words provides a range of search engine optimization services to drive traffic and increase online sales. Among them are **SEO copywriting**, article ...

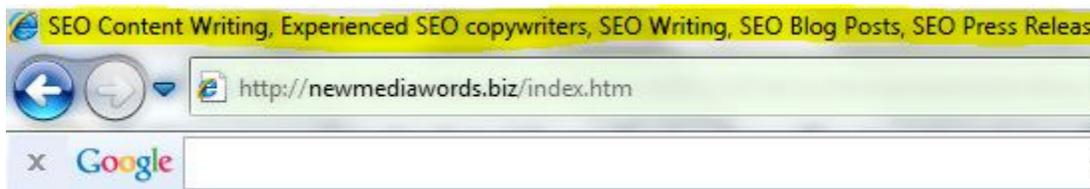
FYI, we're rank #1 on Page 1 of Google for the keyword phrase "SEO writing company" out of over 39 million results as of this writing.

While writing our meta tags probably didn't contribute to any large degree, the one thing I'm hoping that you're picking up as you read this tutorial is that search engine optimization is a lot of little things – that you do consistently – that improves your site's overall rank in search engines.

### ***The 5 Meta Tags You Should Focus on in 2013***

 **1. The Title Tag:** This tag tells search engine spiders what a *specific page* on your website is all about. It is the description that is displayed in your web browser's window at the very top of the page (that white writing that appears across the top).

If you log onto NewMediaWords.biz and look at the very top of the page to your left, you'll see the following (the text in yellow is what's in our *Title* tag for that page).



Many companies make the mistake of having the same *Title* tag on every page of their site. This is not helpful to search engines. *Each page on your site should be treated as its own separate entity*; hence, it should have its own unique title.

This is especially true if you carry/offer many different products and services across many different categories.

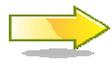
Your *Title* tag should contain some of your high-traffic keyword phrases and should explain exactly what the surfer can expect to find on that particular page (as opposed to your entire site).

### ***Why Your Company Name Should Not Be in Your Meta Tags***

Many site owners will begin their *Title* tag with their company name. Unless you're a well-known brand like Coca Cola, this means nothing to search engines.

Your *Title* tag should start with a high-traffic keyword that describes what the web surfer will find on that page. Access any page of <http://NewMediaWords.biz> to see what I mean.

*Note:* As an aside, the *Title* tag technically isn't a meta tag, but it's lumped in so much when meta tags are discussed, that most refer to it this way.



2. *The Description Tag:* This is the info that web surfers read when your site pops up in organic search results. It helps them decide whether or not to even click on your site, so you definitely want this tag to be present – and accurate.

### ***3 Reasons to Write Your Description Tag***

a) Search engines will make one up if you don't. How? By taking an excerpt of content from your web page that has the keyword phrase the web surfer typed in. Many times, this info may not be the best description.

b) If your site/web page has minimal text, eg, a lot of “non-word content” like photos, videos, infographics, etc., the *Description* tag is important in helping search engines discern what that page is all about.

c) What you write in your *Description* tag can make web surfers click thru. Why/how? Because other than the keyword typed in to find your site, it is the only piece of discernible info that is readily available to them – among millions of results.

This is why your *Description* tag should not only be written, but be as exacting as possible.

Think of it as your three-second elevator speech, as in, you have three seconds or less to capture a prospect's attention.

Don't leave it up to a search engine as to what's said about your site; give surfers the info YOU want them to see.



3. *The Keyword Tag*: This is a list of words and phrases (aka keywords) that best describe your site. They should be directly relevant to the *specific page* at hand.

*Note*: If you use the wrong keywords (in order to mislead a search engine), your site can be blacklisted by search engines. This is known as a “blackhat” search engine marketing tactic. Don’t ever use blackhat tactics; always use white hat.

*What’s Blackhat?*

It’s simply doing things that purposely mislead search engines about your site in order to gain a better ranking.

*The Argument against Writing Your Keyword Meta Tag*

Your competitors can easily see which keywords you’re targeting. At New Media Words, we believe in doing everything you can to rank your site well; and not worrying about if someone will come along and steal your work (ie, keyword research).

The reality is that if a competitor really wants to know which keywords you’re targeting, it’s easy enough to figure out, even if you don’t write this meta tag. So err on the side of giving search engines the info you want them to have, not worrying about what your competitors might do.



4. *The Author Tag*: This tag is simply a way for search engines to identify who the owner/writer/producer of a piece of content is. Following is what the *Author* tag looks like.

*Example of the Author Tag*

```
<p><a rel="author" href="http://plus.google.com/112339798837672719495" target="new">Learn more about Yuwanda via her Google+ Profile.</a>
```

The *Author* tag is important because it helps search engines spot – and promote -- credible “content producers” on the web. Confused as to how?

Think of it as a simple referral. When you use the *Author* tag, it’s like “introducing” yourself to Google. So, when Google spots content by you when their robots crawl the web, it’s like them saying, “*Hey, we met this person before; they’re credible. So, let’s return their content in our search results.*”

This leads to authority, which leads, to trust, which leads to sales. And, it’s highly effective. Proof?

## Real-Time Search Results

As of this writing, if you go to Google and type in the keyword phrase “SEO writing” (without quotes), a link that I shared via my Google+ profile showed up on the first page – in position #6.

See?



As an aside, this article has been on the first page of Google practically since the day it was published in 2009. That’s four years as of this writing!

Learn more about the importance of the *Author* tag, and why you should use it at <http://ow.ly/gUmyt>.



**5. Rich Snippets:** Rich snippets are designed to summarize the content of a page in a way that makes it even easier for users to understand what the page is about in Google’s search results. [Source: Google.com (<http://ow.ly/gUpnB>)]

In our opinion, if you have the capability or a web development team, you should definitely include these on your site. However, we don’t think they’re absolutely necessary right now – especially if you do all the other things mentioned in this tutorial.

So, why have we included them on this list?

Because they are a major development that’s come about in the last couple of years that’s important in search. And in our opinion, they will become an SEO “must” over the next year or so. SearchEngineWatch.com, a leading digital publisher, put it best, stating:

Schema tagging and rich data snippets are single-handedly the most important (and somewhat quietly announced) change to how your site interacts with the search engines and the search spiders. Learn it. Know it. Implement it. [Source: *How to Use HTML Meta Tags* (<http://ow.ly/gUqJM>)]

FYI, here’s an excellent tutorial on Rich Snippets: <http://ow.ly/gUqah>.

## Meta Tags Conclusion

While many SEO experts don't give any weight to meta tags anymore, at New Media Words we do, simply because it's another chance to tell search engines what your site is all about – in your own words -- not what they “think” it might be about.

Also, it's a small investment of time for something that could bring you more traffic for years. Once you have your meta tags done, it's not like you have to go back and update them every day (or even every year).

You really on have to update/change your meta tags when something drastic changes in your business, eg, your service offerings changes, your target market changes, your product/service offering change, etc.

Learn more about New Media Words' meta tag writing service at:

<http://www.newmediawords.biz/meta-tag-writing.htm>.

## Conclusion

There's much more to search engine optimization, of course, but this should be enough to give you a fundamental understanding of how online traffic is generated and how you can rank high. WHICH, by the way, is getting harder every day.

Proof?

In 1992, fewer than 15,000 dot com (.com) URLs had been registered;

By 1998, Google said it was indexing 26 million pages;

In 2008, Google revealed that it was indexing 1 trillion unique URL\* (web pages); and

In 2012, the search giant indexed over 30 trillion web pages; 100 billion queries per month.

In light of these statistics, how will your site get found online? Content, that's how. More specifically, SEO content -- and a steady stream of it, which brings us to the next section.

*\*Source: Mashable.com, How Big is the Web?*

## **PART IV: FAQs ABOUT INTERNET MARKETING**

Following are some questions I've fielded from clients new to search / internet marketing. By gaining an understanding of the services, you will be able to better select what will work best for your firm.

### **What's the difference between a blog post and an SEO / web article?**

A blog post is shorter than an SEO article. Blog posts are 50-300 words usually. Most fall in the 200-300-word range.

SEO articles are usually in the 400-700 word range. Most are 350-500 words. They can be much longer, but you'll usually be charged a higher rate for articles longer than 400 or 500 words.

### **Why are SEO articles more expensive than blog posts?**

Because they're longer, hence take longer to write.

### **Do you provide the keywords, or do I have to?**

Most clients who work with an internet marketing firm will have keyword research done for them, and the firm will pass them along to us, the SEO writing company.

However, if you're not working with an internet marketing firm or website developer who provides this service, we can do it for you (at an additional cost).

### **What's the difference between an SEO article and an SEO'd press release?**

Many confuse press releases with other types of content (eg, SEO articles) because they are about the same length 350-400 words, more or less. However, press releases are a different animal altogether. They are a highly targeted advertising medium that require research and must be written in a certain journalistic style.

#### *About Press Releases*

The whole purpose of a press release is to attract the attention of the media. Companies use them to get interviews in newspapers, on TV and in other types of mainstream media.

Since the purpose of writing a press release is to attract the media, they must be written with a particular slant in mind. For example, a writer would look at what's hot in the news at any given moment and try to tie your company's product/service in to that so that journalists will be more likely to pick up your story.

Remember, journalists don't care about your product, service, company, etc. What they care about is how it will help/appeal to their readers and viewers. So, if your company sells a wood floor cleaner, you wouldn't write a press release discussing the features of the wood cleaner (eg, how it's better than other products, the fact that it's cheaper, etc.).

You'd have a better chance of getting picked up by the media if your press release was written with a "green" slant in mind, for example. Green (eg, environmentally safe) topics are hot in the news right now.

So if you wrote a press release discussing how your company's wood floor cleaner is made from 100% natural ingredients, which makes it ideal for families because it keeps your pets, kids and the environment safe, then it's a "newsworthy" item.

A good press release will throw in a statistic or two from noted organizations, hence they require research. Press releases also must be formatted a certain way, or they will stand out as unprofessional, making it unlikely to get noticed by the media.

#### *About SEO Articles*

SEO articles, on the other hand, are just simple web copy written with a keyword phrase in mind. Again, they are usually 350-400 words long, and require no particular format. They are not written with journalists in mind (although well-written SEO articles covering "hot" topics could very well garner media attention).

#### **What's the difference between a press release and a company announcement?**

Many confuse press releases with company announcements. Company announcements are those short notices posted on a business website in the "Media" section. They may announce a new hire, a product launch, an award the company received, etc.

Technically, these are not press releases; they are company announcements. But, most refer to them as press releases. While company announcements make your company look more professional, most journalists have no interest in them – unless you're a large, well-known company (eg, Google, Microsoft, etc.).

They do make your company look more professional though, so by all means add them to your site if you wish.

## **Do you place press releases for clients?**

We place press releases on PRLog.com for clients. It's a free press release distribution service. We don't actively shop your release to media outlets. That's what a PR consultant/PR firm does. And, that's why they cost a mint.

### *A Note about Free Press Release Distribution*

We write press releases with SEO in mind. Why? Because, much like any other online content, once it's live (eg, on PRLog.com), it will get picked up by search engines and become a part of the web for years.

So while we don't "place" press releases, you do get search engine marketing bang for your buck because we always keep SEO in mind.

## **What is an article directory?**

An article directory is a website that allows you to submit content for free. The purpose of article directories is to get backlinks, which increases traffic (and sales).

You submit articles to article directories in hopes that they will get picked up and published by others (newsletter publishers, other websites, blogs, etc.). You grant these publishers the right to reprint your content – FREE – as long as your resource box (explained below) remains intact.

EzineArticles.com is the #1 article directory on the web. There are literally thousands of them though. All have many categories for you to submit your content to. Log on to <http://EzineArticles.com> to get a feel for what article directories are all about.

## **What is article directory submission?**

Quite simply, writing articles and distributing them via article directories like EzineArticles.com. You have to create an account with each directory to submit articles to them. Each article directory has its own set of rules (eg, article length, where links in articles can appear, whether or not links in articles can appear, keyword density, etc.).

While tedious, article marketing (eg, submitting articles to article directories) is one of the most effective, low-cost methods of online advertising that exists.

Learn more about that here: <http://newmediawords.biz/article-submission1.htm>.

## **I've heard about something called the duplicate content penalty. What is it?**

This is among the top concerns of many who are new to internet marketing. Understanding what it is and how it works will ease any fears you may have in this area.

When a search engine finds the same content on many sites (ie, duplicate content), it excludes the links from duplicates. Hence, the duplicate content penalty is really not a penalty at all; it's an *exclusionary mechanism* to keep 100 sites with identical content from popping up in search results.

To explain a bit further, search engines work to provide as many *different, relevant* results as possible to web surfers. They do this by choosing from among the *top sites* that have the most relevant content.

How they choose which site with identical content to show results from is what should concern you. And, this is what SEO is all about.

Sites with more relevant backlinks, more keyword rich articles, with well-written meta tags and good site navigation all have a better chance of having their content shown than one that doesn't have this type of SEO done.

## **Will article marketing trigger the duplicate content penalty?**

It can if all you have on your site is articles pulled from article directories, ie, no fresh content that's not published any place else. If you do, then no, it's highly unlikely.

And remember, the duplicate content penalty is not a penalty, but an *exclusionary tactic* used to return the best results to web surfers. What happens is, when you distribute articles via a site like EzineArticles.com, the duplicate content filter spots this content and may exclude the links pointing to your website from results.

Some of the links will continue to count though – just on the most relevant, highly ranked sites – not all sites. Furthermore, many of the links from articles you distribute will still count from many different sites in some search engines. This helps your backlinking strategy.

**Article Marketing Tip:** One thing I do not recommend is posting articles that are written for mass distribution (ie, distributed via article directories) on your site.

Your website should be filled with unique content (ie, content that is not published any place else). This is why we offer two types of articles at New Media Words: (i) “easy, breezy” content; and (ii) foundational content.

Easy, breezy articles are meant for mass distribution (eg, article directories, Content Crooner, etc.) Foundational content is meant to be posted only on your website. This is discussed in more detail later.

### **Should I register a domain name for my company blog, or is using a free service like blogger or wordpress ok?**

Every company should stay away from free blogging platforms and register their own domain name. Why? One reason: image/brand.

Free blogging platforms don't give your company the right image. It's not something you want to build your brand on – not if you want to be taken seriously. Using free platforms pegs you as a novice, and quite possibly as unprofessional.

With competition on the web being as stiff as it is, you need every competitive edge you can get. Having your own domain is an easy one to take advantage of.

### **Which SEO/Internet marketing service(s) should I order first?**

This question – more than any other – is what prompted me to write this tutorial. That's because it depends on so many factors. There are criteria though that you can use to determine which service we offer that would be best for your company.

FYI, a little later on, I do offer advice on a one-size-fits-all beginner marketing strategy. But ultimately, you determine what's right for your business, so read on.

## **WHICH SEO SERVICE YOU SHOULD START WITH?**

In order to determine which SEO and/or internet marketing service you should start with, ask yourself the following questions.

### **3 Questions That Help You Clarify Your Internet Marketing Strategy**

After you answer the following questions, then you'll have a clearer idea of which of our services will best suit your business objectives.

#### **I. What are your short-term goals?**

Many clients answer this by saying, “*To get more traffic.*” Of course, that's the overriding goal of any type of internet marketing. But, you have to be more specific than that because the ultimate goal is not to increase traffic – but to increase *sales*.

So, quantify your goals. For example, we want to start getting 5 to 10 new leads per week from our website. Or, we want to increase sales by 15% in the next six months.

When you have concrete goals in mind, it helps you to crystallize what you need to do to get there.

#### **II. What are your long-term goals?**

After many clients reach short-term goals, they then start to realize the power of SEO and internet marketing, and how quickly they can grow sales over the long-term. It's at this point that they become more vested in the process.

Many times, they will start to shift portions of their offline marketing budgets to internet marketing because you can get more bang for your buck – and quicker too.

#### **III. What is your budget?**

The reason this is important is that you don't want to choose methods you can't afford to repeat. As a business person, I'm sure you know that marketing is about consistency.

Conventional marketing wisdom is that you have to “touch” a prospect 7 to 28 times, depending on which source you read, before they will buy from you.

I happen to think it's much more than that these days, as we are bombarded with so many ads from so many different sources.

In the old days, TV, radio and newspapers were the main outlets. Nowadays, there's the internet, our cell phones, iPads, iPods and tablets, in addition to TV, radio and newspapers.

But, I digress . . .

The first seven times a prospect sees an ad, experts say, it only *begins* to sink in. They have to see it many more times before it reinforces the brand and makes the sale. Hence, if you run a pay-per-click (PPC) campaign, but can only afford to do it for a month, it's probably going to be a waste of your money.

You might be better off with an article marketing campaign. This is one reason I always advise clients to use free and low-cost methods. That way, you'll always be able to market – no matter what your ad budget looks like.

### **Commit to SEO and the Internet Marketing Process**

The main thing you need to succeed in online marketing is a commitment to the process. Online marketing works. Some techniques work better than others, some work faster than others.

What works though depends on your niche, your goals, your budget – and your commitment to hang in there until you find a winning strategy. This constantly changes and that's what makes SEO so exciting – and so frustrating – at the same time.

One sure way to fail in online marketing is to *not* be in the game.

If you're not harnessing the power of the internet for your business, you're missing out on short-term income goals and long-term gains. In fact, over the long haul, you could literally be killing your business. How/why? Because if you're not marketing online, you can bet your competition is.

***In 3, 5 or 10 years, where do you think your business will be compared to the competition if they've consistently invested in online marketing – and you haven't?***

With that being said, following is an internet marketing strategy that I've found to be successful for almost all businesses – no matter their niche or their budget.

## **PART V: A SHOE-STRING WEB MARKETING CAMPAIGN THAT WORKS FOR EVERY BUSINESS**

*Note:* The following is strictly from my point of view. I've been a shoestring internet marketer since 2002, and still utilize these methods for my own online ventures. It's by no means the fastest way to get results (try PPC, for example, for that), but it is highly effective at increasing traffic levels – and sales.

### **#1: Get Your Meta Tags Done**



Internet marketing experts disagree about how important this is, but if it only brings in 3, 5 or 10 percent more traffic – what can it hurt? Remember to treat each page on your website individually, as discussed in the meta tag.

### **#2: Have Your Web Copy Written Using Keyword Rich Text**



This means writing your site's copy with SEO in mind. And I don't mean crappy, keyword-stuffed content either. No one wants to read that, and you cheapen your business's web presence by indulging in copy like this.

What using keyword-rich text means is to be aware of: (i) what the keywords are for your business niche; and (ii) ensure that you use them in your web copy.

Going a step further, write your copy for the web. What do I mean by this?

#### *The Value of Professional SEO Copywriters*

Professional SEO content writers know how to write web copy that not only keeps SEO in mind, but makes it easily readable as well. For example, each page should have lots of lots of white space; paragraphs should not be more than 3-5 lines long; bolded, descriptive headlines; keywords placed in certain places on the page; etc.

These are just some of the nuances of writing web copy that a professional SEO copywriter can help you with to make your copy more readable.

#### *On-Site Web Design & Navigation*

As we're talking about web copy, I just want to elaborate on site design. Site design has to do with how visitors find stuff on your site. Accepted internet marketing wisdom is

that a visitor shouldn't have to click more than one or two times to find information on your site. If they do, your site is considered to have poor site design.

### #3: Start a Blog



A blog is a way to build your brand via content marketing. It keeps you top of mind with your customers. While how often you blog will depend on the type of business you have, you should do so at least once a week.

### #4: Start Interacting on Social Media



This is no longer an option; it's a must.

Social media is free, and again, the top three sites as of this writing are Facebook, Twitter and LinkedIn. Pinterest and particularly Google+ are two that shouldn't be ignored either.

#### *How Often Should You Interact on Social Media?*

How often to interact depends on several factors, which means you need a social media marketing strategy. Following are four guidelines for developing one that works for your business.

#### *Four Guidelines for Interacting on Social Media*

**a. Know who your customers are:** Not all social media sites are equal in that while one may be popular, it may not be where your customers are. Following are some social media site demographics. Which site best suits your businesses' target market?

#### *Social Media Demographics*

- 55% of Twitter users are 35 or older.
- 63% of Pinterest users are 35 or older.
- 65% of Facebook users are 35 or older.
- 79% of LinkedIn users are 35 or older. [Source: Pingdom.com, Report: Social network demographics in 2012, <http://ow.ly/gVWL4>]

*Note:* At New Media Words, we believe that you should at least have a presence on the five social media sites discussed in this tutorial, even though you may interact on some way less than others.

Why?

Simply because they're the big players.

**b. Engage constantly:** You should spend some time on social media at least every (business) day. In our opinion, engaging three to six times a day is optimal.

Speaking of engagement, be sure to answer questions that are asked of you directly via social media. This is customer service gold -- and many businesses miss out by not doing this. Proof?

An incredible 70 percent of questions from Facebook fans are ignored which completely contradicts the interactive nature and purpose of social networks. What's even more alarming is that 25 percent of global companies go as far as closing their wall on Facebook to prevent fans from asking questions at all.  
[Source: Ragan.com, *Brands ignore 70 percent of Facebook questions*, <http://ow.ly/gW1yz>]

If social media gets too overwhelming for you because you're too busy running your business, then assign the responsibility to someone in your office, and/or outsource it.

There are tons of reasonably priced, freelance social media account management professionals who can do the job.

**c. Share:** In our research, social media marketing wisdom seems to be that about 80% of your interaction should be sharing info from others, NOT promoting your own stuff.

Hence, if you tweet five times a day, then at least four of those tweets should be retweets (RTs) or links from around the web that you've found.

**d. Be relevant:** What to share stumps a lot of newbies to social media. Think of yourself as a go-to information source, so share info that will help those in your industry do business better, eg, generate more sales, improve customer service, get more leads, etc.

This can be everything from specialized industry reports, to a recent newspaper article, to trade show information, to jokes. Yes, jokes! Humor attracts people, so don't feel like you have to leave your funny bone at the door when interacting on social media. Just make sure that the humor is in good taste.

Also, don't be afraid to "get personal," eg, share your love of baseball, or yoga, or a funny thing your dog did.

In spite of our highly technical world, people still like to do business with people – and this type of sharing highlights your “humanness.”

### ***Automate Your Social Media Interaction***

You can use free tools automation tools like SocialOomph.com and HootSuite.com to update your social media accounts. However, remember, social media is about building a community, so interacting in real time on a regular basis is extremely important.

### ***While Social Media is Important, Content Creation Is More So . . . This is Why***

FYI, I read recently that changed my whole thinking about what “interacting” is as it relates to social media.

In the post, *Why Our Definition of Social Media Engagement and Interaction is Wrong*, on the uber-popular content marketing and blogging blog, SalesLion.com, Marcus Sheridan (the blog’s creator) writes:

I choose “content interaction” over “social interaction” any day of the week. This may sound sacrilegious to some in this industry, but because great content (when read and absorbed) is literally ***the best sales tool in the world*** (emphasis added), why would anyone see it any other way? . . .

Why aren’t page views considered to be a social media interaction? And why aren’t companies targeting pages views (content marketing) as more important than total likes, friends, followers, shares, pins, or whatever else you can add to the list?? [Source: <http://ow.ly/gUzXj>]

While how often your content is shared is important, it’s not the total picture of how effective your social media marketing efforts are. Ultimately, it’s your sales that determine this. Social media is simply another conduit to drive traffic to your great content.

I know from personal experience that many of my ebook customers consume copious number of pages on my websites (like Marcus talks about in his post) before purchasing anything. Many tell me so directly, and my websites’ stats back this up.

### ***The Most Important Thing to Remember about Interacting on Social Media***

Get involved, but keep your primary focus on creating standout content, because that’s still where the real “selling” takes place.

## #5: Start an Article Marketing Campaign



Article marketing is not sexy compared to say, social media marketing. But, it is effective for long-term traffic generation.

### *How Article Marketing Drives Site Traffic*

To understand how article marketing drives site traffic, let's go back to the basics of how and why web surfers use the internet. They use it to find stuff; to ferret out information, remember?

If you want to capture these information seekers and turn them into customers, what do you need to do? Create trust; that's the foundation of any relationship – personal or professional.

An old business mentor said to me once, people buy from those they:

- (i) know;
- (ii) like; and
- (iii) trust.

So how do you create trust on the internet?

Providing informative, well-written content is one free, easy way to start. And, this is why article marketing is so effective.

If visitors read articles written by your company that provide them with answers to their questions, then they're likely to click through to your site. Once they click through, if they encounter even more informative content, they begin to feel like they know you.

The text that answers their questions will make them like you (hopefully) and then they'll start to trust you. Once trust is established, sales will be that much easier to come by.

And, that's the power of marketing with articles.

## PART VI: TUTORIAL CONCLUSION

Because no one but the gatekeepers, eg, Google owners, know exactly how search engines work, there will always be some guesswork involved in SEO. Luckily, the vast majority of what you need to know to get your site to rank better is provided by the search engines themselves.

So read search engine guidelines. Every search engine has them. Again, the “Big 3” are Google, Bing (MSN), and Yahoo.

### Our Services

As you can see from our services (<http://NewMediaWords.biz>), we offer other many besides the ones talked about here, eg, case studies, ebook writing, etc. And these all have their place. However, the purpose of this tutorial is to dispense the basics.

I hope I’ve given you enough info to make an informed decision about how to start marketing on the web – and, indeed, how vital it is that you do.

In conclusion, here’s one last thing to consider – and why we provide SEO services that focus on organic, as opposed to paid, search . . .

*Search engine users overwhelmingly click on organic results on Google and Bing by a margin of 94 percent to 6 percent. (emphasis added) [Source: SearchEngineWatch.com, Organic vs. Paid Search Results: Organic Wins 94% of Time (<http://ow.ly/gUDno>)]*

Via the free and low-cost methods discussed here, you can you can be doing continuous web marketing that drives organic search traffic for years to come.

Whatever you decide, good luck in your SEO and internet marketing efforts.

Sincerely,

*Yuvanda*

### Social Media Connect

Google+: <http://ow.ly/gWgyO>

Facebook: <http://ow.ly/gWgF4>

LinkedIn: <http://ow.ly/gWgQ0>

Twitter: <http://ow.ly/gWgU3>

Pinterest: <http://ow.ly/gWh1o>

Founder, New Media Words

<http://NewMediaWords.biz>

[info@NewMediaWords.biz](mailto:info@NewMediaWords.biz)

## ENDMATTER

### Relevant Ebooks and E-courses

*How to Write SEO Copy That Sells: An SEO Copywriting Training Manual for Small Business.* Details at <http://www.e-junkie.com/InkwellEditoria/product/98242.php>.

*SEO Writing Ecourse: How to Become a Highly Paid SEO Copywriter In One Week.* Details at <http://www.seowritingjobs.com/seo-copywriting-training>.

Visit <http://inkwelleditorial.com/start-a-freelance-writing-career> for the complete list of available e-books and e-courses.

**NOTE about links:** All links are active at the time of publishing. However, because the web is a constantly changing entity, if you find broken links, please let us know and we will correct them and send you a corrected, free copy of the e-book you ordered. Thank you in advance for your help.

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