

Are You An SEO Schmo?

Many business owners are consumed with the idea of getting to number one on Google search results. It seems they will do almost anything to get there. Many have spent absurd amounts of money on internet advertising such as (PPC) Pay Per Click and still have yet to reach the top of the mountain – the number 1 spot on Google.

The truth is that being number 1 on Google is not as easy as buying some ad space online. It is a process that takes some time, and when done properly, can be long lasting. And, to be honest, being on the first page of search engine results is all you really need to achieve an increase in the traffic to your site.

Are you really interested in having more visitors or do you want to increase sales from your website?

This is a question that will be discussed in length in a later blog post.

The term SEO (search engine optimization) is thrown around a lot today. It is used in the context of your website and is often interchanged with other terms such as SEM (search engine marketing). SEO is the key to achieving desired search results. In terms of SEO you may have heard of companies using white hat, black hat, and organic SEO techniques. While each of these techniques have the same goal (achieving a higher ranking in Google) their methodology varies substantially.

In my personal opinion, organic SEO is the way to go. First, it doesn't cost you anything beyond paying to have someone optimize your site, and second, it has a longer lasting effect and will help stabilize your search ranking.

What is organic SEO?

Organic SEO is exactly what the word organic connotes: A natural method to steadily increase the amount of traffic on your website by increasing your ranking in search engines. Therefore, it is not about pay for advertising, it is about evolving and growing your website.

How do you optimize your website to achieve better results?

There are countless ways people claim will increase traffic to your website. Many are true; however, many are also speculative. The following are some of the proven techniques that I have personally used to increase both traffic and search results:

- *Keyword research:* Conducting keyword research to identify the *search terms* the visits to your site use to find your website. Knowing the search terms used by your visitors is an important starting point. It will help you better understand how your users search.
- *Optimizing website content:* Content is king! Having rich content with the correct keywords will help your search ranking. You must provide content that is both informative and useful for your sites visitors. Make your site as engaging as possible.



- *Titles/Headers:* Having keyword based headers, titles, meta tags, and URL extensions will help optimize your site and make it more efficient.
- *Article Writing:* One of the best methods to create rich content is to write articles and post them on both your website and submit them to article directories. This will help to establish you as an expert in your field and generate more traffic to your site at the same time.
- *Back links:* Creating back links is a great way to improve your search ranking. Having other large sites link to your site makes you more appealing to search engine algorithms. Back links can be quickly created from linking to:
 - *Social media:* Social media sites such as Facebook and Twitter are a great way to create back links to your website. However, when using social media sites, make sure that you have a reason to use the site and can effectively engage your users.
 - *Web directories:* List your site on all major directories and industry specific directories. This will not only create more back links, it will also help establish your company's presence online.

If you are an SEO Schmo don't be alarmed. Many people know very little about SEO. Hopefully I have been able to educate you about the basics when it comes to organic SEO and what it can do to help you increase your website traffic and search ranking. While this information only scratches the surface, it is a great starting point.